

APOLLO Hospitality Group

Design • Purchasing • Construction • Consulting

Beyond the Scope

_____*creator of*
inn•plement™
pick. click. deliver.



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It's been almost fifteen years now since I began serving the hospitality industry right out of my own garage. Plantés Hotel Renovation has been perfecting renovations for hotel owners, one job at a time. With a firm foundation of steady growth principles and solid business relationships with some of the most successful hotel companies in the industry, our team is emerging as a competitive player supporting the performance of your hotel investment.

Most renovation companies manage multiple sub-contractors and inefficiently juggle all phases of the renovation separately, where communication lines become fragmented and details slip through the cracks. I like to think that PHR has dispelled the myth of renovations being defined by too many change orders and always running into overtime. We soon realized there was an advantage in being involved with all aspects - from design through purchasing, to construction - ensuring the project was on time and on budget.

As a result, the formation of Apollo Hospitality Group is fulfilling a vision of mine to streamline the complex process of improving a hotel investment. We go 'Beyond the Scope' of construction as a turnkey renovation source, now offering full service design, purchasing and asset consultation, in addition to construction.

And, finally, with an unprecedented eight week lead-time, our innplement™ guest room designs provide the same commitment in restoring your RevPAR.

After all, you shouldn't have to wait so long to see a return on your investment!

Warm Regards,

A handwritten signature in black ink, which appears to read "Aaron Planté". The signature is stylized and fluid.

Aaron Planté
CEO



Design. Where It All Begins.

Design. It's Where It All Begins.

Without it, there is no vision to build upon and no orders to be placed.

Beyond city, beyond sea, beyond sites - we begin by building our relationship with you. You know your market segment, and we know how to create a design that will fit. We work collaboratively with you, with shared responsibility toward the guest. Because that's ultimately where it ends.



Lori DeMatteo, Sr. Designer



A native of Connecticut, Lori earned her MA in Fashion Design and BA in Business Management from Boston College. Upon graduation, she began a ten-year career at Bloomingdales, where she ascended from sales to the position of buyer. Her education and experience in the fashion industry allowed for a seamless transition into interior design, beginning in 1989, working for Tarsadia Hotels as a Project Coordinator. Earning her Interior Design degree enabled her to lead the in-house design department early on in her eleven-year career there, managing award-winning projects with Hilton and Marriott, as well as the twelve story Hard Rock Hotel, San Diego, located in the infamous Gaslamp Quarter.

"I strive for timeless creations, without having to compromise on functionality. Any project is best served with three distinct perspectives on the table: the designer, the operator and the guest."

Sol Figueiredo, Sr. Designer



Sol came to us from Brazil where she graduated from Instituto Metodista Bennett in Rio de Janeiro with a degree in Architecture and Urbanism and a minor in Interior Design. Upon graduation, Sol's 11 years of design experience started when she opened her own design company working in both the residential and commercial sector. Since arriving in the states, she has managed projects with brands such as Hilton and IHG as well as independent hotels with unique design needs. Sol's instinctive creativity is balanced with her ever-growing knowledge of brand requirements, and her desire to fulfill the needs of the owner and their market segment.

She explains her approach: "I try to feel what my clients like and do my best to please them. I really prefer to ponder than impose. Ultimately, to be chic is to be authentic."

Licensed Construction



General Contractor

Many other renovation companies simply manage other companies as they renovate your hotel. PHR is a Licensed GC and works as one source in the management of your project.

Additionally, every job is staffed with an in-house Project Manager at the Corporate Headquarters as well as a jobsite Project Supervisor and FF&E Supervisor - all specializing in the hospitality industry and familiar with *Your Brand*.

Team of Sub-Contractors

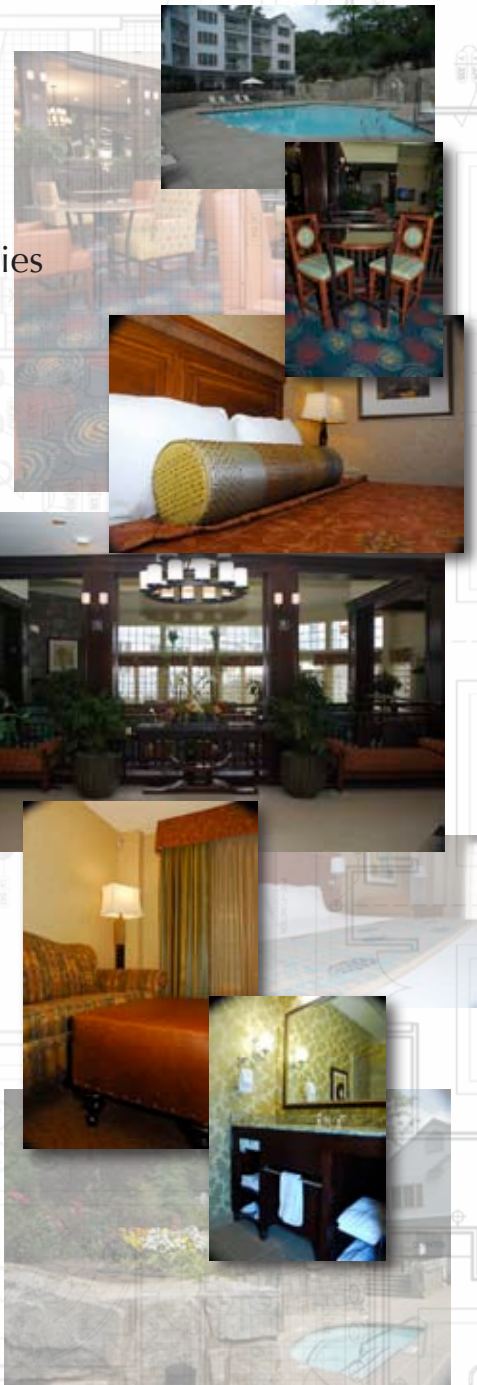
Most of our sub-contractors are a part of the PHR team and have been working together for many years. This means that our service is consistent and proven, especially with respect to knowing the hospitality industry!

