

Full-Service Contract Purchasing Expertise for Hotels

At one point or another in our careers, we've all taken the initiative to achieve a goal. We rely on our experience and skill to carry us through to a successful conclusion.

But what happens when experience isn't enough to reach that goal. What happens when you find so many moving parts and pieces to manage that the potential for failure might be just as likely as success? Learning from your failures and repositioning your strategy is a gift, but not when there are hundreds of thousands of dollars and a bevy of stakeholders expecting perfection.

Ask yourself, are you an expert in project planning and management, design, budgeting, procurement, logistics, and 3rd party services?

And, even if you answer yes, do you have the capacity to manage each of these verticals at once while still working your other day-to-day responsibilities?

These are the genuine stakes and challenges facing real estate developers everywhere, and the margin of error between success and disaster is a fine line.

Imagine a puzzle where the size and the number of pieces of the puzzle are ever-changing. That, in its essence, is what it is like to build and open a new hotel property. Will construction be complete by the time your furniture arrives? If not, where will you store it? How will tariffs and the struggling global supply chain impact the various aspects of the project, from construction materials to in-room amenities? What are the downstream impacts when deadlines slip, and the project is delayed?

CPNA was founded for this very reason - to offer "full-service contract purchasing expertise for hotels, vacation properties, student housing, senior residences, and other commercial properties." What does that mean? With over 30 years of experience and over 1000 projects completed, it means that CPNA is the key to a successful project:

Your project.

- ✓ Planning
- ✓ Managing
- ✓ Budgeting
- ✓ Design
- ✓ Logistics
- ✓ Purchasing
- ✓ Procurement
- ✓ Expertise



A History of Success

Founded in 1992, CPNA quickly emerged as a leader in furniture, fixtures, and equipment procurement within the hospitality industry. By 2013 they had risen to among the top in the industry and became an approved Wyndham Hotels & Resorts Procurement Service Provider. As of 2017, CPNA reached the milestone of having completed over 1,000 projects, representing a successful trajectory across nearly twenty years, backed by dedication, expertise, and customer service.

Past and present clients include many leading hotel brands in addition to Wyndham Hotels & Resorts. A quick survey of their client testimonials (available at cpnainc.com) is most impressive. Clients representing projects at Wyndham Garden®, Wyndham®, Wingate by Wyndham®, and more are ardent in their praise and appreciation of CPNA's assistance. Attention to detail, commitment to the project, and appreciation for a successful development or renovation are echoed by clients across the board.

One of the secrets to their success is the added value of project management. As represented in the case studies to follow, overall project management was an incredible benefit to working with CPNA. Instead of throwing a group of professionals together to tackle their respective areas within a project, this added layer of project management is designed to have all aspects of the effort, from designers to general contractors, work together. CPNA's project management connects all parts of the project, acting as a single unit with a common goal to help ensure your project is a success.

Case Studies in Success

Parth Bhatt, Director of Bhatt Hospitality

Parth Bhatt's family was in the metal recycling business when a real estate development opportunity presented itself in 2001. His father had been interested in expanding into real estate for some time, attending AAHOA sessions throughout the 1990s. So, in 2001, when he learned about a development opportunity, he jumped in.

At first, they only planned to finance the project, but when the property became available for purchase, they decided to take advantage of the opportunity. A few years later, they sold the hotel and bought a property in 2016, intending to develop a hotel. In August 2019, just a few months before the pandemic changed the world, they broke ground and started developing a new Microtel Inn & Suites® by Wyndham in Liberty, Missouri.

Being a ground-up development, they recognized the need for a full-service contract purchasing provider. CPNA was among the candidates and won the business with a competitive, complete, and comprehensive bid. Parth found CPNA to be both engaging and responsive, and these qualities extended throughout the project and led to a solid professional relationship.

Parth learned on the fly as a first-time, ground-up, hands-on developer, and CPNA helped him avoid many costly rookie mistakes. Many times, when he didn't even know that he was walking the edge of the cliff and could have stepped over any time, CPNA helped direct him away from the edge and stay on track.

