



## When You're Ready to Renovate Your Hotel Property...

Will you have in place realistic contingencies for inevitably unforeseen conditions? Will you be armed with information to effectively negotiate with your franchisor as those conditions – not to mention the franchisor's brand standards – change?

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**WINTER**  
CONSTRUCTION

**Winter won't be surprised to hear from you that your franchisor's brand requirements have changed in the midst of a renovation.**

Continuously evolving brand standards require not only the ability to adjust midstream but the aptitude to quickly analyze potential budget and schedule impacts. As an owner, you need to pick and choose your battles, and you require information and counsel to be able to do so effectively. At Winter, we help eliminate surprises — and mitigate the impact when they do arise.

To learn more about why Hotel Indigo and W both trusted Winter with the first properties under their respective flags, please contact Ken Smith at 404-588-3300.

