

MULTI-UNIT ASSETS · BOUTIQUE HOTELS · BRANDED RESIDENCES · RESORTS

What's *Included* in Every Tier

A complete breakdown of the infrastructure, expertise, and systems delivered across our three owner programs — purpose-built for multi-unit assets, boutique hotels, branded residences, and resorts.

Hospitality that feels like home.

A — FULL SERVICE

B — REMOTE MANAGEMENT

C — REVENUE ONLY

86%

Revenue increase
per unit

15–30%

Occupancy
rate uplift

22–28%

Profit margin
improvement

100%

Owner time
burden reduction

100%

Professional ownership
of relevant departments

Full Service Management

Your all-in-one operating partner. Every layer of your property's performance — revenue, operations, guest experience, reporting, and growth — managed with precision, and as much or as little direct involvement as you choose.

01

REVENUE OPTIMIZATION & YIELD MANAGEMENT

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|--|---|
| • Dynamic pricing strategy updated in real time | • ADR, RevPAR & occupancy growth management |
| • Booking pace analysis & demand monitoring | • Seasonality & event-based pricing strategy |
| • Short & long-term demand forecasting | • Competitive benchmarking — STR & OTA Insight |
| • Year-over-year performance tracking | • AI pricing combined with senior human oversight |
| • Owner revenue projections & opportunity identification | |

LISTING OPTIMIZATION &
CHANNEL DISTRIBUTION

• Airbnb, Vrbo, Booking.com, Expedia — fully managed	• Marriott Homes & Villas eligibility & setup
• 100+ hotel distribution channels activated	(Available for 4+ same-location unit collections) • 17+ vacation rental channels
• GDS connectivity	• OTA algorithm optimization for ranking & visibility
• Listing title, photo sequencing & content strategy	• Conversion rate optimization across all platforms
• Strategic inventory allocation across channels	• Direct booking engine setup & management

GUEST EXPERIENCE &
HOSPITALITY MANAGEMENT

• 24/7 guest messaging & phone support	• AI-powered response systems
• Pre-arrival communication & digital concierge	• In-stay support, issue escalation & resolution
• Post-stay follow-up & re-engagement sequences	• Upsell automation
• Unified inbox management across all channels	• Market-specific & property-specific concierge AI
• Guest portal & app access	• Repeat booking triggers & loyalty integration

HOUSEKEEPING, MAINTENANCE & ON-SITE OPERATIONS

• Housekeeping scheduling, coordination & oversight	• Quality inspection protocols after every turnover
• Maintenance request intake & vendor dispatch	• Preventative maintenance scheduling
• Vendor management & service quality oversight	• Inventory & supply chain management
• Linen, amenity & standard compliance tracking	• Front desk & operational team strategic coaching
• Departmental performance reviews	• Dedicated claims department — pursuit & fulfillment of all property damage and loss claims
• Snow plowing & lawn care — fully handled	• Print materials & branded property collateral
• Personal guest welcome cards & goodbye cards	• Pet packages including pet welcome card
• Guest gifts & curated arrival experiences	

MARKETING, BRANDING & DIRECT BOOKING GROWTH

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|---|---|
| • End-to-end photography, videography & staging | • Property-branded collateral & digital assets |
| • Boutique hotel website design & management | • SEO strategy & Google Business Profile optimization |
| • Google & Meta advertising integration | • Email & SMS guest nurturing campaigns |
| • Social media content support | • Direct booking engine & repeat guest systems |
| • Loyalty points program access for guests | • Launch campaigns for new properties or rebrands |

OWNER REPORTING & TRANSPARENCY

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|--|---|
| • Unit-level revenue & performance reporting | • KPI tracking — occupancy, ADR, RevPAR, NPS, reviews |
| • Monthly performance summaries with forward projections | • Market & competitive intelligence reporting |
| • Growth analytics & year-over-year benchmarking | • Booking pace & demand forecast reports |
| • Owner app for real-time portfolio visibility | • Proactive pricing strategy communication |

