



AAA Parking  
1100 Spring Street NW, Suite 800  
Atlanta, Georgia 30309

404-525-5959

[www.aaaparking.com](http://www.aaaparking.com)  
[www.facebook.com/aaaparking](https://www.facebook.com/aaaparking)  
[www.twitter.com/aaaparking](https://www.twitter.com/aaaparking)

## Thank you

***“We are honored you have given us an opportunity to earn your business.”***

Thank you for taking a few minutes to learn more about AAA Parking. I personally look forward to exceeding your expectations. Our entire team takes great pride in our reputation and service delivery and together we share a desire to establish a long-term partnership. You will find that AAA Parking’s reputation in the industry is unrivaled and that we have never lost sight of what’s most important in our business; providing exceptional parking services to our customers while driving value and profit for our partners. It’s this type of simplicity and attention to service detail that has allowed AAA Parking to thrive for over fifty-eight years.

## Company Profile & History

***“Stabile, flexible & diverse partners that are nimble & decisive.”***

AAA Parking was established in 1956 by George E. Williams in Atlanta, Georgia. The company's unique emphasis on relationship building and quality service quickly pushed AAA Parking to the forefront of the industry. Acquired by [Selig Enterprises](#) in 1981, AAA Parking's success continued to soar. Over fifty-eight years later, the company boasts an impressive roster of blue-chip clients and a debt-free balance sheet. Despite the company's exponential growth, AAA Parking maintains its core values, emphasizing a commitment to customer service, employee growth and relational business practices. Although Atlanta remains the corporate home of AAA Parking, Regional Offices in Plantation, Florida (2007) and Los Angeles, California (2013) were opened to support our rapid growth in these gateway markets. Additionally, our team provides parking management services in seventeen cities across the country. From Coral Gables to Orange County, AAA Parking operates over 250 properties, employs more than 2350 employees & manages over 75,000 parking spaces daily.



## Just a Few AAA Parking's National Clients

*"Serving a niche market of selected luxury properties."*

AAA Parking provides parking consulting, management and staffing services to hundreds of hotel, hospital, commercial, retail, convention center, condominium, university & special events clients across the U.S.



## Implementation, Local Support & Operational Plan

*“Local experience and strong leadership to drive results.”*



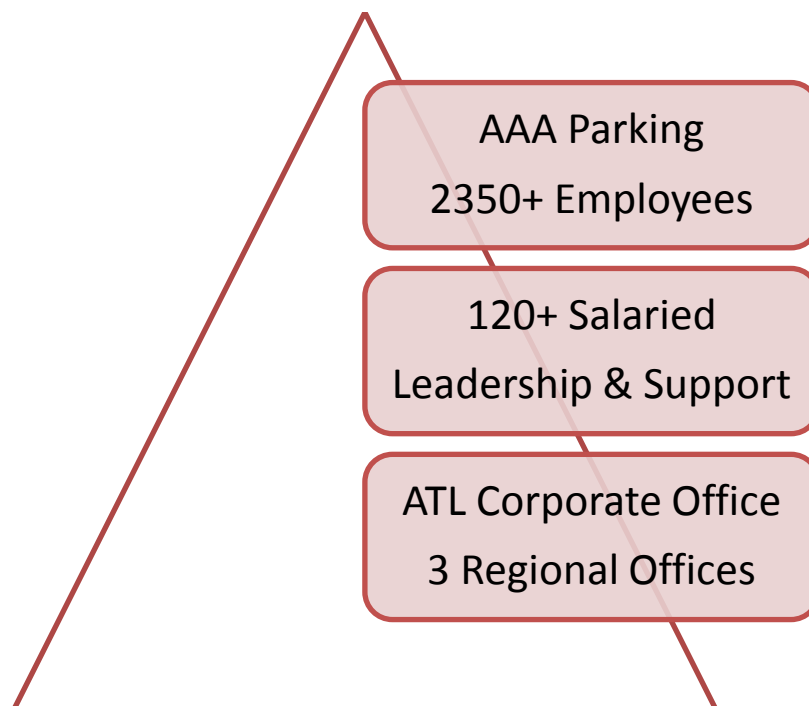
Upon award of any new contract, AAA Parking immediately assembles a corporate task force team to assist with the initial transition, opening and implementation of our operating plan. The breadth of local support and infrastructure clearly distinguishes us from any of our competitors. Our on-site team will be led by a dedicated salaried manager who will coordinate all of the details of the

