



SOV CORPORATION
HOTEL ASSET MANAGEMENT



■ Who we are?

SOV CORPORATION is a global organisation operating from Switzerland that specialise in hospitality and Hotel Asset Management. It offers business and financial advisory services to local and international companies, as well as advising boards and companies on corporate governance, with the aim of building shareholder trust and confidence.



Our Motivation?

- Innovation.
- Efficiency.
- Smarter solutions.
- Solid international team.

Why choose us?

- We are International.
- We think out of the box.
- We are finance experts.
- We are the masters of hospitality.

How can we work together?

- We provide advice that helps our clients to attain success.
- We support existing companies based in Switzerland and globally to develop and expan.
- We help start-up companies get established and expand into local and international markets.
- We advise boards on corporate, governance, risk management and investment strategies amongst other services.
- We represent hotel owners, successfully handling asset management.

Range of Services

- Support for new and well established companies.
- Company establishment and expansion development.
- Investment strategies.
- Capital and Financing facilities.
- Risk management.
- Budgeting.
- Accounting and payroll.
- Optimizing of accounting and financial processes.
- Financial and accounting due diligence.
- Consolidations.
- Stock management consultancy.

Where can you find us?

SOV Corporation currently have office representatives in Switzerland, UK, UAE, KSA and Egypt.

We are also in the process of acquiring a global trusted partners network.

Hotel Asset Management & Owner Representation

SOV is a game changer in hotel owners representation. If you are looking for a company that can give your hotel that special edge to outperform local competitors you are in the right place. We aim to challenge the status quo, and turn independent hotels into market leaders.

We are firm believers in the power of an independent hotel with a unique product and amazing guest experience, over the conventional hotel franchise chain branding route.

Keeping up with the latest developments and innovative solutions in hotel distribution and online travel marketing can be challenging, with the landscape changing so quickly.

But our hotel strategy specialists are here to turn your hotel around and increase your ROI.

Focusing on the unique selling points of your property, our hotel management experts will develop a customized and creative strategic hotel advice plan, to increase the revenue generation power of your hotel or resort. And with our business development DNA and creative approach, we will increase both top line revenue income as well as bottom line profit.

With our proven methodology and best practices in hotel strategies, we drive the overall financial results of hotel assets, optimizing the return on investment on your hospitality real estate investment. Too many hotels are stuck in traditional ways of operating but we will lift your hotel asset to another level, uncovering the hidden revenue potential.





Our international team
of hotel owners representative
consultants specialize in:

Operation Management

Guest review scores are a direct result of the service standards at your hotel. Our management team implement quality standards of operations and procedures aimed at achieving high satisfaction levels.

Pre-opening Plan

Opening a hotel is an art in itself. Critical timelines and paths need to be controlled and managed in detail.

We have opened dozens of hotels over the last decade, and are ready to do the next roll-out with our strategy development, checklists and action plans.

And don't think for a moment this cannot be applied in your hotel. We manage a diverse international portfolio of top performing hotel companies, ranging from independent boutique hotels, luxury design hotels, beach & ski resorts, innovative hotel concepts, aparthotels, vacation rental properties, tourist apartment blocks, regional hotel firms, and even small countryside / rural hotels, modern budget hotels, trendy youth hostels, hip bed & breakfasts, camping sites and holiday parks.

We provide our hotel asset management and hotel owner representative services and solutions for a variety of clients including hotel managers, operators, property owners, investors, fund managers, banks, developers, and asset managers.

All the above services among others, bring our clients to exceptional success and development lead by our solid, expert international team.

Revenue Management & Yield Strategies

Our experts in hotel revenue management and pricing will work on increasing your room and total revenue. With our best practices in hotel yield and distribution we will grow your hotel's REV Par and GOP Par.

Concept Development

We can support you with your hotel project from the earliest stages.

We excel in development of new hotel concepts, and original ideas, including branding and positioning. If you are looking to become the new hot thing in the hospitality industry, we are all game.

Sales & Marketing

The basic success of any hotel lies in a comprehensive sales and marketing strategy.

Our team contains experts in internet marketing and online distribution, plus sales representation.

Finance & Asset Management

We specialize in maximizing the return on investment on your hotel investment.

Both short term through profit optimization, and long term through operational cost control and maintenance of the real estate asset, we strategically improve your financial results.



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www.sovcorporation.com