

Chris Tinning & Company

Hotel – Motel Brokers. Auctioneers and Consultants



Profitable Pubs & Hotel Solutions

Chris Tinning & Company Mission Statement

Selling not just listing

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PROFITABLE PUBS & HOTEL SOLUTIONS

In 1976 Chris Tinning recognised the need to establish a country based hotel brokerage firm. He was encouraged by those who knew him as a liquor representative and a stock and station agent. Marie his wife always had been involved in Chris's work and it was natural that this continued with the formation of **Chris Tinning & Company, Hotel Brokers.**

Specialising in country NSW this company totally dedicates its time and expertise to the hospitality industry, predominantly hotels and motels; and is recognised throughout the industry as specialists in this field.

Their son Nicholas joined the company in 1989 having gained a background in property valuation and experience in the management of hotels and motels.

Over the years Chris Tinning & Co. has owned and managed hotels. Their experience allows them to offer a number of services additional to brokerage. A specialised management and consultancy service can provide you with all the answers to your hospitality industry problems.

With the continual change within the hospitality industry our experts can help you recognise the problems before they arrive.

The hospitality industry is a very specialised and unique niche in the economy. Our experience as owners, managers, brokers and consultants to the industry provides up to date and informed decisions.

Brokerage

With over three decades of experience **Chris Tinning & Company** have specialised in the sale of hospitality properties throughout country NSW including Wollongong and the Hunter Valley.

Specialising in hospitality brokerage has involved the sale of hotels, motels, bottleshops, and a variety of liquor licenses.

Experience has been gained in all techniques to offer hospitality properties to the market and successfully negotiate a sale, including:

- **Private Treaty**
- **Auction**
- **Tenders**
- **Expressions of Interest**

Major property companies, banking groups and receivership companies have instructed Chris Tinning & Company to sell properties on their behalf including:

- **Kazar Slavin**
- **O'Brien Palmer**
- **Lawler Davidson**
- **Ferrier Hodgson**
- **Chamberlain SBR**
- **Nicholls & Co**
- **Commonwealth Bank**
- **Australia & New Zealand Banking Group**
- **Westpac Banking Co.**
- **National Bank**

Through time the company has developed its own database of investors and operators within the hotel industry. This is continually updated and maintained so as to provide listing information directly to these likely purchasers.

Recognising the trust placed in us by our vendors and that often privacy is utmost with the general public or staff unaware that a property is on the market Chris Tinning & Co. have policy whereby they accompany most property inspections. This is only after prospective Enquirer's are thoroughly scrutinised and purchasing capacity assessed.

A member of the **New South Wales Hotel Brokers Association**, Chris Tinning has held executive positions including President over recent years. This association provides that members act within a specific code of ethics and promotes communication between member firms. The networking offered by this association is often used to provide the greatest coverage and number of agents to be working for the vendor.

Sales include:

2009

- Ganmain Hotel (Leasehold)
- Palace Hotel - Ardlethan
- Royal Mail Hotel – Goolgowi (leasehold)
- Lithgow Hotel
- Black Swan Hotel – Nth Wagga (Investment)
- Bredbo Inn
- Snow Goose Hotel – Adaminaby
- Black Swan Hotel (leasehold)
- Adelong Hotel (Leasehold)

2008

- Duke of Kent Hotel – Wagga Wagga
- Coolac Hotel
- Argyle Inn – Taralga
- Tourist Hotel – Wagga Wagga
- Royal Hotel – Tumut
- Bridge Tavern – Wagga Wagga

2007

- Victoria Hotel – Wagga Wagga
- Farmers Home Hotel – Wagga Wagga
- Globe Hotel – Rylstone
- Railway Hotel – Cowra
- Lachlan Hotel – Cowra
- Argyle Inn – Taralga
- Coolac Hotel Motel

2006

- Woolpack Hotel - Tumut
- Royal Hotel - Dunedoo
- Exchange Hotel - Grenfell
- Commercial Hotel - Lockhart
- Crossroads Hotel - Collingullie
- Black Swan Hotel – Wagga Wagga
- Tourist Hotel – Wagga Wagga
- Royal Hotel – Marrar (entitlements)
- Donnas Cantina - Merimbula
- Lachlan Hotel – Cowra
- Lachlan Hotel Cowra (entitlements)
- Tattersalls Hotel (entitlements)

2005

- Narrandera Hotel
- Royal Hotel - Canowindra
- London Hotel - Ardlethan
- Wallendbeen Hotel
- Aria Park Hotel
- Olympic Hotel - Cootamundra
- Victory Hotel – Mooball (entitlements)
- Central Hotel – Ungarie
- Royal Mail Hotel – Narrandera
- Club House Hotel –Singleton
- Central Point Motel – Wagga Wagga
- Commercial Hotel – Pambula
- Woolpack Hotel – Tumut
- Royal Willows Hotel – Pambula
- Ganmain Hotel
- Sussex Inlet Hotel
- Club House Hotel - Yass

Consultancy Services

Chris Tinning & Company realise that there are many and varied business styles within the hospitality industry.