daily operation. During this period, our local Human Resources team will begin recruiting and hiring our new team. AAA Parking will submit a detailed new hire training, orientation and implementation plan and supporting timeline at your request.

## Local Presence

*“Leveraging our collective resources in the market to gain efficiencies.”*

AAA Parking operates in many gateway markets throughout the United States. Once our team establishes a presence in a new market, we immediately pour into the local community. By establishing preferred relationships at the local Chamber of Commerce, Convention & Visitor’s Bureau, with local garages and surface lots and other national vendor partners, AAA Parking quickly assimilates to our new environment. This type of approach has allowed our team to grow successfully in new markets!



## Technology

*“Utilizing state-of-the-art equipment to meet your property specific needs.”*

AAA Parking continues to be a front runner in utilizing new technology. With an eye toward revenue enhancement, AAA Parking has the knowledge and experience to evaluate new methods and determine where capital expenditure can produce revenue savings without compromising customer satisfaction. Our team partners with [Service Tracking Systems \(STS\)](#), the industry leader in automated valet technology.

**STS** utilizes progressive technology and wireless handheld devices that seamlessly interface with most hotel’s PMS system. In addition to adding a robust Valet Text retrieval and payment system, **STS’s** CVPS.net allows countless accountability and report features that maximize revenue collection while mitigating attrition and theft.



As part of our standard proposal, AAA Parking will fund a capital investment to equip your property with this technology. AAA Parking has worked together with **STS** across the country on over fifty customized and unique equipment installations, from simple small-scale operations to large multi-million dollar projects.

All equipment is PCI compliant and has been vetted with almost every major hotel brand. **STS** and AAA Parking enjoy a healthy relationship built on a similar core culture. The experience and relationship AAA Parking shares with our equipment vendors creates great synergy and efficiencies that will immediately benefit your property.

**The STS system utilizes software that is PCI compliant and is approved to interface with most hotel PMS system’s allowing for auto-posting of all overnight Valet Parking charges to guest’s folios.**



## Online Data Management System (ODMS)

*“Strong internal controls to ensure financial security & real-time reporting.”*

In 2010, AAA Parking launched a robust new Online Data Management System (ODMS) which included a proprietary Revenue Management System (RMS). [SolTech Solutions of Atlanta](#) was selected to custom design an exclusive cloud-based software solution that encompasses every aspect of AAA Parking’s revenue systems. ODMS is currently in place at all AAA Parking managed properties and has proprietary features that include:



- A unique and secure log-in for every user.
- Strict controls and user tracking information.
- Online shift reporting through RMS, which eliminates data entry errors and ensures every transaction’s accuracy and compliance.
- Immediate access to customized reports in real time.
- The vast reduction of paper use and overnight shipping costs.
- Reports generated through the ODMS are now stored electronically and offered to clients in electronic format.
- Immediate access to historical data and the ability to produce customized and accurate reports much more efficiently.
- Bank deposits are reconciled automatically and imported to AAA Parking’s general ledger, eliminating manual keying.
- Month-end client billing will be prepared and delivered earlier and parking validations are calculated in the ODMS system creating increased efficiencies.

Our clients enjoy access to ODMS through the Property Management Portal. Authorized users can register for a personal username and password on ODMS in order to access their property’s information in real time.

