

HOTEL & MULTI-UNIT MANAGEMENT

Your property. A clearly defined partnership.

Full Service · Remote Management · Revenue Management

The detailed service scope for hotels, condo hotels, branded residences and multi-unit assets.

86%

Revenue growth over a 5-year partnership.

19.5%

Higher net operating income vs. national brand aggregators.

Clear scope. Defined responsibilities.

The service descriptions and comparison below define the three management models. Your property-specific proposal and agreement confirm included work, local responsibilities, fees and implementation. Channel access depends on property eligibility and platform agreements; a listed capability does not mean every channel is already active for every property. Full Service and Remote Management include website and direct-booking support and general market Google PPC across our operating markets. Property-specific ads are available, often at an additional cost, under separately agreed scope and media budgets. Revenue Management retains the commercial scope listed for that tier.

Historical results are property-specific. Forecasts and targets are not guarantees.

COMPARE THE THREE SERVICE MODELS

At a glance.

Service Area	Full Service	Remote	Revenue Only
Dynamic pricing & yield management	Included	Included	Included
OTA listing optimization & management	Included	Included	Included
Channel distribution - relevant eligible channels	Included	Included	Included
Market intelligence & benchmarking	Included	Included	Included
Revenue forecasting & demand modeling	Included	Included	Included
Owner reporting & revenue analytics	Included	Included	Included
Accounting, distributions & tax remittance	Included	Included	Not included
24/7 guest communication & support	Included	Included	Not included
AI guest experience system	Included	Included	Not included
Reputation management & review growth	Included	Included	Not included
Smart lock & virtual check-in automation	Included	Included	Not included
Remote property operations coordination	Not included	Included	Not included
Housekeeping & maintenance management	Included	Coordinated	Not included
Snow plowing & lawn care	Included	Coordinated	Not included
Welcome cards, goodbye cards & guest gifts	Included	Not included	Not included
Pet packages & pet welcome card	Included	Not included	Not included
Print materials & branded collateral	Included	Not included	Not included
Marketing, branding & direct booking growth	Included	Included	Not included
End-to-end photography & staging	Included	Not included	Not included
Photography guidance	Included	Included	Not included
Departmental strategic coaching	Included	Not included	Not included
Enterprise technology stack	Included	Included	Revenue tools
Exit strategy & asset valuation planning	Included	Included	Not included

Included means within the agreed management scope. Local execution, channel eligibility and additional paid services are confirmed in the property-specific agreement.

FULL SERVICE & REMOTE MANAGEMENT

More support throughout the ownership journey.

The following inclusions apply to Full Service and Remote Management, within the property-specific scope.

Airbnb Superhost account

Listings are managed through our Airbnb Superhost account. Individual listing display and platform eligibility apply.

Market-wide marketing

General Google PPC across every operating market is included in our commission and supports every property we add. Property-specific ads are available, often at an additional cost, to support launch velocity and performance.

Long-stay and seasonal placements

Insurance-displacement housing, hospital staff housing and 30+ night stays help the asset reach longer-stay demand. Seasonality differs by market; winter is not universally the quieter season.

Payment follow-through

Our guest team follows up on failed cards, open balances and over/under-payments before arrival.

Guest rehousing

If a property cannot host a booked stay, our team coordinates rehousing into another suitable True North property, subject to availability, to protect the guest experience and support review recovery.

Owner communication

A private WhatsApp group with the True North team is set up at intake for owner questions and updates.

Owner Success

Proactive check-ins, booking-shortfall alerts and a recovery plan help address small issues before they grow.

FULL SERVICE & REMOTE MANAGEMENT

A clear path from setup to every stay.

These services complement the detailed tier responsibilities that follow.

Listing and booking-link checks

Live listing and booking-link health checks run every weekday. Broken listings and links can silently lose bookings and visibility; daily checks help protect the route from search to booking.

Contract-to-live onboarding

A written onboarding SOP covers listing build, channel and team setup, with multi-unit assets live within 45 days after signing. The property-specific agreement confirms launch dependencies.

AI-assisted guest replies

Guests get a reply within a couple of minutes, 24/7, across all stays, with AI-assisted messaging that improves over time.

Owner-operated upsells

Multi-unit owners can use an upsell program for their own offerings. Scope, charges and revenue allocation are agreed separately; no owner revenue amount or automatic share is promised.

Checkout sentiment handling

Unhappy guests are flagged for follow-up and recovery before they post a review. Every guest gets a gratitude call at checkout, thanking them for letting us host them.

