



Pacific
Inns^{LLC}

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“We choose to work with a very select clientele and manage properties as if they are our own. We’re not looking to be the largest; we just want to be the best!”

– RODGER FORNI

WELCOME TO PACIFIC INNS

Pacific Inns is a family owned and operated, full-service hospitality management company. We are committed to meeting and exceeding expectations by offering exceptional service, prompt support and the highest quality products. We operate and manage a broad spectrum of properties throughout the United States. From unique boutiques to large national brands, our hands on team manages our clients investments like they are our own.

UNMATCHED SERVICES

The promise of a pleasant experience keeps not only guests coming back, but also our clients. Pacific Inns is an award winning hospitality management company with a depth of market knowledge and operating expertise. Our full-range of services are uniquely customized to bring the most value to individual hotel owners.

WHY WORK WITH US

Pacific Inns has decades of experience managing a diverse portfolio of hotels. Our full-service offerings allow for ease of ownership. Should you be the owner of several properties or interested in the hotel industry for the first time, our experienced team is committed to catering to your very select needs and walking you through every step of the process.

- Eliminate the barriers of hotel ownership
- Improve operational efficiencies
- Increase guest satisfaction
- Maximize brand potential
- Identify opportunities to reduce expenses
- Achieve revenue goals

WHAT WE DO

Our fundamental property management services include:

- Hotel Operations
- Development & Construction
- Accounting
- Pre-opening Management
- Receiverships & Acquisitions
- Revenue Management
- Sales & Marketing
- Staff Resources
- Franchise Relations



“Our success as a company since 1992 is reflected in the success of each property we manage.”

– LINSEY FORNI-PULLAN

“Our growth is organic. Our performance speaks for itself.”

– LINDSEY FORNI-PULLAN

OUR STORY

We have been delivering best-in class hospitality services since 1992 when Rodger Forni founded Pacific Inns LLC. Early on, Rodger established an experienced and dedicated team that shared his values: Deliver exceptional results with unwavering integrity and a commitment to always do what is right. Pacific Inns quickly became a trusted partner, operating a broad spectrum of unique and distinctive properties across the U.S., many of which we own and/or partner with others to create joint ventures.

Today, Pacific Inns continues to exceed expectations and grow our portfolio by delivering unsurpassed turn-key services under the second generation leadership of Vice-President, Linsey Forni-Pullan. Having grown up in the hotel industry with a deep understanding of hotel management, Linsey continues to carry out her father’s company values, which has garnered trust and lasting partnerships among owners and major hotel brands.



EXECUTIVE TEAM



RODGER FORNI
PRESIDENT & CHIEF EXECUTIVE OFFICER

Rodger has independently developed, co-owned, managed and consulted on over 160 hotels from limited-service to full-service luxury properties. In 1992 Rodger founded Pacific Inns as his primary operating company. Since then, Pacific Inns has provided a full range of hands-on hospitality management and development consulting services to numerous clients – from several one-site, individual-owner projects to major national brand developments.

Rodger's experience also includes project feasibility analysis and site selection. He has had oversight of construction, remodeling, project management and cost containment. Rodger also helps banks and trustees protect their assets by efficient management and preparation for the sale of properties in receivership. Rodger's reputation for excellence has earned him industry recognition with numerous awards and board positions.



LINSEY FORNI-PULLAN
EXECUTIVE VICE PRESIDENT

With a lifelong connection to the hospitality industry, Linsey brings almost three decades of multifaceted experience to her leadership role at Pacific Inns. She oversees property performance and provides high-level managerial support to ensure each hotel operates at the highest standard of quality and guest satisfaction. She leverages advanced analytics and guest feedback platforms to inform strategy, enhance service delivery and sustain brand integrity across all properties.

She has played a key role in driving operational excellence and strategic growth across the company's portfolio since 2007. Linsey's depth of industry knowledge combined with her results-driven leadership continues to elevate the guest experience, deliver measurable outcomes for clients and strengthen Pacific Inns' position in the hospitality market.



“We take excellent care of our owners, like they are our guests. Hospitality drives everything we do.”

– RODGER FORNI



“The Pacific Inns team has the proven expertise to lead any project from inception to completion.”

– RODGER FORNI

EXECUTIVE TEAM



SHIRLEY STEWART
DIRECTOR OF OPERATIONS

Shirley's areas of expertise include: revenue management, cash flow, AR, AP, financial reporting, budgets, proformas and all areas of human resources including development of policies and procedures, staffing, payroll and employee benefits.