- Daily Reports & Shift Reports
- Revenue report
- Adjustment report
- Validation
- Overnight rate analysis
- Transient (non-overnight) rate analysis

Date	Day	Valet Overnight	Self Overnight	Valet Transient	Self Transient	Valet Adj	Self Adj	Master Accounts	Total	Overnight Inventory	Occupied Rooms	Overnight Rev POR
25-Nov	Friday	\$0.00	\$0.00	\$0.00	\$1,470.00	\$0.00	\$0.00	\$0.00	\$1,470.00	0	0	\$0.00
26-Nov	Saturday	\$0.00	\$0.00	\$0.00	\$1,150.00	\$0.00	\$0.00	\$0.00	\$1,150.00	0	0	\$0.00
27-Nov	Sunday	\$0.00	\$0.00	\$0.00	\$2,535.00	\$0.00	\$0.00	\$0.00	\$2,535.00	0	0	\$0.00
28-Nov	Monday	\$0.00	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$150.00	0	0	\$0.00
29-Nov	Tuesday	\$0.00	\$0.00	\$0.00	\$1,100.00	\$0.00	\$0.00	\$0.00	\$1,100.00	0	0	\$0.00
30-Nov	Wednesday	\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00	0	0	\$0.00
Total		\$0.00	\$0.00	\$0.00	\$6,605.00	\$0.00	\$0.00	\$0.00	\$6,605.00	0	0	Null

## Insurance & Damage Claims

*“A proven partner with a legacy of fulfilling commitments.”*

AAA Parking maintains an \$11 million umbrella insurance policy through **Travelers Insurance**. We carry the highest level of insurance coverage in the business and are confident that our coverage amounts far exceed industry requirements. In the event an issue occurs at one of our facilities, our dedicated team of claims handlers are available around the clock to assist guests navigate through the process.

The Property Management Portal also gives the authorized individuals access to detailed claim information for their property. Claims can be searched by claimant, type of damage, by claim number, by date or by the individual parking the vehicle.

The screenshot shows the 'Claim Maintenance' form in the AAA Parking system. The form includes fields for Claim ID (834), GL Property Code (20221), Submitted On (9/5/2011 6:31:15 PM), Incident # (18069), Incident Date (09/04/2011), Report Filed By (mhayden01), Property (Avia Savannah Hotel), Claim Type (Damage), and Status (Closed/Denied). The 'Loss Description' field contains 'Damage to passenger rear rim'. The 'CLAIMANT' section includes fields for Name (Yassir Ahmed), Address (2932 Auduban Park), City/State/ZIP (Hanahan, South Carolina, 29410), Daytime Phone (478-696-9232), Evening Phone (xxx-xxx-xxxx), and Email (africanbrother9@hotmail.com). The 'VEHICLE, OWNER, AND POLICE DETAILS' section includes fields for Vehicle Year (2007), Make (BMW), Model (550), Tag (BST 8899), Color (black), Police Report and Rental Car (Report#, Officer Name, Officer Phone, Rental Company), and Driver, Owner, and Insurance (Owner: Yassir Ahmed, Driver's License# 055316621, Driver's State: Georgia, Driver's Country: United States, Insurance Company: Geico, Insurance Policy#: 4178144400).

The screenshot shows the 'STATEMENTS' and 'NOTES' sections of the AAA Parking system. The 'STATEMENTS' section has tabs for Owner, Manager on Duty, Parking Valet, and Pulling Valet. A text box contains the statement: 'Checking out the vehicle was brought to me from the valet parking, one of the wheels was curbed, rear right rim.' The 'CHECK REQUESTS' section has a table with columns for ID, Date, By, Payable To, Amount, Paid On, and Actions. The 'NOTES' section has a table with columns for Date, By, Note, and Actions. The notes table contains the following entries:

