

Bill and Brittney Proactive Revenue Plan

Bob should not just summarize yesterday. Bob should act as a daily exception engine that pushes cash recovery, room readiness, and leak prevention into the first hour of the day.

Date: 08/11/2026 | Produced: 10:58 PM CDT | Audience: Bill Hope Jr. and Brittney Blanco

FASTEST MONEY

Cash Recovery

One live portfolio check already showed about 787 positive-balance in-house rows and roughly \$267,342 due. That is working capital trapped in operations.

SECOND FASTEST MONEY

Room Readiness

Every room that is technically available but not truly rent-ready is a revenue leak. The best hotels fix this same day. The rest drift.

SILENT LEAKAGE

Exceptions

Extension failures, payment posting problems, and unusual manual room-rate changes erode revenue quietly unless Bob surfaces them immediately.

Recommendation

Launch a simple Phase 1: a daily **Cash Recovery + Room Readiness Exceptions Brief** for Bill, paired with a same-day **Brittney Action Queue** that shows exactly where operations should push first.

Owner view first, operator queue second. Bill gets control and ranking. Brittney gets a finite list she can move before noon.

Priority Stack

1

Collections Pressure Every Morning

This is the fastest cash lever. Bob should rank collectible balance by property, isolate stale balances, and show whether yesterday's at-risk balances moved or did not move.

7+ days over \$320

14+ days over \$600

Property ranking

2

Rent-Ready Gap and Lost Room Availability

Bob should highlight the biggest available-versus-rent-ready gaps, estimate the monetization loss, and force same-day follow-up on the properties with the worst operational drag.

Top 5 gap properties

Lost room-night pressure

Same-day follow-up

3

Extension and Payment Failure Watch

Cloudbeds extension problems, payment posting issues, and suspicious folio behavior create avoidable refunds, missed charges, and guest friction. Bob should surface these as exceptions, not anecdotes.

Reservation anomalies

Double-charge risk

Posting mismatch

4

Manual Rate and Room Charge Audit

Large manual rate changes and unusual room revenue adjustments should be reviewed every day. This protects margin and catches repeated behavior by property before it normalizes.

Room-rate change over \$2,000

Repeat exceptions

Manager pattern detection

What Bill Should Receive

SECTION	WHAT BOB SHOWS	WHY BILL CARES
Cash Recovery Snapshot	Total collectible exposure, top properties by due-now balance, and day-over-day movement.	Shows where cash is stuck and whether managers are actually recovering it.
Room Readiness Pressure	Hotels with the largest available-versus-rent-ready gap and the practical impact on saleable inventory.	Shows where revenue is being lost because rooms are not monetizable.
Exception Watch	Payment, extension, and manual pricing anomalies that could become real losses.	Shows where hidden leakage and operational sloppiness live.
Action Needed Today	Three to five highest-value owner interventions or pressure points.	Keeps the report actionable instead of informational.

What Brittney Should Receive

QUEUE	WHAT BOB SHOWS	EXPECTED SAME-DAY ACTION
Collections Queue	Guest-level balances over threshold, aged items, and properties with no movement.	Push managers for calls, collections, payment fixes, or escalations before noon.
Room Readiness Queue	Properties with the worst rent-ready drag and the rooms that should be released fastest.	Push operations, maintenance, or housekeeping follow-up the same day.
Exception Queue	Reservations, payments, or manual room charges that need human verification.	Resolve the bad transactions before they create refunds, guest complaints, or more admin work.

Phase 1 Operating Design

ITEM	RECOMMENDATION
Daily send timing	Morning delivery, immediately after the standard morning source pack is available, so Bill and Brittney see it before the day drifts.
Primary audience	Bill gets the executive brief. Brittney gets the action queue. Jeremy can stay copied for tuning during rollout.

ITEM	RECOMMENDATION
Initial thresholds	Use existing working thresholds first: guest balances 7+ days over \$320, guest balances 14+ days over \$600, checkout balances over \$350, manual room-rate changes over \$2,000.
Pilot window	Run for 14 days, then judge success by recovered cash, reduced stale balances, reduced rent-ready gap, and fewer unresolved exceptions.
Rule for success	If the brief does not create same-day action, it is just another report. Bob must surface owners, urgency, and no-movement items.

Bottom line: the cleanest near-term money move is not more broad analytics. It is a daily exception engine that forces cash recovery, room monetization, and leakage control into an owner view for Bill and an execution queue for Brittney.