



**We're At Your Service.**



## THE AAA PARKING EXPERIENCE

At AAA Parking our goal is to build meaningful relationships with our partners to ensure that we are aligned in exceeding your expectations and goals. We understand that every parking situation is unique. That's why our primary focus is to create a **customized parking strategy** built specifically to address the needs of your location. This customized approach enhances the value of your parking operation and directly impacts measurable returns. We gather your valuable insight and conduct an assessment of your location to laser-focus our attention on maximizing efficiency, profitability and service excellence. As a result of this strategy, our partners enjoy improved guest satisfaction scores, reduced expenses, elimination of liability, and increased revenue. From large scale events to private venues, from full-service, luxury hotels and resorts to public parking garages, we have the strategy and experience needed to manage any parking challenge. Allow us to create a customized proposal that accelerates your parking operation and bottom line today.

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## WHY CHOOSE US?



### Customized Strategy

Designed Exclusively for Your Property  
Based Specifically on Your Goals



### Experienced Leadership

Over 80 Years of Valet Experience  
Over 45 Years of Hotel Experience



### Service Excellence

We are an Extension of Your Team  
Increased Guest Score KPI's



### Revenue Maximization

Dynamic Pricing Strategies  
Revenue Generation Enhancements



### Technology Implementation

Customized for Your Operation  
Next Generation Parking Solutions



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## EXPERIENCED LEADERSHIP



### THOMAS MAUMAN

*Regional Vice President*

With over 20 years of hospitality leadership experience including 17 years in various Director & GM roles at luxury, branded & boutique hotels, Thomas understands that each property is unique & requires a customized parking strategy to succeed.



### STEPHAN MARTIN

*Executive Director of Hotel Operations*

Stephan brings 19 years of hotel & valet experience to our Executive Team. With a focus on hotel openings, financial efficiency, guest satisfaction training, parking equipment & risk management proficiency, Stephan can do it all.



### JERRED MCDANIEL

*Executive Director of Hotel Operations*

With 15 years of upper management experience throughout the luxury landscape, Jerred's valet expertise lies in leadership development, Forbes standard cultivation & service culture refinement.



### JAVIER IGLESIAS

*Area Director of Hotel Operations*

Javier has 35 years of valet leadership experience at the largest luxury hotels in greater L.A. He focuses on client relations while orchestrating some of the biggest events in the country including Presidential visits, Superbowl events & national conventions.



### NABIL DEMISSIE

*Area Director of Hotel Operations*

Nabil is a seasoned Executive with over 20 years of valet experience. He is recognized in the industry for his expertise in organizing & executing high profile events, his extensive knowledge of technology & building strong partnerships.



### ELIZABETH ROSAS

*Regional Director of Human Resources*

Elizabeth specializes in promoting our robust company culture. With a hospitality-centric background, she empowers employees to excel in cultivating customer loyalty. Her passion lies in fostering employee engagement, employee relations, and compliance.

The foundation of AAA Parking begins with the commitment to excellence that our parent company, Selig Enterprises, has instilled in us. With over 80 years of valet parking experience and over 45 years of hotel management experience combined, our leadership team includes tenured parking industry veterans and former hotel executives who understand your goals and how to achieve them. With a vast array of experience and expertise, our team has mastered the art of property openings, takeover transitions and special event execution. Our executive team is consistently supporting our locations and property managers while our HR team focuses on cultivating future leaders through our Leadership Academy program. Each of our property managers is hand-chosen for their location based on an extensive selection process and performance evaluation. All of our executives and property leaders maintain strong relationships with our partners and are available 24/7, as we pride ourselves on answering the call when you need us the most. At AAA Parking, our wealth of knowledge and experience throughout the hospitality landscape sets us apart.



## SERVICE EXCELLENCE



### The AAA Parking Pledge

“We pledge to provide superior service, while maintaining the highest standards of quality, honesty, and professionalism.

Through unwavering dedication to details and customer satisfaction, AAA Parking will continue to be a leader in the parking industry.”

We are committed to both service and hospitality. While service is about efficiently executing tasks, hospitality is about making guests feel valued and welcomed. We understand that making your guests feel valued at every interaction is what leads to memorable moments, repeat business & increased guest satisfaction scores.

Our team is an extension of your team. One of the most challenging disciplines in the parking industry is adapting a team to a diverse set of clients while creating a transparent extension of the property's culture and character. We at AAA Parking have mastered the art of customizing our leaders, teams and approach to fit your unique culture. We take the time to get to know you and your operation while listening to your expectations before customizing your team.