Date	By	Note	Actions
9/15/2011 4:17 PM	claim manager 1queen	Denial email sent via on the prior work note.. File closed.	
9/15/2011 4:17 PM	claim manager 1queen	Sent (New Claim) email	
9/15/2011 4:13 PM	claim manager 1queen	Called the cimt and put him on speaker - while Marion was in and we both spoke with the cimt and expid that we found no cameras, and no evidence of negligence of our staff. He thanked us for the time we spent, but still feel that the valet is responsible. After going back and forth, the cimt finally said, he will have to pursue some other avenues (involve an attorney to get this resolved). The call was finally ended by us saying, we wanted to call him back and advise him of our findings.	
9/15/2011 4:03 PM	claim manager 1queen	Today, Marion in the office, he expid - unable to view the camera in garage - dvd is in operation - but also inquired if there are cameras in area behind the hotel's alley. There are no cameras in the alley way. Michael walked the entire alley way, one end to the other.	
9/12/2011 9:42 AM	claim manager 1queen	Marion called and will inspect the property. He will advise his feedback.	
9/9/2011 9:23 AM	claim manager 1queen	Called the cimt back to inform him that this claim is being denied. We found no negligence on behalf of our valet staff. It has been confirmed there was no damage upon arrival, however, the vehicle went in and out a few times. All valets were interviewed by Michael Hayden. No one caused damage to the rim, if they had, it would have been reported. It is our belief the damage occurred while the vehicle was off property. The owner was the only person who saw the damage at the time of departure and pointed it out to the mod.	

- A chronological log of any interaction with the claimant  
These interactions are time stamped by the system so there is no question about the time any conversations took place of e-mails were sent out
- Copies of any e-mails sent to the claimant
- Copies of the ticket(s) used in the transaction with the claimant
- Copies of repair estimates
- Copies of check request(s) where applicable

## Employee Hiring Process

*“Our selective process attracts the strongest professionals in the industry.”*

AAA Parking utilizes ADP’s High Volume/Virtual Edge software system for job posting, employee recruiting, employee on-boarding, and document administration and storage.

Candidates are directed to our website to complete an online application for employment. They are required to answer a variety of questions which determine if the applicant is qualified for advancement to a personal interview. Qualified applications are reviewed by Human Resources and the operations manager, who determine if the candidate would be an appropriate fit for the location.

Applicants are then required to pass a drug screen administered by a contracted screening clinic located within the applicant’s local area. The applicant must also pass a criminal background check in order to proceed.

Position	Current Openings	Apply
Accounting Clerk	1	Find Locations
Administrative Assistant	0	Find Locations
Area/Regional Manager	0	Find Locations
Assistant Manager Self Parking	1	Find Locations
Assistant Ops Manager Hotel	0	Find Locations
Bellman	0	Find Locations
Bellman PT	0	Find Locations
Booth Attendant	1	Find Locations
Booth Attendant PT	0	Find Locations
Cashier	16	Find Locations
Cashier PT	3	Find Locations
Cashier Supervisor	0	Find Locations
Cashier Supervisor PT	0	Find Locations

Successful results are processed through the ADP on-boarding system and the candidate is then available for hire. All necessary federal and state forms and company policy acknowledgements are completed online, within the employee profile initiated during the application process. Operational procedures, job requirements and general information are also required to be acknowledged by the employee online before the candidate may begin work. Note that several



forms still require a “wet” signature, which must be collected prior to the applicant beginning work.



## At your Service

**“Tenured hospitality executives who are passionate about service.”**

AAA Parking’s commitment to service resonates through every facet of organization. With company programs like the AAA Basics of Service, AAA Parking Leadership and our weekly employee recognition program, our focus on providing exceptional and consistent service is unmatched in the industry.



The AAA Parking Pledge: We pledge to provide superior service while maintaining the highest standards of quality, honesty and professionalism. Through our unwavering dedication to detail and customer satisfaction, AAA Parking will continue to be a leader in the parking industry.

**AAA PARKING**  
We're At Your Service.

**The Triple A's of Service**  
Attitude  
Assistance  
Appearance

**5 Golden Rules of Valet Parking:**  
Ask guest for name and write on parking ticket.  
Check vehicle for existing damage and note on parking ticket.  
Complete all other information on the parking ticket:  
-Parking space number  
-Vehicle make and color  
-Your Initials  
Do not speed, obey the posted speed limit.  
Do not put the keys in your pocket, use a carabiver.