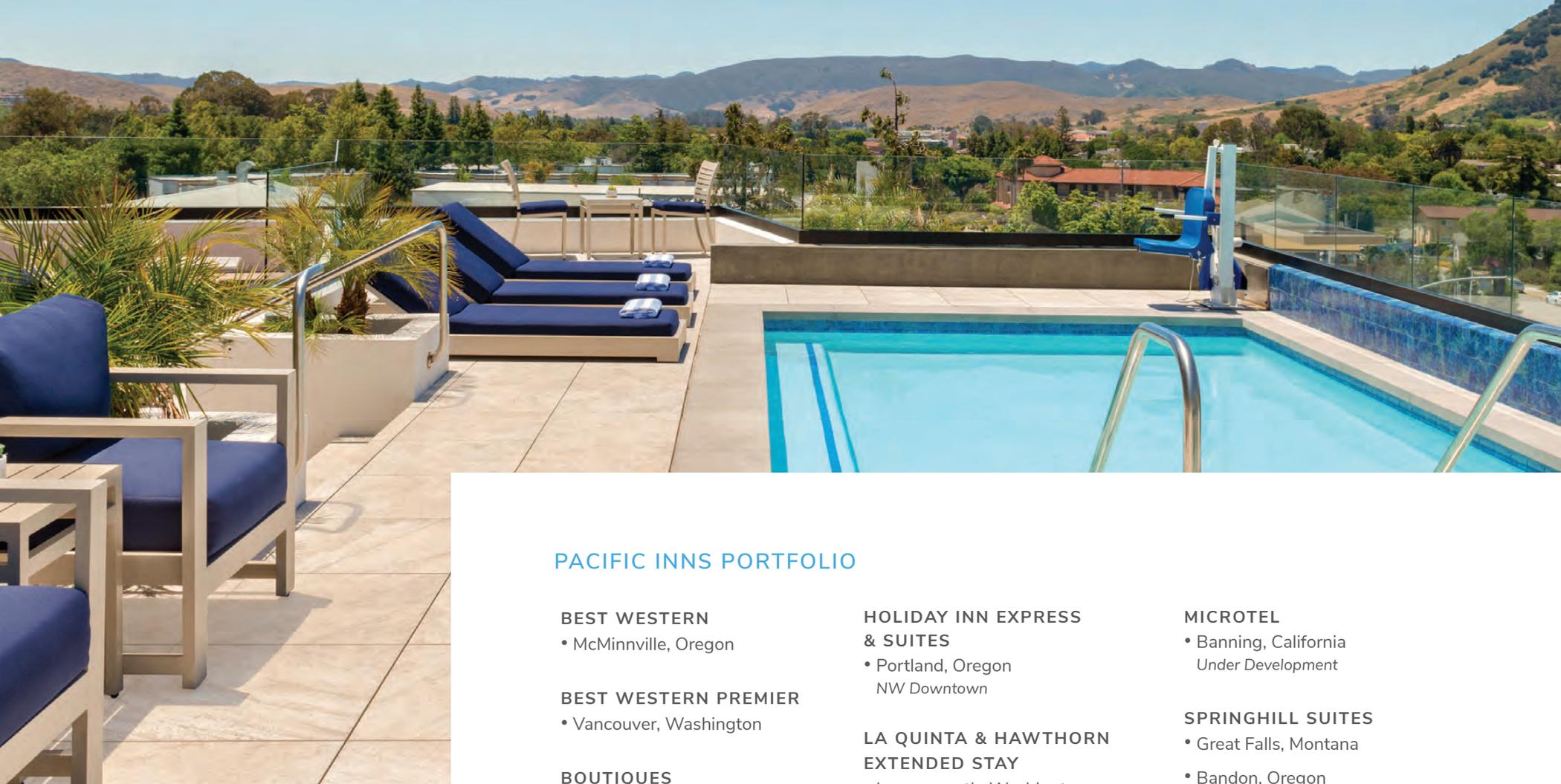
DAVID MATHER
CHIEF FINANCIAL OFFICER

Throughout his career, David has implemented financial systems, strategies, processes and controls. David takes excellent care of Pacific Inns' clients by closely managing all income statements, balance sheets, accounting functions, systems, cost-reductions, automation and tax strategies.



