



THINKUP
Enterprises

Revenue Management – The Podcast

She Has a Deal.

“I knew that there were many women who were interested in hotel ownership and development, so I came up with the idea to create She Has A Deal, which included a hallmark event.”

Welcome to Hospitality Highlights! In this 21st episode of the ThinkUp Podcast, host Lily Mockerman talks with Tracy Prigmore, founder of TLT solutions, a real estate investment and development firm and founder of She Has a Deal.

Her other guest today is Susan Barry, 25-year hotel business veteran, now helping hotel owners with commercial strategy, and involved with She Has a Deal as Director of Communications.

Highlights from This Episode

Lily Mockerman:

I imagine there are some plans that changed a little bit for you this year. How did this season of pitches differ from what you were originally expecting for the program?

Tracy and Susan:

When we started, the women’s pitches were due on March 14. Then everything shut down about March 15. So their pitches were already submitted and planned for opportunities that did not involve COVID. They had to really think on their feet! So many of these women started out green, not knowing much of anything about hotel investment. But then they were pitching as if they were industry veterans. We had comments from judges who said they’d been in the industry a long time, and they worked with many owners, and had not heard polished presentations to that level. So it was pretty exciting.

Lily, Tracy and Susan go on to discuss:

- How the concepts of the program were developed, and how they would serve to expose young women to the idea that hotel ownership and development is an option.
- The nine-stage hotel investment roadmap.
- The goal of creating a community, a network of women who were going through that same journey, to collaborate, share ideas, share challenges, and help one another achieve their aspirations.
- Advice on investing in hospitality with all the talk of potential resurgence and the uncertainty around how hotels will perform in 2021.

To wrap up, Tracy and Susan give their top three tips on what women who are interested in hotel ownership can do right now to prepare themselves with the skills that are required to be in a 2021 pitch competition.

For questions or more information:

Website: [She Has a Deal](#).

LinkedIn: [Tracy Prigmore](#), [Susan Barry](#)

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For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.