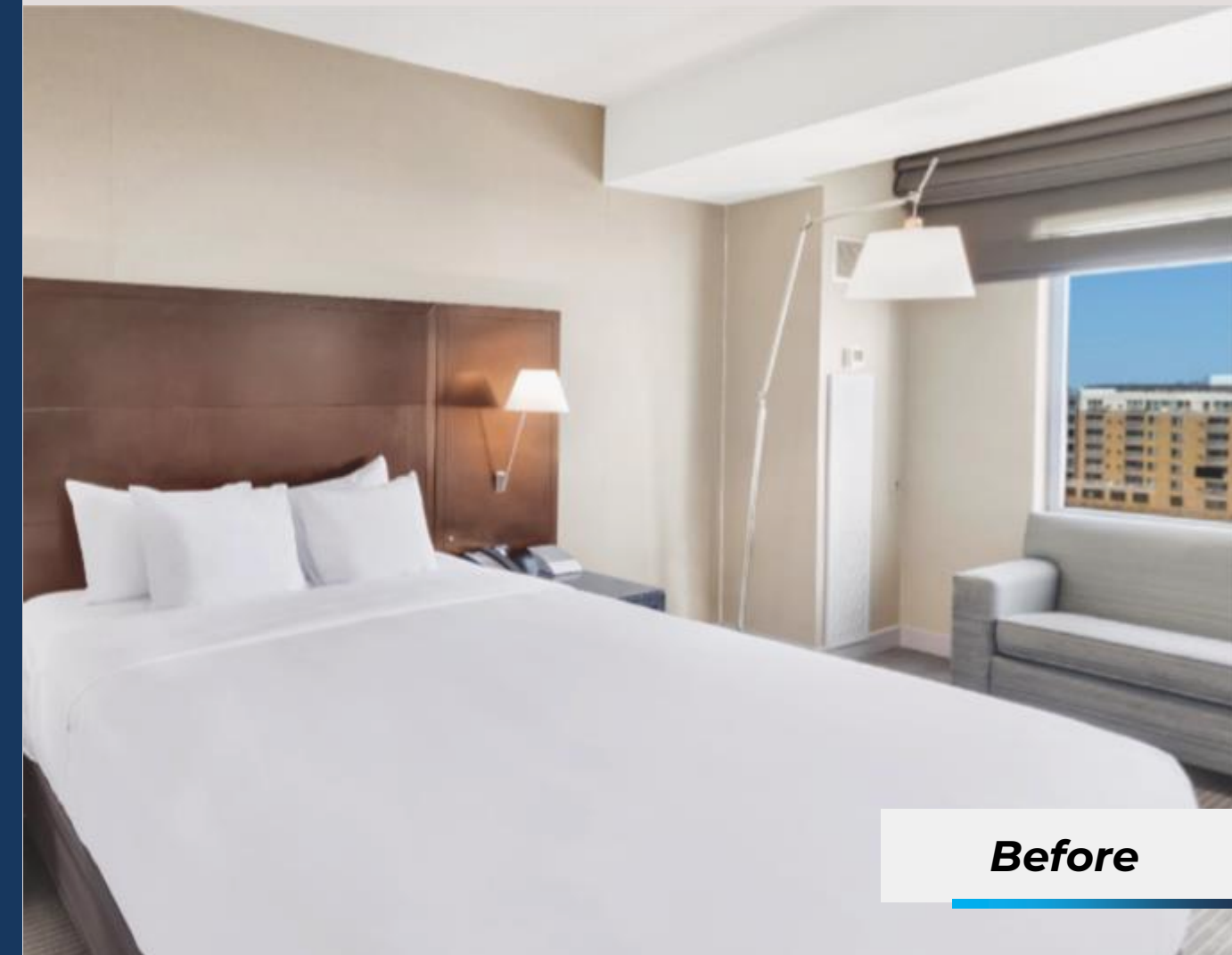


# RE:*Vive* PROGRAM

By **GROUND LVL**

*Unlocking Asset Value for Hotel Owners at the  
Crossroads of Industry Challenges!*



# OUR MISSION

*Let us make the “have to do, you don’t wanna do” better!*

**GROUND LVL** introduces the **RE:Vive Program**, a strategic initiative designed to revitalize underperforming full-service hotels across the United States. By providing thoughtful, targeted, cost-effective renovation scopes (*from an owner’s lens*), we aim to enhance property values and operational performance without overextending owners' capital reserves.