Corporate Headquarters:  
AAA Parking  
1100 Spring Street NW  
Suite 800  
Atlanta, Georgia 30309  
Tel: 404-525-5959  
Fax: 404-522-0925  
Corporate Office Hours:  
Monday - Friday 8:30am-5:00pm  
Excluding Major Holidays  
Web Address:  
www.aaaparking.com  
Email Addresses:  
Human Resources:  
hrhotline@aaaparking.com  
General Information:  
info@aaaparking.com  
AAA Parking is a subsidiary of Saly Enterprise, Inc.  
©2015 AAA PARKING

**Attitude**  
We will wear the 15.5 rule. When a guest approaches us, we will stop any conversation that we are involved in with our coworkers and: At 15 feet, make eye contact and smile. At 10 feet, nod and say good morning, afternoon or evening.  
We will have a smile on our face. Nothing is a greater sign of hospitality than a smile. When we are working we are "on stage". The smile on our face will reflect this and says to our guests: "We are glad you are here!"  
We will greet our guests with a sincere greeting and "Thanks for being our guest".  
We will thank our guests for visiting our properties and say: "Thank you for staying with us...".  
We will assist with coats and luggage.  
When guests check up and we see a coat hanging in the back of the car, we will retrieve this for the guest and assist the guest with the coat. We will ask overnight guests if we may assist them with their luggage.

**Assistance**  
We will assist with coats and luggage.  
When guests check up and we see a coat hanging in the back of the car, we will retrieve this for the guest and assist the guest with the coat. We will ask overnight guests if we may assist them with their luggage.

**Appearance**  
We will keep our uniforms clean and crisp, including an appropriate name tag. The care we take in the way our uniforms look is representative of the care we take in doing our job. It's apparent that we are not concerned about the condition of our appearance, guests will think we don't care about their cars and vehicles.  
We will be clean shaven and properly groomed.  
Just like our uniforms, the neatness of our grooming and a clean-shaven appearance for men is a reflection of our attitude towards our jobs. Mustaches will be trimmed and neat, men will shave before coming to work (no beards allowed) and hair styles will be in accordance with the employee handbook.  
We will post-up properly when waiting to assist guests.  
When we are in between assignments, we will not gather around the podium or other guest areas, but we will "post-up" properly anticipating the arrival of the next guest.  
We will keep our garages, office and cashier area neat and clean.  
Just like the uniform appearance and the grooming condition of our work area reflects our attitude towards the service we provide. As a team we will make every effort to keep our work areas neat and clean. When paper and debris are on the ground, we will just pick it up and not worry about who put it there.

AAA Parking Basics Card

## Results that matter

**“We don’t just talk the talk.”**

Our dedication to service goes beyond classroom training programs and industry cliché. AAA Parking is fully engaged with all of our clients in their quest to achieve superior consistent guest experiences.

This is only accomplished when your partners embrace the hotel’s mission as if it were their own.



In addition to our own internal audits and those provided through our partners, AAA Parking has a national ‘Mystery Shopper’ program administered

by A Closer look ([www.a-closer-look.com](http://www.a-closer-look.com)). A Closer Look conducts comprehensive unannounced property audits quarterly at each AAA Parking account across the country. The results are routed electronically to our Executive Committee who evaluates the results and shares with our onsite team and our respective client. Detailed online ranking and reports are used to benchmark our top performing accounts and to recognize our employees that are providing exceptional service on a daily basis.

## Environmentally Conscious Operations

*“Reducing waste and raising awareness.”*



As long as vehicular travel exists, the need to park cars will continue. AAA Parking is committed to significantly reducing our carbon footprint by implementing changes to our operations, promoting conservation to our customers and moving towards greener parking on a daily basis.