Included across all three models

Owner control over pricing

Revenue managers set and review rates and minimum stays daily. Any rate below your floor or any reduction in minimum stay needs your approval first.

Your Owner Command Center

Every multi-unit asset owner receives a private Owner Command Center dashboard with live performance, operational updates and financials.

YOUR PARTNERSHIP

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.

Revenue Optimization & Yield Management

- Daily pricing strategy set and reviewed by our revenue managers
- 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
- Revenue-manager pricing informed by demand and market data
- Owner revenue projections & opportunity identification

Listing Optimization & Channel Distribution

- Airbnb, Vrbo, Booking.com, Expedia - fully managed
- Marriott Homes & Villas eligibility & setup
- Hotel distribution channels selected for the asset, where eligible (available for 4+ same-location unit collections)
- Additional eligible channels include Capital One Travel, Whimstay and Hopper, alongside our own booking site
- 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
- Optional upsell program for the asset owner's own offerings, with scope and commercial terms agreed separately
- 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

- End-to-end photography, videography & staging
- Property-branded collateral & digital assets
- Boutique hotel website design & management
- SEO strategy & Google Business Profile optimization
- General market Google PPC included; property-specific advertising available under a separately agreed scope and media budget
- 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

- 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

Accounting, Financial Operations & Tax Remittance

- 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

Reputation Management & Review Growth

- 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

- 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

- 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

- 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

YOUR PARTNERSHIP

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.

Virtual Operations & Smart Automation

- 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

24/7 Guest Care & Emergency Response

- 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

Remote Pricing & Revenue Management

- Daily pricing and rate management by our revenue managers
- 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

Property Operations Coordination

- 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

Marketing, Branding & Direct Booking Growth

- Photography guidance & staging recommendations
- Direct booking website design & management
- SEO strategy & Google Business Profile optimization
- General market Google PPC included; property-specific advertising available under a separately agreed scope and media budget
- Email & SMS guest nurturing campaigns
- Social media content support
- Repeat guest & loyalty program management
- Direct booking engine setup & management

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

Owner Visibility & Reporting

- 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

YOUR PARTNERSHIP

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.

Dynamic Pricing & Yield Optimization

- Daily rate review by revenue managers using demand signals
- Booking pace analysis & velocity-triggered pricing
- Occupancy optimization & ADR growth strategy
- Length-of-stay restrictions and gap-night opportunities reviewed by revenue managers
- Last-minute & advance purchase rate management
- Weekend, weekday & daypart rate differentiation
- Rate parity management across all channels
- Override protocols & manual rate management access

Forecasting & Market Intelligence

- 30, 60 & 90-day demand forecasting
- Annual revenue projections & performance targets
- Local event, holiday & market cycle mapping
- Comp set benchmarking - ADR, RevPAR, occupancy
- Market share & index tracking - MPI, ARI, RGI
- Macro travel trend analysis & strategic implications
- Monthly market intelligence reporting to ownership

Multi-Channel Distribution Management

- Strategic inventory allocation across all OTAs
- Airbnb, Booking.com, Expedia, Vrbo - fully optimized
- Marriott Homes & Villas program management
- GDS connectivity & management
- Direct booking channel strategy & rate optimization
- Corporate & group rate structuring
- Channel mix & cost-of-acquisition optimization
- Metasearch - Google Hotel Ads strategy & management

OTA Algorithm Optimization & Listing Performance

- Airbnb ranking strategy & algorithm compliance
- Booking.com visibility & preferred program access
- Photo sequencing & listing content performance review
- Title & description optimization for search conversion
- Review response strategy & rating protection
- Promotion & deal strategy - margin-protective
- OTA cancellation policy optimization
- Platform-specific conversion testing & iteration

Revenue Managers & Senior Human Strategy

- Dedicated senior revenue manager assigned to your property
- Revenue-manager baseline pricing informed by available market data
- Human override & strategic intervention layer
- Daily pricing review & calendar optimization by revenue managers
- Monthly performance call & strategy session
- Proactive communication on market anomalies & opportunities
- Annual revenue strategy planning session

Revenue Reporting & Owner Analytics

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

START WITH YOUR ASSET

Let's build the right operation.

Tell us about your property, the current operation and the responsibilities you want True North to handle.

We review fit and scope before proposing a partnership. The service inclusions and property-specific agreement define the responsibilities.

Discuss your property

[Open the Hotel & Portfolio inquiry](#)

partner@thetruenorthproperty.com

United States · +1 (231) 272-2577

Jamaica · +1 (876) 630-2075

WhatsApp · +1 (231) 883-6055

Hospitality that feels like home.