## **Mutual Benefits**

Deliver mutually beneficial outcomes for hotel owners, operators, and brands through responsible planning and strategic renovations.

## **Strategic Refresh**

Tailored renovation solutions for hotels needing brand mandated updates and remedy for deferred work. Spend capital where it counts.

## **Capital Efficiency**

Reduce capital costs for owners, especially those considering property disposition.

## **Brand Interface**

Present desired scopes for alignment with hotel brands to ensure strategic renovation scopes meet brand standards and minimize future brand obligations.

## **Value Enhancement**

Boost competitive performance and profitability, enhancing both short-term returns and long-term asset value.

## **Speed to Market**

Provide design and procurement solutions to accelerate completion of the work for the earliest possible impact.



# OWNER DRIVEN APPROACH

## GROUND LVL | PROJECT MGMT

We provide owner-centric project development services to our client partners to provide a comprehensive and seamless platform that will enhance the value of the asset for an owner.

Our approach to successfully leading projects will be to act as an extension of the owner's organization. We will operate as if we own the project while at the same time keeping you informed along the way and making certain that owners are provided the opportunity to make all the key design, cost, and operational decisions.

## SCOPE OF SERVICES

- ❑ Development of Scope, Schedule and Budget
- ❑ Brand Interface
- ❑ Assemble Project Team
- ❑ Lead the Design Process
- ❑ Arrange for Pre-Construction Services
- ❑ Schedule Management
- ❑ Construction Procurement Management
- ❑ FF&E Procurement Management
- ❑ Construction Management and Administration

# STRATEGIC SCOPE NEGOTIATION

	ORIGINAL SCOPE	NEGOTIATED SCOPE	ORIGINAL PER KEY	NEGOTIATED PER KEY
<b>Hilton Resort</b> Arizona	<ul style="list-style-type: none"> <li>• Extensive exterior improvements</li> <li>• Full soft goods at function areas</li> <li>• Complete public restroom reno</li> <li>• Full soft goods at guestroom</li> <li>• Floor replacement at GR bath</li> <li>• Tub conversions for 100% of kings and 60% dbl/dbl's</li> </ul>	<ul style="list-style-type: none"> <li>• Limited repairs and replacements</li> <li>• Select/strategic soft goods reno</li> <li>• Minimized replacement fixtures in restrooms</li> <li>• No entry-tile/window-treatments</li> <li>• Select floor RPL's guest bathrooms</li> <li>• Eliminated 60% dbl/dbl's shower conversions</li> </ul>	\$81,015	\$64,259 (21%)
<b>Westin</b> Maryland	<ul style="list-style-type: none"> <li>• Full reno at public restrooms</li> <li>• Full reno at fitness center</li> <li>• Full soft/case goods at function areas</li> <li>• Select guestroom replacement items</li> <li>• New vanity &amp; brightwork</li> </ul>	<ul style="list-style-type: none"> <li>• Select/strategic reno at p-restrooms</li> <li>• Select/strategic reno at fitness c.</li> <li>• Eliminated PIP requirements; deferred to future</li> <li>• Reduced select guestroom scope items</li> <li>• Eliminated PIP reqmts; deferred</li> </ul>	\$25,456	\$11,586 (54%)
<b>Autograph</b> Florida	<ul style="list-style-type: none"> <li>• Full soft goods at lobby/public</li> <li>• Full soft goods w/ lighting at function areas</li> <li>• Full soft goods at guest corridors</li> <li>• Full soft goods at guestrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced scope to general repairs and clean up only in <u>all</u> spaces; deferred to future</li> </ul>	\$49,296	\$25,527 (48%)
<b>Le Meridien</b> Texas	<ul style="list-style-type: none"> <li>• Full reno at lobby</li> <li>• Full soft goods at function areas</li> <li>• Full soft goods at guest corridors</li> <li>• Full soft/case goods at guestrooms</li> <li>• Full soft goods at guest bathrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Select reno at lobby</li> <li>• Select soft goods at function</li> <li>• Negotiated out VWC for paint</li> <li>• Maintained case goods w/ repairs only</li> <li>• Select soft goods and touch-up</li> </ul>	\$76,608	\$44,875 (41%)