TONY FORNI
VICE PRESIDENT OF DEVELOPMENT

Tony manages all aspects of development, including new hotel construction, renovations and property improvements. He provides on-site management, coordinating with contractors while also monitoring construction progress to ensure quality standards are met.



PACIFIC INNS PORTFOLIO

BEST WESTERN

- McMinnville, Oregon

BEST WESTERN PREMIER

- Vancouver, Washington

BOUTIQUES

- Mason Beach Inn
Santa Barbara, California

CANDLEWOOD SUITES

- Sidney, Montana

HAMPTON INN & SUITES

- Pasco/Tri-Cities, Washington

HOLIDAY INN

- Twin Falls, Idaho

HOLIDAY INN EXPRESS & SUITES

- Portland, Oregon
NW Downtown

LA QUINTA & HAWTHORN EXTENDED STAY

- Leavenworth, Washington

LA QUINTA INN & SUITES

- Colton, California
Under Development
- La Habra, California
- Lincoln, California
- Paso Robles, California
- San Luis Obispo, California
- Santa Rosa, California
- Centralia, Washington

MICROTEL

- Banning, California
Under Development

SPRINGHILL SUITES

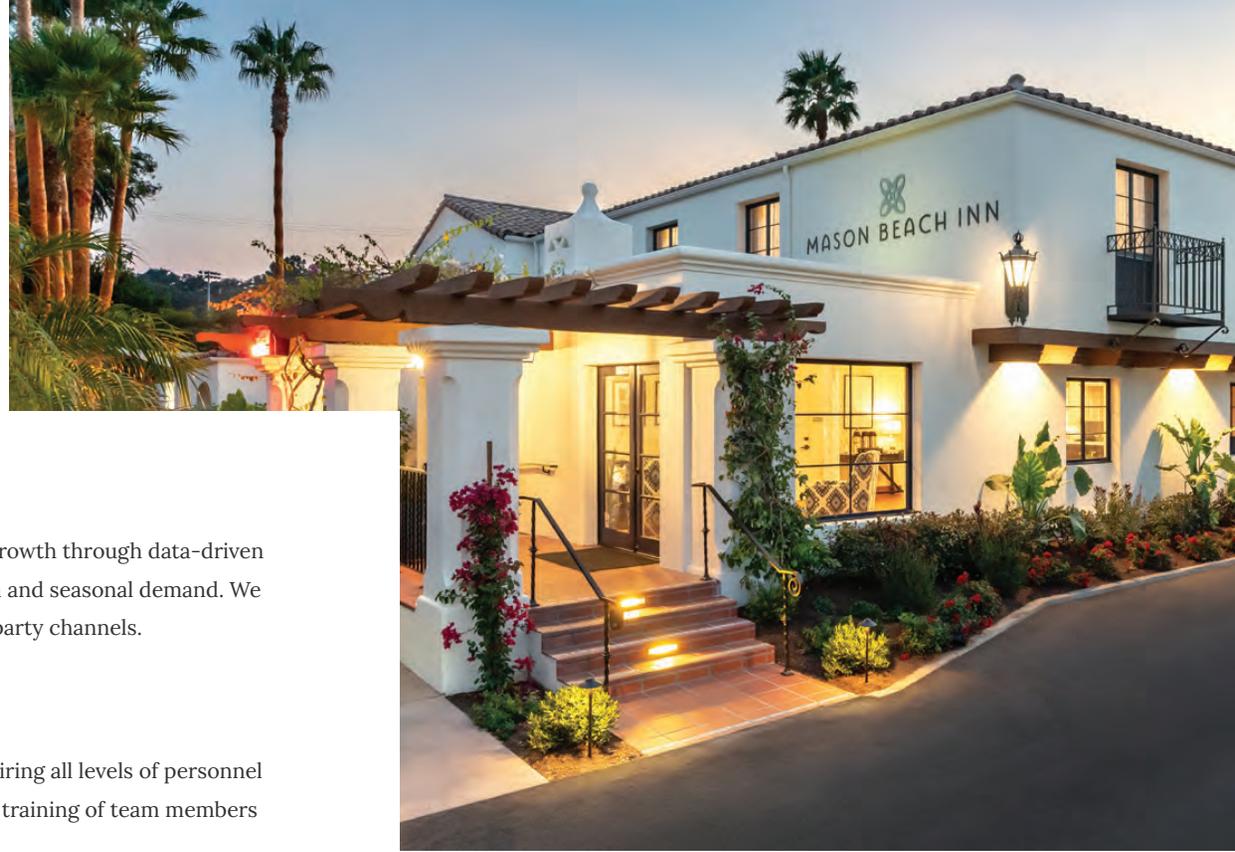
- Great Falls, Montana
- Bandon, Oregon
Under Development