Shared Interest in RevPAR

We know what it means to lose RevPAR during a renovation process, and have implemented a logistics schedule that consistently achieves a project return rate of over 2 rooms/day!

Your Guest is Our Guest

We also have a shared interest in the Guest Experience. PHR crews know how to work in service areas among guests, and our logistics accommodates your needs as occupancy shifts. We make every effort to adjust schedules on a moment's notice and without costly penalties.



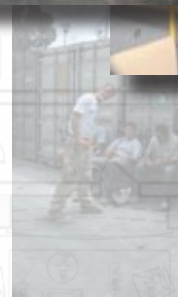
Licensed Construction



PIP (Property Improvement Planning)

We also provide consulting services toward PIP analysis. PHR can take your scope and create required budgetary reports for banks, ownership groups or Franchised Brands.

Whether it's a new build, Brand conversion or simply capital planning, PHR can take new or existing standards and incorporate them into your PIP, with an accurate schedule that meets or exceeds all expectations!



We Do Windows, Too

Renovation can mean anything from just FF&E install to complete window replacement, and PHR is prepared to do it all!

- Exteriors
- HVAC/Mechanical Replacement
- Window Replacement
- Electrical Re-wiring
- Plumbing
- Off-site Inventory Storage
- All ADA Upgrades
- Brand Conversions

Beyond the Scope

Guest rooms are only half the guest experience. PHR has experience in all public areas of the hotel:

- Lobbies
- Banquet, Boardrooms and Ballrooms
- Fitness Rooms
- Gift Shops
- Breakfast and/or Cocktail Areas
- Restaurants and Kitchens

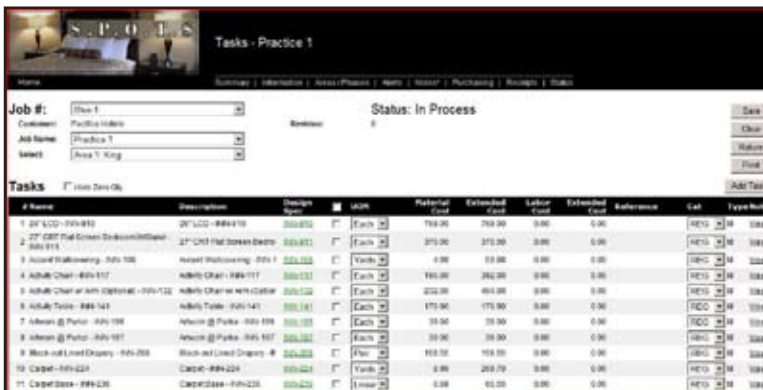
Purchasing & Logistics

Project Updates: Anytime, Anywhere

With our state of the art project management system, we can provide real-time, web-based updates on the purchasing process. You see what we see, as we manage the purchasing and logistics of your orders.



All you will need is an internet connection to view daily reports including schedule updates, shipping confirmations and changes to your scope.



Automatic email alerts will be generated daily for our internal project management team, supply vendors and, most importantly, you.

Comfort Inn
 Courtyard by Marriott
 Doubletree
 Embassy Suites Hotel
 Hampton Inn
 Hilton
 Holiday Inn Express
 Holiday Inn Select
 e Inn Marriott
 Quality Inn
 Radisson
 Renaissance Hotel
 Marriott
 Best Western
 Country Inn & Suites
 Sheraton
 Four Points Sheraton
 Ayres Hotel

Client References

Client References:

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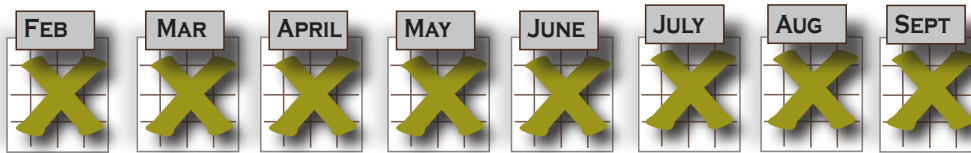


Time is Money. We Save You Both.

innplement™
pick. click. deliver.