Getting a quote from a vendor can take up to 3-4 weeks on average. Yet, even during the pandemic and tariff trade wars, CPNA could quote and requote much more quickly and efficiently than expected.



"Elaine Gordon had the site supervisors' phone number and the construction schedule and was proactive in managing communication."

In some cases, you could have 12-week lead times pre-covid and longer during a pandemic. As a result, Parth could have received a furniture delivery while the property is still under construction, resulting in additional storage fees. The potential for items not showing up when expected also presented its own set of problems. CPNA helped avoid those problems.

"CPNA was mindful of these timeframes on my behalf and took extra steps to proactively get construction schedule updates. She didn't have to take this on, but it was part of the service."

Adding even more benefit to the relationship, CPNA had worked with Microtel Inn & Suites® by Wyndham hotels before. Parth provided construction plans, and CPNA provided a comprehensive launch plan. Due to CPNA's involvement, the development was successful, and the hotel enjoyed a soft opening in April of 2021.

When asked if he would recommend CPNA to other developers, Parth responded, *"Absolutely. 100%. I will be using them for future projects. Cost savings come with selecting the best vendors, the most competitively priced, etc., and avoiding expensive mistakes. CPNA's project management and robust communications were critical to making the project a success."*



Avoiding Pitfalls

Real estate development projects are a significant investment of money, time, and resources. The sheer number of moving parts is easily overwhelming, and rarely can a single person successfully coordinate it all themselves.

Wine Mansfield, President of CPNA, outlined many of the components that make up a development project and how CPNA can be the most valuable member of your development team:

Project Management and Logistics

- If the logistics of a development or renovation project is akin to a three-ring circus, then project management is the ringleader that brings it all together.
- It requires the coordination of all aspects, including people, facilities, construction, materials, and so much more. Project management and logistics are just one area where CPNA excels, and you reap the benefits. Their dedicated Director of Project Management has over 20 years in the hospitality industry and uses that experience to assist hotel owners throughout every stage of their projects. This experience and skill help ensure that your purchases meet the various brand standards and budget required for success. CPNA works with your schedule so that products are ordered in time and arrive when needed and wanted.
- All project management services are provided remotely (as opposed to onsite), helping ensure that access to the plan, timelines, milestones, etc. are just a phone call or email away.

Vendors and Quotes

- When vendors know you're looking to hire, you can find yourself reviewing a barrage of quotes across a wide range of vendors. Collecting, evaluating, and managing vendors and their quotes only compounds the complexity and, even worse, your exposure for costly errors.
- When CPNA is at the helm, you don't have to search for multiple quotes across multiple vendors. All information, quotes, purchases, etc., are collected in one source. And once your vendor and quote selections are complete, you receive a full and comprehensive budgetary quote to assist with a seamless financial approval process.

Pricing and Purchasing

- Development and renovation projects are expensive, and every dollar counts. Leveraging their experience and success, CPNA's position as a wholesaler allows them to offer very competitive pricing across the board. On your behalf and with your approval, CPNA places your orders and maintains communication with all vendors.

Claims

- All the planning and coordination in the world cannot prevent errors in the chain. The wrong supplies may have arrived, or the right supplies arrived but were damaged - this is when the arduous process of filing a claim begins. Finding the right contacts within a vendor's operation, filing the claim, and coordinating the proper replacements takes care, attention, and time.

When you partner with CPNA, they handle all questions around claims and the subsequent replacement goods. It can be that simple.

Many consultants pledge to be a one-stop solution to your development and renovation needs, but CPNA truly has the experience, skills, and record of success to help fulfill that promise. CPNA understands hotel chain guidelines and

standards. They know how to manage and navigate the various aspects of a renovation, conversion, or new build helping to free you to focus on your priorities without the constant distractions a development project requires.

Contact CPNA today, and discover how they can make your next project a success!



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