AAA Parking’s eco-friendly initiatives continue to evolve as new technology is introduced into the market. A significant technology development over the last decade is the improvement and increased production of electric-powered passenger cars. Electric cars are incredibly fuel-efficient, with their



average fossil fuel use equivalence of more than 40 MPG in the United States. Most importantly, the electrical grid is powered in part by cleaner burning natural gas, and zero-emissions hydro, solar and wind power, drastically decreasing the carbon footprint of car travel. Many of our operations now offer designated and preferred parking spaces for electric vehicles and most offer free charging service to parking customers who choose this option. Additionally, a growing number of AAA Parking managed facilities also offer rate discounts for electric and hybrid

vehicles.

Within our garage facilities, AAA Parking continues to install energy-efficient lighting fixtures, most of which utilize LEDs that have a much longer life-span and are up to 80% more efficient than incandescent bulbs. Additional energy conservation efforts in our facilities include the use of solar power for free-standing/island parking access and electronic pay stations and partnerships with “waterless” car detailing services.

In all of our offices, AAA Parking participates in “Single-Stream” recycling programs, where virtually all trash is recycled. Waste sorting technology has improved drastically to allow for a simple two-container system, one for any and all paper, plastic and metals, and a second for any food and organic waste.

To further reduce our paper use, AAA Parking offers clients and parking customers’ paperless reports, statements and invoices via our online services. AAA Parking has also completed an extensive paper recycling program, beginning with more than 120 cubic yards of stored paper documents.



## AAA Parking FAQ's

*"A few things you should know."*



### Legal entity name & Corporate Offices:

Selig Parking, Inc.  
d/b/a AAA Parking,  
a Georgia Corporation

#### Corporate Office

1100 NW Spring Street  
Suite 800  
Atlanta, GA 30309  
404-525-5959

#### East Coast Regional Office

8181 W. Broward Blvd.  
Suite 355  
Plantation, FL 33324  
954-495-2455

#### West Coast Regional Office

10250 Constellation Blvd.  
Suite 2363  
Beverly Hills, CA 90067  
310-525-3587

### About us:

- Founded - 1956
- # of Properties - 250+
- # of Employees - 2,350+
- 2013 Gross Parking Revenue- \$85,000,000m
- Vehicles Parked Daily - 75,000

### Company Officers:

- Scott Selig - Chairman
- Ronald F. Williams - President & CEO
- Kris Bowen - Chief Operating Officer
- Mason Mehrjerdian - Executive Vice President
- Bryan P. DeCort - Executive Vice President
- Rick Robbins - Vice President
- Kenneth Clayman - Secretary/Treasurer

Selig Parking Inc, d/b/a AAA Parking is a privately held company formed in 1956, incorporated in 1958, and became a subsidiary of [Selig Enterprises](#) in 1981. Selig Enterprises, Inc., is located at 1100 Spring Street, Suite 550, Atlanta, Georgia, 30309.

## Executive Summary

***“The choice is simple really....passionate partners that only win when you win!”***

Thank you for taking time to learn more about AAA Parking.

Our team understands that every project is unique and each asset requires a tailored proposal. All AAA Parking agreements are customized to reflect the specific conditions for the property in question. Terms vary based on size of the geographic location of the property, market conditions, specific operational nuances, logistics, rates, capital equipment investments, services provided and specific client requests.

It is not difficult to show substantial profits by enhancing revenues and/or reducing expenses, however when **YOUR** operator is on the hook for a portion of revenue and/or expenses, the degree of accountability is elevated! As such, AAA Parking believes our clients are better served with a partner who “has skin in the game.”

Since 1956, AAA Parking has maintained a tradition of commitment and service. As one of the oldest and most established parking management companies in the United States, we have a history of excellence that it unsurpassed. AAA has a perfect contractual performance record having **NEVER** failed on any contract or management agreement in our history. Our team is comprised of career hotel executives, tenured managers and the best parking employees in the industry.

Thank you for your consideration and I look forward to meeting the rest of your team.