The decision to build or renovate a hotel, or convert to a new Brand, is a complex one. It begins with an expensive Architect or Interior Designer, then quickly requires costly lead time for CAD drawings, franchise compliance and product availability. This time and energy inevitably leads to a loss of revenue. We'd like to change that.

Average Renovation:



- 4-6 Weeks: Interior design decisions begin in February
- 2-4 Weeks: Franchise approval of design
- 14-16 Weeks: Shipping time
- Renovation begins in July and ends in Sept

Renovation with innplement™:



- 1 Week: Pick from 15 Guest Room Designs
- 3 Weeks: Space planning for a perfect innplement™ fit
- 8 Weeks: We deliver
- Renovation begins in April and ends in June!

** Based on a project schedule for a 100 - 150 room property.*

Pre-designed Guest Rooms

No Design Fees!
Franchise Friendly!

Learn More at www.innplement.com



innplement™ Strategic Partners

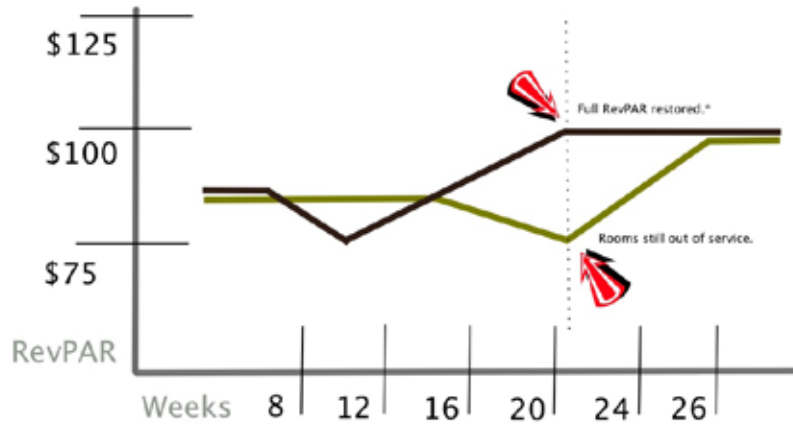


Pre-designed Guest Rooms

inn•plement™
pick. click. deliver.



An innplement™ renovation or Brand conversion provides logistics that can restore your RevPAR performance a full 4-8 weeks sooner than a typical renovation process...



The chart above illustrates an **increase** in the overall performance of a hotel with an efficient return of rooms back into service during the 3rd month. A typical renovation schedule takes longer to restore your RevPAR to full potential until the 6th month and postpones the **ROI** of your capital improvement plan!

- * Based on the logistics performance of a construction schedule consistently achieved by Plantex Hotel Renovation.
- * Based on a project schedule for a 100 - 150 room property.

Call to Schedule a Visit to Our Showroom!



Toll Free 877.355.0524

Our clients don't usually lie....

"Since our first project with Aaron seven years ago, he has always demonstrated a shared responsibility in the success of a renovation and how it impacts our guest. Whether problem solving at the property level or ensuring compliance with our hotel brand, there is a valuable sense of service and reliability. Teaming up with Aaron and his group for a renovation means a mutual dedication to meeting budgets, successful time frames, and our hotel guests. Plantés Hotel Renovation is a valued team member in our capital improvement program at Pacifica Hotel Company."

Ron Bryden, Project Manager
Pacifica Hotels

"I would like to take this opportunity to acknowledge the professionalism you brought to our hotel renovations. DKN has dealt with many hotel renovation projects over the years. I am happy to announce that our projects with Aaron's team provided quality workmanship and integrity. Your on time delivery and within budget track record makes you a preferred vendor with us. The construction crews were mindful of hotel guests, and our hotel team appreciates the proactive team effort. After all, we are in the hospitality business, and your team gets it. It is no surprise your company does well irrelevant of business cycles."

Neil Patel, Principal
DKN Hotels

"We appreciate the professionalism in the way Apollo approaches each project, always keeping the cost, schedule, and owner's interest in the forefront. Aaron has always provided us with great service, and we look forward to future opportunities that would enable us to work with his team!"

Len Pennock, Sr. Project Manager
Davidson Hotel Company

"Working with Apollo has been a positive experience both in the field and at the corporate level. Despite the many issues we faced in converting our hotel to a Courtyard by Marriott, Aaron's team consistently exceeded our expectations. The quality and workmanship of the finished product are proof of all of the hard work and effort delivered by everyone on the team. We especially appreciated their efforts to deal with the challenges of renovating a hotel that was still open to guests during construction."

Manish Bhakta, Principal
Core Capital Hospitality