



# VERTICALBOOKINGUSA

## Testimonial

*“Mark and his company over the years has been quite frankly fantastic for us - not only with my previous company, but also with my current company.*

*When I moved over to Buckhead America, I was faced with a situation where we had a few independent hotels that were in need of CRO services. And, of course, with the previous relationship with America's Best Franchising, the first person I thought of was Mark. And, we implemented his services at the Independents that we are operating - we actually owned them; owned and operated - and they did a fantastic job of assisting us with being successful in the realm of the CRO.*



*And, what I would voice as Mark's company's best asset is their dedication to customer service, and that was really the reason that I was able to convince the owners here that this is the company that we should go with.*

*And, it was initially set out as a temporary arrangement to kinda get us over the hump, but it actually ended up being, at this point, over a year with each property, and their contribution numbers are equal - or probably better than - what we would've experienced if we were with one of the brands.*

*They allow us a lot of latitude as far as managing the particular properties on an individual basis, and they really know how to handle, not only brands, but their emphasis leans towards supporting the independent properties.*

*We've been very successful with. We have a downtown property that is, at this point still an independent, and they were formally a brand - I won't mention the name of the brand - but the actual contribution once we moved over to Vertical Booking actually increased as opposed to when we were a branded hotel. So, we've been very happy with the services overall, and like I said, the customer service is key.”*

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### Chip Elbers

Corporate Asset & Revenue Officer, Buckhead America Hospitality, Atlanta, Ga