STANFORDG SALES TEAM · PORTFOLIO ROLL-UP

Four-client sales dashboard

Client A · Client B· Client C · Client D

Data as of November 13, 2026

COMBINED PORTFOLIO · ALL FOUR CLIENTS

Total group room revenue on the books

$2,241,511

The data set represents : 15 revenue-producing hotels



Definite $2,120,879 (95%)

Tentative $120,632 (5%)

+$576,069

+39.9% vs. last year where comparable: $2,018,401 vs. $1,442,332

$362,130

Open tentatives still to convert, all four clients

$627,140

Active local negotiated rate pipeline

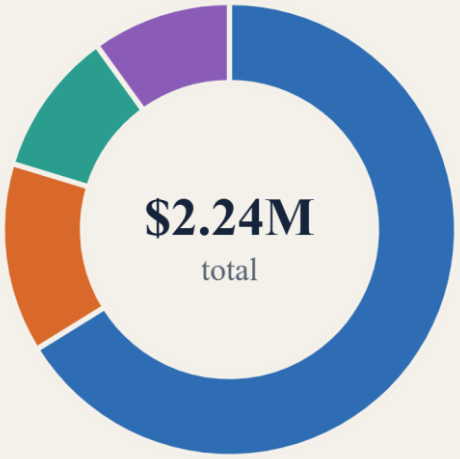
$450,185

Payroll savings vs. in-house sales leaders

COMBINED PORTFOLIO · CHARTS

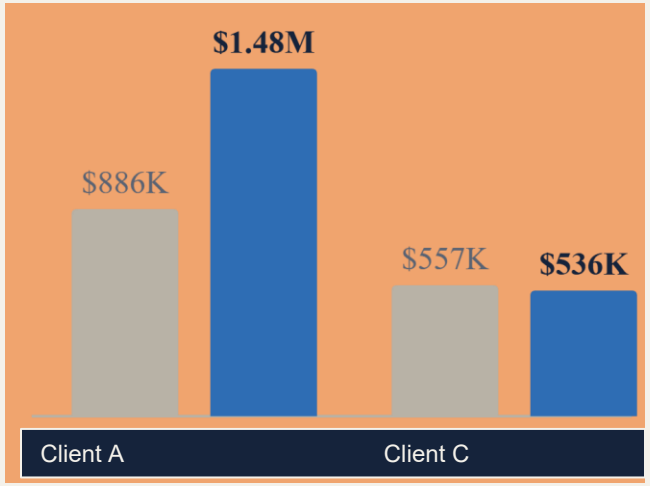
Where the total comes from

Revenue by client



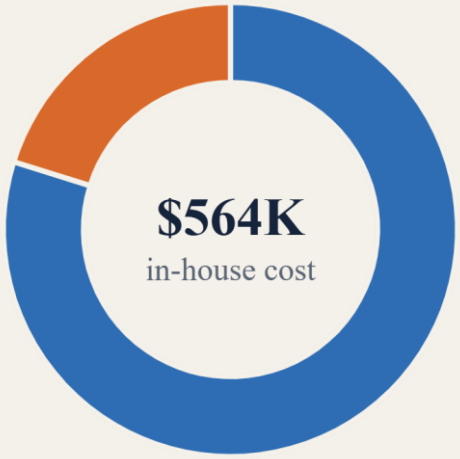
Client A Hotels	**$1.48M · 66%**
Client C	**$304K · 14%**
Client D	**$232K · 10%**
Client B	**$223K · 10%**

This year vs. last year



This year	
Last year	

Payroll: StanfordG vs. in-house



Savings	**$450,185 · 80%**
StanfordG fees	**$113,840 · 20%**

STANFORDG-MANAGED CLIENTS

Net definite revenue by property

Client A Hotels · $1,482,772

vs. other reps, same months 2025 · **+67.4%**

Hampton Inn & Suites	**$495,631**	**+149%**
TownePlace	**$259,556**	**–28%**
Homewood Suites	**$224,465**	**new**
Residence Inn	**$124,759**	**–9%**
TownePlace	**$105,010**	**–23%**
Courtyard	**$97,997**	**+44%**
Fairfield Inn & Suites*	**$97,698**	**+422%**
Hilton Garden Inn	**$52,885**	**new**
Independent Boutique	**$24,771**	**–28%**

Client B· $223,110

2026: $146,355 · 2027: $76,755

Hampton	**$88,262**
HIE	**$56,041**
Comfort	**$51,231**
Comfort	**$27,576**

+43.3% sales-managed revenue