



# COO

## Human Resource Management

- Pay structures

- Benefits

- Formal and informal agreements with employees and subcontractors

## Systems Management

- Addition of new systems

- Retiring out of date or obsolete systems

- Back-end reservations system (GRes)

- Property management PMS (V12.net)

- Motel PMS (Innroad)

- Salesforce.com

- Google apps

  - Email

  - Analytics

  - Adwords

- LiveHelpNow.net

Organize and conduct weekly meetings with Motel Manager, Property Manager, and Reservations Manager

Report to CEO with bi-weekly reports and meetings.

# Motel Manager

Front Desk hiring and training

Housekeepers hiring & scheduling

Quarterly reviews of individual front desk and housekeeping staff

Discuss review with each employee and with COO

Guest experience

Quality control for housekeeping and maintenance

Room upkeep and improvements

Report maintenance issues to maintenance manager

Schedule deep cleans

Keeping lobby and supply closets tidy and in order

Order supplies as needed

GDS/Portals/Website Management

Company websites

Content, rates, and specials

Online booking engine updates thru innroad support

Booking.com

Tripadvisor

TripConnect Budget

Reviews - Manager responses and review protests

Expedia

Innroad

Set and study rates. Review quarterly.

Tetris game with reservations to increase length of stay.

Process confirmations, charges, and refunds

Print reports monthly and send to COO

Long Term Rentals

Advertising for winter long-terms & work with owner to set rates and availability

Prepare and sign leases

Manage monthly payments

Schedule housekeeping twice monthly.

Organize and secure group reservations

Education on motel management

Wyoming motel laws and compliances

Seminars and industry conferences

## Front Desk (Motels)

Full time during summer. Can be part time during winter

Understand the software and know how to book, charge, check-in/out etc.

Opening and closing procedures

    Late arrival preparation (turning the light on etc)

Report maintenance issues to Maintenance Manager and Motel Manager

Keeping hotel lobby tidy and in order

    Cleaning office

    Coffee area stock and tidy

Keep track of room key inventory

Check other motels for vacancies and know where to send walk-ins and book motels via central reservations.

Submit ideas for improvement to motel manager

# Property Manager

## Homeowner relations.

- Seek out new PM owners / Coordinate signing of new agreements with Broker
- Renew agreements
- Birthday cards, anniversary, christmas cards etc.

## Owner-Statements

- Review owner statements with Maintenance and send to owners and upload to OwnerLink

## Manager of Maintenance, Housekeeping and Front Desk

- Hire / Promote Maintenance and Housekeeping and Front Desk Managers as needed
- Weekly meetings with Housekeeping, Maintenance, and Front Desk
- Assist Maintenance and Housekeeping in hiring appropriate staff.

## GDS/Portals/Website Management

### PMS (V12.net)

- Keep content up to date and relevant
- Work with Reservations Manager and set and study rates and promotions. Review quarterly.

- Seek out and make agreements w/ new portals

### Company website

- Content management

### Booking.com

- Extranet content, rates and specials

### Tripadvisor

- Reviews - Manager responses and review protests

### Flipkey

- Maintain one special offer

### HomeAway and VRBO

## Check-ins / Check-outs / Packet Preparation

## Semi-annual Physical Property Checks

### Winterization

### Summerization

## Head of Housekeeping

Hire housekeeping staff

Scheduling and cleaning assignments for homes and condominiums

Deep cleaning

Oversee and note hours worked by housekeeping

Report to Property Manager about any needs in the department

Communicate and make arrangements with homeowners on housekeeping needs.

Pre-arrival checks and property inventory inspections.

Check-ins / Check-outs / Packet Preparation

Participate in weekly meetings with Property Manager

## Head of Maintenance

Hire and manage maintenance staff

- Scheduling for maintenance team and on-call assignment

- Oversee hours, mileage, and quality of work completed by maintenance

Take incoming calls and place work orders

Communicate and make arrangements with homeowners on maintenance needs.

Mail lost and found items to guests

Check-ins / Check-outs / Packet Preparation

Participate in weekly meetings with Property Manager

Key Inventory for homes and condominiums

Opening and closing procedures

Keeping lobby and supply closet tidy and in order

- Order supplies as needed

Take messages and disperse calls to other departments

Assist in odds and ends projects and chores, running errands etc.

## Broker

Responsible broker for real estate company.

Coordinate with Property Manager and sign new property management agreements.



# Reservations Manager

## Vendor Relations

- Sign wholesale agreements
- Seek out lodging + air packages with vendors
- Keep up to date with vendor specials and post to website

## Hire and train reservations agents

- Quarterly reviews of individual agents
- Discuss review with each employee and with COO

Prepare materials for & carry out meetings with agents weekly or bi-weekly

- Communicate rates and specials with our agents & web department

Act as an overall leader for the reservations department

Deal with trouble guests with regards to the reservations department

Assist agents if they fall behind on follow ups

Work with Property Manager to set and study rates and promotions for PM department. Review quarterly.

## Agent

Complete leads and reservations

Participate in weekly or bi-weekly meetings with other agents and Reservations Manager

# Marketing

Google adwords

Social Networks

Facebook

Twitter

Pinterest

Google +

Photography and banner editing and preparation

Schedule with photographer

Prepare and send newsletters for all companies quarterly