

Company Overview



Years of Hospitality
Success



Our Company

RAR Hospitality (RAR) is a San Diego, California-based company that offers the full spectrum of hospitality management and consulting services to owners, developers, lenders, and investors in hotels and resorts. The RAR portfolio consists of properties under ownership and/or management including boutique, branded, and independent hotels.

Our team is as unique and diverse as our portfolio, led by our founder and President, Bob Rauch. A 40 year hotelier, well-recognized thought leader, spokesperson, and faculty member at ASU, his **HotelGuru** "handle" commands a loyal and large following. His success has resulted from deep knowledge in every aspect of hospitality, hotel operations and development. This is reflected in our commitment and adherence to best practices as measured in guest satisfaction, team member pride, and owner peace of mind.

The team includes an ex-advisor to celebrity A-listers, a Canadian born and educated mathematician, and a multiple award-winning Hilton Worldwide General Manager of the year. This diverse mix of talents enables us to tackle the most complex hospitality challenges. Our depth and breadth of experience and agility make us unique.

RAR is actively and continually involved in the tourism and hospitality industry - the fastest growing industry in the world. This involvement has provided an in-depth knowledge of the market and its rapidly changing conditions. The result is a tangible understanding of complex issues stemming from over-built markets, shifts in the market positioning of effected properties and the difficulty in finding new sources of capital.

Our company maintains an unparalleled track record and reputation for the highest standards and ethics in today's litigious environment. Specific to hotels in San Diego, RAR's market knowledge is absolutely unsurpassed. On behalf of RAR, there is no company more committed to performance or more capable of achievement.





Our Culture

We thrive on entrepreneurial spirit. Our team brings expertise to every imaginable challenge (and some you may not have imagined). And our solutions are practical and measurable.

We delve into every aspect of each property. With a sense of urgency, we not only identify the problems, but also recommend the solutions. We are committed to ensure each and every hotel realizes its full potential. And we do so as partners from beginning to end. We build strong relationships, we are accessible, and we provide the resources necessary to execute.

Our focus is on maximizing revenue, running lean operating margins, and delivering quality and guest satisfaction.

Our Values

Our company's success stems from the adherence to our core values:

- Operate ethically, transparently, and effectively
- Provide the best possible guest experience
- Deliver exceptional financial and guest satisfaction results to owners and clients
- Support team members, celebrate successes, and provide growth opportunities
- Be at the forefront of technological innovation in the industry
- Apply digital and traditional marketing strategies with demonstrable ROI

RAR at a Glance

- Twenty-five years of stable ownership, consistent growth, and satisfied customers
- Employee base of talented hospitality professionals
- Uncompromising ethics, standards, and controls
- Long-standing relationship with all hotel companies
- Strong regional presence in Southern California with experience throughout North America
- Acknowledged market leader consistently achieving in excess of fair market share
- Expeditionary reporting system designed to provide our clients with detailed and timely information
- Comprehensive forecasting and purchasing methods to ensure expense control
- Competitive fees without hidden charge-backs
- Significant development and renovation experience



Current Management Portfolio

Branded Properties

- Hilton Garden Inn San Diego/Del Mar (80 units) – Carmel Valley/Del Mar area of San Diego, CA
- Homewood Suites San Diego/Del Mar (120 units) – Carmel Valley/Del Mar area of San Diego, CA
- Country Inn & Suites Deer Valley (126 units) – Phoenix, AZ
- Radisson Phoenix North (284 units) – Phoenix, AZ
- Quality Inn & Suites Tucson Airport North (170 units) – Tucson, AZ
- Quality Inn & Suites at Garden of the Gods (124 units) – Colorado Springs, CO

Boutique & Independent Properties

- El Cordova Hotel (43 units) – Coronado, CA
- The Keating Hotel (35 units) – Gaslamp Quarter area of San Diego, CA
- The Lafayette Hotel, Swim Club & Bungalows (131 units) – North Park area of San Diego, CA
- Pacific View Inn (23 units) – Pacific Beach area of San Diego, CA
- West Park Inn (140 units) – Downtown San Diego, CA

Clients & Development Experience

- Del Mar Marriott San Diego (284 units) – Carmel Valley/Del Mar area of San Diego, CA
- Fairfield Inn & Suites by Marriott (116 units) – San Marcos, CA – under development
- Hilton Garden Inn Carlsbad (161 units) – Carlsbad, CA
- Hilton Gaslamp Quarter San Diego (245 units) – San Diego, CA
- Hilton Hotel Santa Clara (280 units) – Santa Clara, CA
- Hilton Garden Inn Edmonton International Airport (165 units) – Edmonton, Alberta, Canada
- The Holiday Inn Sherwood Park Hotel & Conference Centre (252 units) – Edmonton, Alberta, Canada
- Hardage Hospitality Portfolio
 - Chase Suite Hotel Baton Rouge, Louisiana (80 units)
 - Chase Suite Hotel Brea, California (98 units)
 - Chase Suite Hotel El Paso, Texas (200 units)
 - Chase Suite Hotel Kansas City, Missouri (112 units)
 - Chase Suite Hotel Lincoln, Nebraska (120 units)
 - Chase Suite Hotel Newark, California (148 units)
 - Chase Suite Hotel Overland Park, Kansas (112 units)
 - Chase Suite Hotel Tampa, Florida (160 units)
- Pantai Inn (31 units) – La Jolla, CA





Portfolio of Services

RAR's Portfolio of Services includes a full range of operational, sales-related, guest satisfaction, and project management and procurement services. Our expertise includes independent, boutique, and branded properties.

Whether it is a lack of market penetration, low operating margins, a need for crisp digital marketing or top-notch revenue management, RAR has the solutions. We have experience in motivating team members to be exceptional, improving guest satisfaction scores and responding to you and your needs as an owner.

RAR can provide the support and assist you in any or all of the above areas. We look at your unique challenges, uncover opportunities, and custom build a solution and structure collaboratively.

Our experienced, nimble and accessible team of professionals knows what to do and how to do it. RAR's expertise includes:

- Hotel Third-Party Management
- Franchisor and Brand Relationships
- Guest Satisfaction and Quality Assurance
- Acquisitions, Development, and Partnerships
- Court Appointed Receiverships
- Feasibility Studies and Pro Forma Generation
- Project Management and Renovation Oversight
- Revenue Management
- Sales and Marketing
- Digital Marketing Services
- Strategic Planning
- Human Resource Management
- Timely, Accurate, and Complete Financial Reporting, Accounting, and Related Services