# FROM WORN TO WOW IN 12 MO.S

Typical Project Schedule



Re:Vive Schedule



20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

**MONTHS**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19



- PROJECT DEFINITION
- SCOPE NEGOTIATION
- DESIGN & SPECIFICATION
- MODEL ROOM
- FINAL DESIGN & SPEC'S
- PROCUREMENT
- PRE-CON & BIDDING
- CONSTRUCTION
- CLOSE OUT



# SMART SCOPE CONSIDERATIONS

## GUESTROOMS

**Furniture Reuse:** Evaluate all existing furniture and finishes for reuse/reconditioning wherever feasible.

**Reupholster Furniture:** Provide new life to existing furniture by reupholstering to update the look and feel of the room.

### Points of Highest Impact/Best Value

- New Flooring
- Fresh Paint and Wallcovering
- Updated Lighting
- New Artwork/Mirrors



## GUEST BATHROOMS

**Resurfacing:** Rather than replacing entire installations, opt for resurfacing techniques for tubs and tile to give them a brand-new look without the high cost.

**Improved Lighting:** Enhance lighting to create a bright and inviting bathroom space, focusing on areas like mirrors and showers.



## COMMON AREAS

**Furniture Refresh:** Similar to guestrooms, reupholster and repaint existing furniture in lobbies and common areas.

**Decorative Accents:** Update or add new decorative elements such as rugs, artworks, and greenery to enrich the visual appeal and comfort of these spaces.



# PARTNER POWER!



The world's leading FF&E purchasing firm that acts as the client's fiduciary agent for the hospitality industry.

Benjamin West's dedicated team of project managers and accountants work with owners and their project team, from kick-off to install and close-out.

## OUR OTHER PARTNERSHIPS INCLUDE:

- Interior Designers/Architects
- General Contractors
- Logistics, Warehousing and Installation
- Restorative Cleaning and Reconditioning
- Equipment Suppliers

We have a dedicated team of expert consultants to ensure swift and precise execution of the program. Our team includes skilled trades on board and ready to implement.



# PROCUREMENT STRATEGIES

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## **Unified Design Standards:**

Partnered pragmatic design firms establish a standard design framework for all refresh projects. This approach utilizes known suppliers that are familiar with the standard and have available product, ensuring consistency across projects and reducing design costs.

## **Hotel Liquidator Partnerships:**

Establish a priority relationship with hotel liquidators and/or charities to receive first notification when high-quality, lightly-used furniture becomes available and mitigate cost of disposal.

## **Manufacturer Collaborations:**

Engage with domestic & international FF&E manufacturers to create a cost-effective production system.

## **Bulk Purchasing Agreements:**

Negotiated bulk purchasing agreements with key suppliers provide discounts on volume orders. This is particularly effective for projects where design consistency across multiple locations is desired.

## **Ready-to-Order Goods:**

Utilize multiple sources of pre-designed brand compliant FF&E that can be ordered on-demand. This streamlines the procurement process and ensures cost-effectiveness by bulk ordering from suppliers.



# THE *RE:Vive* ADVANTAGE



## Smart Scopes

- Identify minimum scope of work to maximize guest experience and lift
- Limited and targeted scope with brand approval
- Design options with FF&E sourcing program



## Expedited Schedule

- Shortened start-up with consultant partnerships
- Reduced design time with FF&E sourcing program
- Accelerated procurement and delivery lead times



## Reasonable Budget

- Project estimate developed during scope identification
- Pre-set unit costs when using the FF&E sourcing program
- Partnerships and FF&E sourcing program ensure rapid development



## Reducing Risk

- **GROUND LVL**'s "*RE:Vive Program*" decreases scope, budget, and schedule