07

ACCOUNTING, FINANCIAL
OPERATIONS & TAX REMITTANCE

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| • Owner distribution processing & reconciliation | • Operational expense management & reporting |
| • Vendor & contractor payment coordination | • Sales tax, occupancy tax & remittance management |
| • Monthly financial statements & summaries | • Audit-ready financial record keeping |
| • Revenue accounting across all booking channels | |

08

REPUTATION MANAGEMENT &
REVIEW GROWTH

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| • Five-star review generation system | • Review monitoring — Airbnb, Google, Booking, TripAdvisor |
| • Professional response to all guest reviews | • Negative review mitigation & recovery protocols |
| • Google review growth strategy | • OTA platform reputation management |
| • Guest sentiment analysis & reporting | • NPS tracking & brand perception monitoring |

ENTERPRISE TECHNOLOGY STACK

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|---|---|
| • Property Management System (PMS) | • Revenue Management System (RMS) |
| • Unified inbox & communication platform | • Owner & guest mobile applications |
| • Channel manager & OTA connectivity | • CRM & owner relationship system |
| • Accounting & financial management systems | • AI integration layer across all departments |
| • Automated workflow & task management | • Email, SMS & marketing automation |
| • Vendor management & maintenance ticketing | • Data analytics & reporting infrastructure |

PROPERTY ONBOARDING & LAUNCH

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|---|--|
| • Dedicated onboarding coordinator assigned | • Full PMS configuration & listing setup |
| • Channel activation & distribution launch | • Revenue strategy & initial pricing calibration |
| • Photography & content production coordination | • Owner onboarding & system orientation |
| • Team & GM orientation & integration | • First-90-day performance plan & milestones |

**STRATEGIC COACHING & LONG-
TERM ASSET GROWTH**

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|---|---|
| • Departmental coaching — Revenue, Housekeeping, Front Desk | • GM support (if applicable) & operational clarity sessions |
| • Ongoing revenue strategy & performance reviews | • Exit strategy & long-term asset valuation planning |
| • Institutional-grade operational development | • Growth roadmap & expansion planning support |
| • Market opportunity identification | • PE-ready financial & operational structuring |

"Every element of your operation managed with precision, care, and institutional-grade standards — so you can focus entirely on what matters most."

FULL SERVICE MANAGEMENT

Remote Management

For hotel owners who prefer flexibility, visibility, and reduced on-site demand. Expert remote oversight, smart automation, and full financial transparency — keeping you in control without tying you to the property.

01

VIRTUAL OPERATIONS & SMART AUTOMATION

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| • Virtual check-in & check-out systems | • Smart lock integration & remote access management |
| • Automated guest communication flows | • Digital guidebooks & property instructions |
| • Automated task management & scheduling | • Smart home device integration where applicable |
| • Remote noise & occupancy monitoring | |

02

24/7 GUEST CARE & EMERGENCY RESPONSE

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| • Around-the-clock guest messaging & support | • AI-powered response system — all hours |
| • Emergency escalation protocols & rapid response | • Issue intake, triage & resolution management |
| • Pre-arrival & post-stay communication sequences | • Guest satisfaction monitoring & recovery |
| • Review generation & reputation management | |

◦ 3

REMOTE PRICING & REVENUE MANAGEMENT

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|--|--|
| • Dynamic pricing & real-time rate management | • OTA listing performance oversight & optimization |
| • Demand forecasting & booking pace monitoring | • Competitive benchmarking & market intelligence |
| • Channel distribution management | • Seasonality & event-based pricing adjustments |
| • Performance reporting & revenue analytics | |

◦ 4

PROPERTY OPERATIONS COORDINATION

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|--|---|
| • Remote housekeeping scheduling & task management | • Vendor dispatch & maintenance coordination |
| • Turnover quality oversight & inspection checklists | • Supply & inventory management coordination |
| • Preventative maintenance scheduling | • Contractor & service partner management |
| • Operational SOP guidance & team support | • Snow plowing & lawn care — coordination & vendor management |

05

MARKETING, BRANDING & DIRECT BOOKING GROWTH

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|---|--|
| • Photography guidance & staging recommendations | • Direct booking website design & management |
| • SEO strategy & Google Business Profile optimization | • Google & Meta advertising integration |
| • Email & SMS guest nurturing campaigns | • Social media content support |
| • Repeat guest & loyalty program management | • Direct booking engine setup & management |

