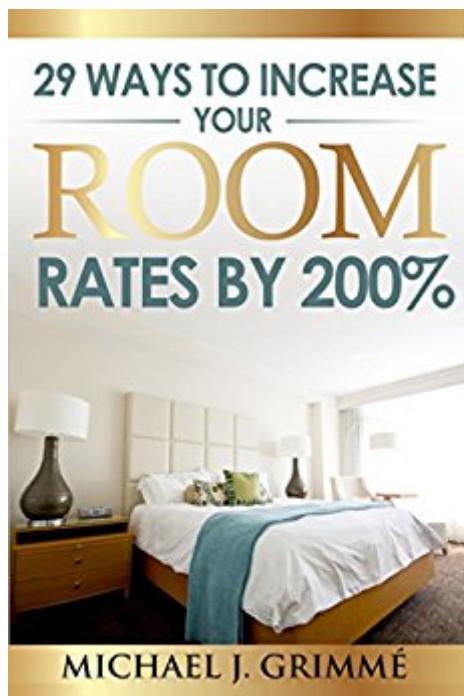


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# 29 Ways To Increase Your Room Rates By 200%



## **Synopsis**

The key to higher room rates is improving the guest experience. The better experience your guests have, the more your rooms are worth. When it comes to enhancing the guest experience, Mike Grimmeâ™ is an expert. Grimmeâ™ opened his first boutique hotel in 1997 and sold it eight years later â“ at four times its operating value. Over the course of the past two decades, as CEO and Founder of AMC Liquidators, Grimmeâ™ has worked with a wide range of independent hotel properties, Assisted Living Facilities, and even Drug Rehab Centers â“ locally, nationally, and internationally. From 1950s vintage properties to run-down motels, heâ™s helped quickly bring them back to life and cost-effectively converted them into high-value properties, winning an array of awards for his work. In "29 Ways to Increase Your Room Rates by 200%," youâ™ll benefit from Grimmeâ™s extensive and unique experience as he quickly describes the fastest, most cost-effective ways to double the rate you currently charge or plan to charge for your rooms, making this a concise quick-reference guide any hotelier should find indispensable.

## **Book Information**

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