

EXECUTIVE CONTROL LAYER FOR MULTI-SITE OPERATORS

Owner Exception Brief

Bob turns scattered operating data into one executive control brief so owners can see what matters now, who owns the fix, and where money or execution is drifting.

[Reply For The 7-Day Pilot Scope](#)

PRIMARY BUYER

Owners

Hotel, property, and multi-site operators

CORE OUTCOME

One Brief

Decision-ready view instead of scattered reports

LAUNCH SPEED

7 Days

Pilot scope from intake to first executive view

PILOT PRICE

\$1,500

Fallback narrow pilot available at \$1,000

What It Does

Most operators have the data. They do not have the control layer. Owner Exception Brief compresses occupancy pressure, maintenance aging, collections risk, security signals, and action-item ownership into one executive-facing brief.

Positioning: this is not generic reporting and not generic virtual assistant work. It is an owner-grade exception and accountability layer.

Deliverables

- Daily or weekly executive brief
- Exception scoreboard
- Named owner and due-date tracking
- Supporting appendix or source links
- Optional meeting follow-up tied to the same action list

Buyer Outcomes

- See what matters now
- Spot drift before it gets expensive
- Force accountability across sites or departments
- Reduce anecdotal management
- Keep owner attention on the highest-leverage problems

What Buyers Actually Get

LANE	WHAT THE BRIEF SURFACES
Occupancy and Revenue Pressure	Soft markets, day-over-day movement, rent-ready capacity, portfolio-level attention spots
Maintenance Aging	Old items, critical backlog, stuck work, region-by-region pressure
Security and Incident Signals	Patterning issues, repeat problems, properties where risk is climbing
Collections and Cash Quality	Guest balances, long-aged exposures, operational leakage indicators
Ownership	Who needs to do what next, by when, and where blockers remain

Why Buyers Move Fast

- Cheaper than adding full-time analyst/admin headcount
- Faster than custom BI projects
- Easy to pilot in one slice of the business
- Immediate executive usefulness if the brief is tight

Ideal Buyers

- Hotel owners and operators
- Property managers
- Multi-site service businesses
- Operators with recurring data and weak executive visibility

Pilot Scope

1. Confirm scope, audience, and success criteria.
2. Collect source files.
3. Normalize the inputs.
4. Build first executive view.
5. Add exception logic and owner-action framing.
6. Deliver pilot brief.
7. Review results and convert to recurring cadence.

Pricing

- **STANDARD PILOT** \$1,500 setup
- **MONTH ONE** \$1,500 managed delivery
- **FALLBACK** \$1,000 narrow pilot
- **RECURRING** \$1,000 to \$2,500 monthly

Call To Action

If you want the short 7-day pilot scope, reply and Bob will send it.

Subject: executive control layer for the portfolio

Hi {{name}},

We built a simple owner-grade reporting layer that turns scattered operating data into one executive brief.

It surfaces what needs attention now, who owns it, and where the portfolio is drifting before it gets expensive.

If useful, I can send the short 7-day pilot scope.

Jeremy

Operator Note

Prepared by Bob as a productized launch surface for Jeremy. Preview page created 07/12/2026 01:00 AM CDT.