STAYBRIDGE SUITES

- Woodland, California

TOWNPLACE SUITES

- Great Falls, Montana



HOTEL OPERATIONS

REVENUE MANAGEMENT

We drive market share and Revenue Per Available Room (RevPAR) growth through data-driven pricing strategies that consider market trends, events, competition and seasonal demand. We also optimize the business mix across retail, negotiated and third-party channels.

STAFF RESOURCES

Pacific Inns develops dynamic teams by sourcing, identifying and hiring all levels of personnel with the right talent and skills. We are also committed to on-going training of team members to ensure guest satisfaction and boost profitability.

SALES & MARKETING

With decades of experience, we maximize sales by targeting marketing and direct sales opportunities. Our in-depth research and continuous sales team development enhances RevPAR and return on investment.

RISK MANAGEMENT

Pacific Inns is dedicating to protecting, minimizing and resolving risks through safety and security audits. We focus on comprehensive staff training, and daily reviews of key, cash, and inventory controls at each property.

PRE-OPENING MANAGEMENT

We have provided turn-key pre-opening management services to over 100 hotels, ensuring every detail is in place prior to the first guest checking in. We coordinate all pre-opening activities from ordering furniture, fixtures and equipment to hiring and training staff.

RECEIVERSHIPS & ACQUISITIONS

Pacific Inns is experienced in court appointed hotel receiverships and individually owned hotel acquisition. We have proven expertise to help banks and trustees protect their assets through efficient management and preparation for the sale of properties in receivership.

FRANCHISE RELATIONS

We have worked with over 50 brands, some of which we have served in leadership roles on advisory boards and councils. We leverage our deep industry insight to align properties individually with the most suitable franchise based on market dynamics.



“Our accounting services are designed for ease of ownership.
We keep our eyes on the details so you don’t have to.”

– DAVID MATHER

ACCOUNTING SERVICES

WE KNOW YOUR BUSINESS

Pacific Inns delivers profitable hospitality, which takes a meticulous and skilled team that is knowledgeable in all financial facets of your business. Led by our in-house Certified Public Accountant, our experienced team has specialized in hospitality accounting and finance for decades. Our insight into the nuances of hotel financials makes a difference to owners’ bottom lines.

COUNT ON US

Pacific Inns’ dedication to transparency and precision down to every line item has ensured we retain our clients through the years. Our accounting services are trusted not only by owners, but also ownership groups, major hotel brands and financial institutions throughout the U.S. Our practices are also in accordance with the Uniform System of Accounting for Hotels as approved by the American Hotel Association.

SUCCESS IS IN THE DETAILS

Our typical accounting process includes:

- Revenue Recording
- Accounts Payable Processing
- Payroll Processing
- Financial Statements
- Tax Preparation & Filing
- Budgeting & Forecasting
- Year-End Reporting



DEVELOPMENT & CONSTRUCTION

OUR PROCESS

Having successfully developed more than 600 hotels collectively, our team has long-established relationships with top hospitality architects, contractors, engineers and designers. Our management approach to delivering award-winning new builds, renovations and brand conversions is hands on. From limited service hotels to 4-star properties, we excel in completing projects on time and on budget. Let our team of experts oversee every aspect of your project.

SITE SELECTION

We take time to build a relationship before we build a hotel. Understanding client's individualized goals allows us to evaluate potential new construction or existing sites based on their objectives.

PROJECT FEASIBILITY ANALYSIS

We only work on projects we believe in, which starts with a firm understanding of the complex influences on a project and its location.

BRAND SELECTION

We leverage our brand knowledge and research obtained in the analysis phase to identify franchise options that will bring the most value to the project.

DESIGN EVALUATION

We work with innovative design teams to ensure everything from room layouts to common area finishes align with the brand's identity, and aesthetics meet functionality for operational efficiencies.

DEVELOPMENT & CONSTRUCTION MANAGEMENT

A unique benefit of working with Pacific Inns is our in-house project managers that we dedicate on-site to oversee day-to-day logistics and manage contractors, timelines and budgets.



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