We provide advice on a short term or long term basis, which is suited to the individual style of business whether it be tourist resort, hotel, motel, bottleshop, nightclub or any other hospitality project.

This advice will include, but not be limited to, maximising the following facets of management:

- **Property position in the market place**
- **Marketing**
- **Budgeting and financial forecasting**
- **Staff training**
- **Cash and stock controls**
- **Purchasing procedure**
- **Efficient labour utilisation**
- **Minimisation of operating expenses**

This advice can be provided in conjunction with the management of the business or monitored and reported to existing management.

General Management

A growing number of investors and hospitality property owners are choosing to maximise their returns by operating their business under professional management. The owner controls his level of involvement, allowing him to have no contribution in the day-to-day operation if he so chooses.

Management teams comprise a business operator, stocktaking, accountancy and general manager. Returns for investors are generally 12% or better. It is important that the manager and investor share the same goals.

The use of a managerial team involves a formal agreement outlining the terms and conditions of employment. These include:

- **Rate of pay and performance bonus.**
- **Total labour cost including management.**
- **Responsibility for outgoings.**
- **Capital expenditure, renovations fund.**
- **Full management reports.**

As the General Manager of the management team we are responsible for selecting the operating manager and other specialist staff. Each appointed manager is selected to suit the individual requirements of the property. They have the skills and training necessary to obtain a liquor license and have a history of successful management.

Existing hospitality owners may feel that their management today is inadequate. Evidence of this may include:

- **Trading losses or falling profits**
- **Banking pressures**
- **Poor financial information**
- **Discrepancies in cash receipts**
- **Customer complaints**

Most hospitality properties that show signs of business distress contain inherent problems resulting from poor management.

This usually results in a departure from accepted hospitality business principals, leading to breakdowns in operational policies and procedures, and cash, stock and labour controls. Seeing this; existing staff and management will often not be able to react to requests for more detailed information or carry out procedures required to resolve those problems.

Chris Tinning & Company provides a dedicated team of hospitality professionals who are tertiary trained and possess proven "hands on" experience in all aspects of the hospitality industry. We are able to take on troubled properties and enhance their performance to the benefit of all concerned.

Specialist Services

Chris Tinning & Company provides various specialist services which may be of benefit to our clients, such as:

Independent Pre-Purchase Assessment

Far less than a valuation cost, we can provide an independent opinion as to the purchase price of a hospitality property.

Given our extensive experience in the industry and large database of historical hotel trading results across country NSW we have first hand knowledge of many properties.

As brokers we are able to keep in close touch with the market place and industry expectations.

Situation Analysis

When you would like to know all the options! If you own a property we may be able to assist in preparing your future.

This report outlines the different interests in your property such as leasehold, freehold, and lessors interest. It explores the value of each interest and the best method of sale; so maximising your return.

Business Plan and Financial Forecast

With the rapid changes in the industry it is becoming more important to recognise your future profitability.

Long and short-term cash flow budgets, market analysis and competition comparisons are all important. Financial institutions today are demanding regular and up to date business information.

Our experience allows us, where past trading information is not reliable to use industry standards for margins and costs to provide a foundation on which forecasts can be made.

Renovation & Repair Analysis

The question before spending money on improvements is "Will this expense increase the value of my investment?"

Our personal experience is of assistance in reviewing the design and construction of hospitality properties. An example being that the height of the bar is often decided by the size of the glass washer!

Marketing Plan

Business today has become more market oriented. Chris Tinning & Co. prepare comprehensive marketing plans that are results oriented and offer cost effective solutions.

Thorough external market research and internal audits are conducted to identify current market trends and the most effective strategies to be implemented.

This will be attained by:

- **Short-term initiatives to generate immediate cash flow.**
- **Setting of long term positioning strategies to project a stronger image and attain increased market share by establishing a solid and loyal customer base.**
- **Developing a strong and recognisable image in the market place via a reassessment of the property's branding.**
- **Focussing on the properties distinctive competencies.**

Relief Management

Those in the industry are only too aware of the demands and constraints in operating a hospitality property. Fatigue is very dangerous and time away from the business is the only cure.

Most people do not take enough time off, as they cannot find someone who they believe is suitable to replace them on a short-term basis. Selling properties provides us with an extensive range of experienced operators in between their own business. This combined with those professional relief managers we have had experience with provides a great pool to select from.