



**Mr. Robin Power**

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### *Maximizing return on investment on asset value for hotel owners*

Robin Power a veteran of 30 years in the art of maintaining and enhancing asset value for Owners and Asset Managers shares some of his insights with us...

Robin having spent time in Adelaide and Melbourne has a vast experience that goes beyond what the average engineer will see in the day to day running of a hotel. Robin is well-respected in the Hotel Owners community, with many owners having reaped rewards from his very thorough asset maintenance regime yielding great asset values.

Having worked with owners in both the hotel acquisition and hotel sale sides of the business, Robin comments "The ESCAP solution is a key tool to ensuring that Owners can derive the best value from their Hotel investment by ensuring that at sale time there is a minimum of due diligence issues that may undermine the asset valuation." Robin goes on to state that with operational profit margins' being tight, it is imperative that Hotel assets are maintained to an optimum level to ensure that Owners can maximize profit at the time of asset sales. He also points out that for Owners who are looking to purchase a Hotel the ability to have clear evidence that the Hotel asset had been properly maintained prior to the sale is re-assuring and reduces capital expenditure risk immediately after the acquisition which in turn delivers better yields on the investment.

Robin says that more and more Asset Managers are seeing asset value maintenance as a business imperative and the more astute asset managers are pro-actively asking to see a robust maintenance regime in place. "At the end of the day it is common sense to use a computerized solution like ESCAP for maintaining and enhancing Hotel asset value." says Robin.

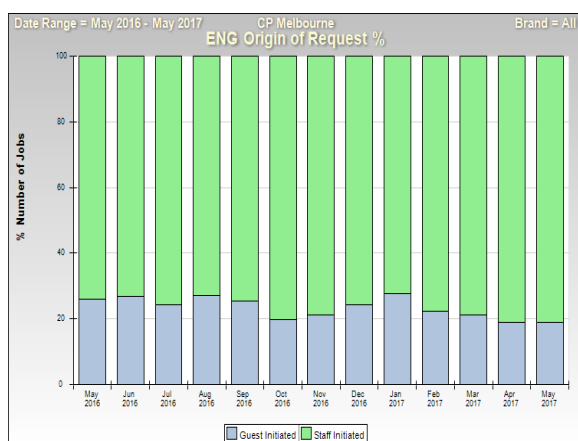
Having used ESCAP for over 10 years Robins says "ESCAP increases the capability and visibility of setting up and running an effective, pro-active maintenance regime on Hotel asset worth many millions of dollars".

As the Eureka portfolio Director of Engineering, Robin is currently immersed in plans to renovate and increase room capacity of some of the properties under his portfolio. The ESCAP solution allows Robin to stay on top of the value retention of the owner's investment both now and into the future.

### *Improve Guest Satisfaction by finding problems (and fixing) before the Guest do!*

In this day and age with the viral spread of negative comments via social media "its game over" if a guest finds a problem in the Hotel before we do, says Robin Power a veteran Director of Engineering with 30 years' experience in the industry. Robin takes his KPI of improving the "Guest Satisfaction" score seriously and believes the ESCAP solution has helped him to beat the guest to finding issues.

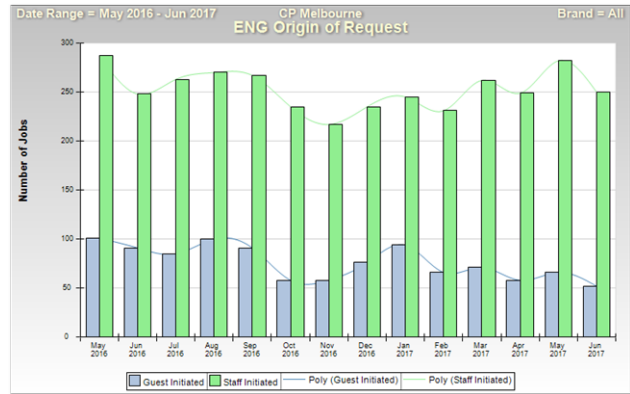
Robin constantly works with other departments, especially housekeeping, to report issues through ESCAP the moment they see it, so the Engineering team can be deployed based on the room status and avoid a guest experiencing a problem. One of Robin's mantras is "we can't fix what we don't know" and goes on to say "ESCAP is the perfect system to be proactive about issues". Robin calls on the "eyes out in the front of house" to let his team know via ESCAP. ESCAP is powerful and flexible solution to ensure jobs do not "fall through the cracks".



Robin understands the value of return guest and realizes that a happy guest is more likely to return.

Robin uses ESCAP's graphical reports to monitor how his hotel is performing in beating the guests to a problem. Any variation away from staff not finding issues first can be picked up very quickly and necessary training done to get things under control.

“ESCAP allows me to focus on managing people rather than sit at a desk compiling graphs”, says Robin. Having worked with many Hotel Owners and General Managers, Robin understands that his ability to be proactive using ESCAP to pin point issues and take action quickly is something that is appreciated and valued.



Robin concludes by saying, “ESCAP is the perfect tool to getting the repair and maintenance process right in a Hotel before the guest sees it”.