06

ACCOUNTING, DISTRIBUTIONS & TAX REMITTANCE

- | | |
|--|---|
| • Owner distribution processing & reconciliation | • Occupancy & sales tax remittance management |
| • Monthly financial statements & summaries | • Operational expense tracking & reporting |
| • Revenue reconciliation across all channels | • Vendor payment coordination |
| • Audit-ready financial record keeping | |

07

OWNER VISIBILITY & REPORTING

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|---|--|
| • Unit-level performance visibility — occupancy, ADR, revenue | • Booking calendar & reservation management access |
| • Monthly performance summaries | • Owner app for on-the-go portfolio visibility |
| • Pricing & strategy updates & communication | • Guest review & reputation monitoring reports |

REMOTE TECHNOLOGY INFRASTRUCTURE

- PMS & Revenue Management System (RMS) — fully configured
- Channel manager & OTA connectivity
- Unified inbox for all guest channels
- Owner portal & mobile app
- AI communication & guest support tools
- Accounting & financial reporting systems
- Smart device & lock management platforms

SCALABLE SUPPORT & OWNER FLEXIBILITY

- Customizable owner involvement level
- Dedicated support line for owner escalations
- Strategic guidance & performance reviews — monthly
- Growth advisory & expansion support
- Option to scale to Full Service at any time
- Multi-property remote management capability
- Exit planning & asset valuation support

"Full visibility. Professional execution. No requirement to be on-site — with the infrastructure of an elite management company running quietly behind every stay."

REMOTE MANAGEMENT

Revenue Management Only

For owners who want true professional ownership of their revenue engine. A dedicated specialist layer driving pricing strategy, channel performance, and distribution outcomes — without adding operational weight.

01

DYNAMIC PRICING & YIELD OPTIMIZATION

- Real-time rate adjustments based on live demand signals
- Booking pace analysis & velocity-triggered pricing
- Occupancy optimization & ADR growth strategy
- Length-of-stay restrictions & gap-night strategies
- Last-minute & advance purchase rate management
- Weekend, weekday & daypart rate differentiation
- Rate parity management across all channels
- Override protocols & manual rate management access

REVENUE REPORTING & OWNER
ANALYTICS

- Real-time owner performance dashboard access
- Monthly detailed performance analysis
- RevPAR, ADR & occupancy trend reports
- Forecasted vs. actual variance analysis
- Weekly revenue summary reports
- Channel-level revenue & cost-of-acquisition breakdown
- Year-over-year & comp set benchmarking
- Forward-looking opportunity & risk reporting

"Engineered to maximize returns, sharpen every pricing decision, and elevate distribution performance — without adding a single layer of operational weight."

REVENUE MANAGEMENT ONLY

— AT A GLANCE

What's Included — By Tier

SERVICE AREA

FULL SERVICE

REMOTE

REVENUE ONLY

Dynamic pricing & yield management



SERVICE AREA	FULL SERVICE	REMOTE	REVENUE ONLY
End-to-end photography & staging	✦	—	—
Photography guidance	✦	✦	—
Departmental strategic coaching	✦	—	—
Enterprise technology stack	✦	✦	Revenue tools
Exit strategy & asset valuation planning	✦	✦	—

— LET'S BEGIN

Ready to Elevate Your Asset?

Whether you're seeking full operational partnership, flexible remote management, or dedicated professional ownership of your revenue engine — True North brings institutional-grade systems, genuine hospitality expertise, and a long-term commitment to your property's performance.

- www.thetruenorthproperty.com
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- +1 231 272 2577

WHY OWNERS CHOOSE TRUE NORTH

- 10 years in hospitality management
- 1,000+ units managed with precision
- Operating in 13 cities across 4 countries
- Consistent year-over-year revenue growth
- 19% higher NOI delivered vs. national brand averages
- Not a generic asset manager — boutique hotel, resort and vacation rental specialists
- Institutional-grade systems, warm hospitality culture