



TOWNE PARK'S NATIONAL ACCOUNTS PROGRAM

Our hospitality services business is the market leader offering the industry's most sophisticated systems, operations and support. With over 13,000 employees at more than 700 destinations nationwide touching the lives of over 15 million guests every year, our ability to manage complexity, leverage best practices, and provide robust business intelligence is unmatched. Our National Accounts Program maximizes the value we add for our partners. The program is a comprehensive suite of value-added services offered exclusively to our partners who have asked us to operate at multiple sites, and it includes the following:



Portfolio Analysis

We research portfolios to identify opportunities where Towne Park can yield financial and/or operational improvement



On-Site Assessments

We conduct on-site visits, determining if there is an opportunity to add value



Property Proposals

We assist with individual property proposals or support with contract negotiation of contract terms



Ongoing Support

Reporting - Monthly, quarterly and annual reports of financial and operating performance

Strategic Planning - Quarterly and annual strategy reviews highlighting significant opportunities and projects available at all existing partnerships

Pricing Architecture - Quarterly rate surveys and pricing recommendations

Technology and Facility Management-We provide procurement and project management services for parking systems, garage/lot improvements, shuttle purchases, etc.

Asset Management-We monitor financial performance of a portfolio, taking action when necessary





Towne Park provides value that ranges from the property level to the portfolio level. We understand not all sites may require our services today. Our dedicated National Accounts resources bring tremendous value, whether or not we manage a location, through the following services:

 **Real Estate Related Services For Acquisition, Development and Disposition:**

- Expert witness services and entitlement due diligence
- Shared parking analysis and inventory planning
- Facility design and wayfinding planning
- Technology procurement and project management
- Financial forecasting and feasibility planning
- Operations and logistics planning

 **Remote Management/Asset Management:**

- All of the infrastructures that supports Towne Park's operating team can support you even when we are not on site. Including expertise in:

Pricing
Revenue Control
Training
Technology

Reporting & Analysis
Vendor Selection/Negotiation
Vendor Contract Compliance

We would love to learn more about your company and explore the opportunity to create value in your portfolio. For more information on Towne Park's National Accounts Program, please contact:



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