Our commitment to service excellence and unrivaled hospitality sets us apart. Here's how we ensure excellence in every aspect of the parking experience:

- ★ Quarterly Secret Shopper Program
- ★ Comprehensive HR Orientation
- ★ 90 Day Onboarding Program
- ★ AAA Leadership Academy
- ★ Improved Employee Engagement Metrics
- ★ Increased Guest Satisfaction Scores
- ★ Partnership Satisfaction
- ★ “First 10 Services” Program
- ★ Emotional Intelligence Campaign
- ★ Forbes Partnership



# REVENUE MAXIMIZATION

Parking should not be viewed as simply a guest amenity, but rather a key revenue source that can significantly impact your bottom line. That's why we customize our revenue strategy to maximize your parking operation's profit earning potential. We analyze key factors to generate an action plan specific to your location.

## Revenue Generation

We conduct a full parking assessment of your location to determine all potential revenue streams while maximizing them to directly impact your bottom line. Overnight, transient, valet, self, hourly, event and 3rd party online sales channels can all be lucrative revenue streams if managed correctly.

## Revenue Management

We review your current revenue control and collection systems. You would be shocked at how many properties have a weak or non-existent revenue management system for their parking operation & the impact it has on your revenue potential.

## Profit Maximization



## Cost Control

We conduct an audit of your current parking related expenses that reveal opportunities to enhance efficiency & reduce costs without sacrificing service. Controlling costs and minimizing unnecessary expenses is equally as important as increasing revenues and can significantly affect your bottom line.

## Pricing Strategies

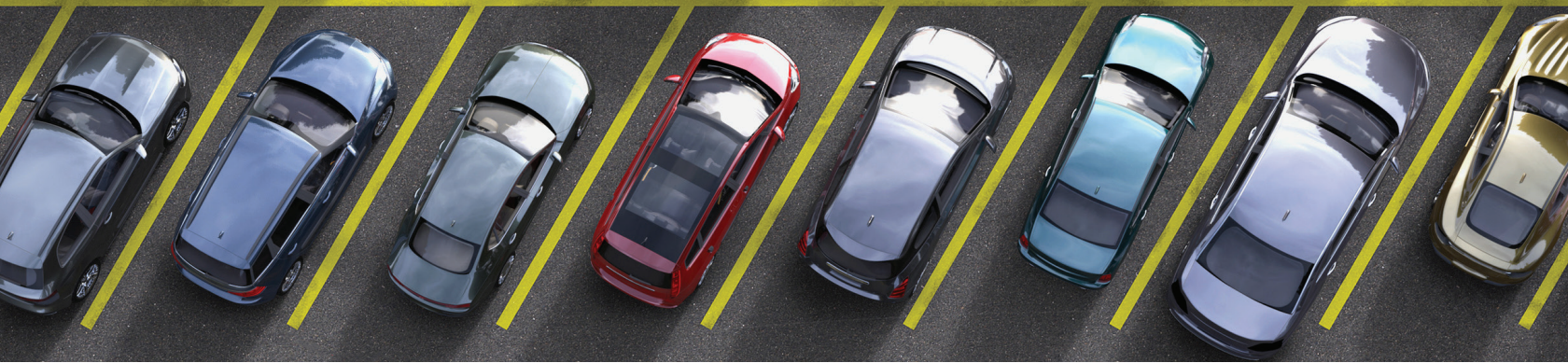
We optimize rate strategies persistently based on your competitive set, market demands, special events, compression, historical data & seasonality. We use real-time dynamic pricing to ensure that your prices flex with the demands of the market, ensuring that we are always capturing apex rates.

Allow AAA Parking to accelerate your parking revenues by identifying untapped or underperforming revenue streams, implementing a proper revenue management system, finding ways to be more efficient with expenses and by customizing a dynamic pricing strategy. We're dedicated to owning all aspects of your parking operation including a customized approach to maximize your revenue so that you can focus on other areas of your business. As a trusted partner, we will always have your best interest in mind and our team will work tirelessly to ensure that these strategies successfully optimize your parking revenue.

## TECHNOLOGY IMPLEMENTATION

We at AAA Parking know the importance of providing a seamless parking experience for your valued guests. That's why we customize today's cutting edge technology specifically for your location to ensure the most profitable, convenient, efficient, user-friendly experience possible. From license plate recognition to mobile app integration & ticketless valet systems, we have an answer for any scenario. We are proud to partner with industry leaders to ensure that we are always at the forefront of the parking field. Our team of experts is proficient in selecting the perfect equipment to satisfy all of your parking needs.





## WHY NOT CHOOSE US?

AAA Parking's principal philosophy is one of partnership beyond service. We emphasize a collaborative approach to craft solutions that align with your property's challenges and opportunities. Our team understands that every project is unique, and that each asset requires a tailored approach. That's why we focus on customizing each segment of our proposal to align with your property, your culture and your goals. While other parking companies often make exaggerated promises, our promise to you is to always provide the most efficient and effective operations, utilizing the most modern tools and technology, and ultimately delivering maximum profit and consistent, world-class service throughout your parking operation. From initial consultation to continued execution, AAA Parking will work alongside you as a unified team through every step of the parking management process.





**Relationships. Service. Results.**

    Follow us @aaaparking

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