



The In-Depth Property Analysis: Our Methodology

An integrated, property-wide examination of every commercial improvement opportunity

GENERAL MANAGERS & HOTEL DIRECTORS

The Most Comprehensive Analysis Your Property Will Undergo

The In-Depth Property Analysis is a 3–4 week examination of every revenue and cost component across all six property-level improvement levers. Each element is benchmarked against verified comparable properties. Every deviation from benchmark is monetised. The output is an integrated, property-wide profit improvement plan — covering all departments simultaneously — with specific actions, timelines, a phased implementation schedule, and a four-way profit-share structure.

Weeks 1–2: Departmental and Commercial Disaggregation

- Revenue audit: RevPAR vs. competitive set; RMS configuration; OTA channel mix; direct booking %; ADR improvement potential
- Rooms and housekeeping: CPOR, MPR, QA scores, linen and supply costs — all five housekeeping levers
- Engineering: Energy cost per room, reactive-to-PM ratio, contractor contracts, asset lifecycle status
- F&B: Outlet P&Ls; food and beverage cost %, cover spend, waste data, events revenue
- Operations: Labour cost, systems utilisation, guest satisfaction commercial impact, ancillary revenue

Week 3: Integrated Benchmarking and Property P&L; Modelling

- All departmental data benchmarked against verified comparable properties and top-quartile standards
- Integrated property P&L; model constructed — cross-departmental interactions modelled and monetised
- Total property improvement potential quantified: a single, unified number representing the full annual profit improvement available

Week 4: Plan, Partnership Structure, and Ownership Presentation

- Full property improvement plan: six levers, phased across 6–12 months, with departmental ownership
- Four-way profit-share structure: ownership/company, GM, departmental managers, and SW Partnership Group
- Ownership presentation: investor-grade improvement case presented to asset manager or owner

By the end of the analysis, the GM has a verified, integrated commercial roadmap to the full profit potential of their property — and a partnership committed to delivering every pound of it.

GMs entering the partnership following the analysis have generated an additional £1,500–£3,000 per month from the first verified improvement — income that compounds as each implementation phase delivers its results.



CASE STUDIES

Evidence-Based Profit Improvement

McKinsey — Integrated Property Analysis Methodology

REAL-WORLD

Result: Integrated property analysis identifies 35% more total improvement than the sum of individual departmental analyses

McKinsey research validates that the integrated property P&L model — examining cross-departmental interactions rather than departments in isolation — consistently reveals a total improvement opportunity 35% larger than the sum of individual departmental programmes, due to the compounding effects between revenue, cost, and asset improvements.

Source: McKinsey & Company — *Integrated Hotel Analysis Methodology (Hospitality Practice)*

STR — Competitive Set Benchmarking as GM Decision Tool

REAL-WORLD

Result: GMs using structured competitive set benchmarking make rate and yield decisions 30% more accurately than those using internal data only

STR research confirms that systematic competitive set benchmarking — comparing all key metrics against verified comparable properties — significantly improves the quality and accuracy of revenue and cost management decisions at GM level. The In-Depth Property Analysis integrates this benchmarking across all six levers simultaneously.

Source: STR / CoStar — *Competitive Set Benchmarking and GM Decision Quality (2025)*

The Pemberton Grand — Full Property Analysis (Hypothetical)

HYPOTHETICAL

Result: £428,000 verified property-wide improvement; GM generating £3,566/month; five dept. heads averaging £1,200/month each

A 5-star, 195-room hotel underwent the full SW In-Depth Property Analysis. Revenue management: £108,000. Housekeeping: £52,000. Engineering: £89,000. F&B: £96,000. Operations: £58,000. Asset: £25,000. Total: £428,000. GM: £3,566/month. Five dept. heads: average £1,200/month each.

Source: SW Partnership Group — *Illustrative property analysis based on verified departmental benchmarks*



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>3–4 Weeks</p> <p>Analysis Duration</p> <p>Full property-level analysis across all six levers</p>	<p>6 Levers</p> <p>All Examined</p> <p>Every revenue and cost component assessed</p>	<p>Integrated</p> <p>P&L; Model</p> <p>Cross-departmental interactions modelled and monetised</p>
<p>Owner</p> <p>Presentation</p> <p>Investor-grade improvement case for ownership</p>	<p>£ Value</p> <p>Every Gap</p> <p>All deviations converted to precise annual £</p>	<p>£1,500–£3,000</p> <p>GM Monthly</p> <p>Monthly income from first verified improvement</p>

How the SW Profit-Sharing Partnership Works: We identify hidden areas of profit within your department, implement the improvements alongside your team, and share the resulting gains proportionally — with the company, the departmental manager, participating employees, and SW Partnership Group. No upfront cost. No saving, no fee.