

“ We chose and implemented the INFINITI HR PEO last fall and have been very happy with our decision. We now have a partner who helps us with payroll, benefits, HR, time and attendance, and 401(k) for our management company and all of our 12 hotels. We have had great service and look forward to a long partnership with the INFINITI team.”

- Sandeep Thakrar
- President, Neema Hospitality

CHALLENGE

The nation's first hotel chain with more than 7,000 properties, Choice Hotels® International, Inc. is one of the largest hotel chains in the world, controlling the brand standards of many of the most recognized franchised properties, ranging from world-class, mid-range to economy/limited. Choice Hotels is a franchisor, not the owner-operator or employer of the hotel properties. Their Qualified Vendor program provides guidance from vetted suppliers to best serve their franchisees and makes sure all such products and services meet the standards of the franchise. Our Professional Employer Organization is represented by leaders in hospitality management, achieving the highest honors for professional excellence in the industry, including Certified Master Hotel Suppliers, CHA's and world-class developers with > 20 years' experience managing hotel properties.

1. Choice franchisees and hospitality management companies must have access to industry leading vendors that can provide the most cost effective solutions to mitigate the aggregate cost of labor so that owners and hospitality management companies can focus on RevPAR and growing their business.
2. The franchisor cannot directly or indirectly guide the employer/employee relationship of franchisees. Choice franchisees need vetted suppliers to help such independently owned and operated entities control the aggregate cost of labor, mitigate employer liability and attract and retain top talent. The franchisor vets qualified vendors who best meet the needs of its leading franchisees and best serve the dynamisms and diversity of such cohort.
3. Many Choice franchisees need to reduce aggregate labor cost, reduces employer risk and increases profitability across their portfolio. Since most PEO's were not originally designed for hospitality management and/or not most cost-efficient to best serve the dynamisms and diversity of the Choice Hotels cohort, the majority of Choice franchisees were serving as source of the wage, paying for multiple vendors across payroll, HR software and insurance procurement solutions while assuming sole liable as the employer of record. In addition, many franchisees need to attract and retain top talent as Employers of Choice through industry leading Recruitment Process Outsourcing (RPO), designed for hospitality management.

SOLUTION

Grandfathered approval into The Professional Employer Organization for Franchises®. Uniformed brand-wide discount for any member-owner and/or hospitality management company supporting a Choice Hotels property. INFINITI HR named Qualified Vendor for Choice Hotels® International.

WHY INFINITI HR

- Reputation in franchise management: Premium Supplier to the IFA with Certified Franchise Executive & Certified Master Hotel Supplier management. Most affordable PEO designed specifically for hospitality management.
- Leverage an aggregator designed for hospitality management = no loss of operational control, ownership, worksite, culture, brand quality, etc.
- Leverage an aggregator designed for hospitality management = increased profits.
- Leverage an aggregator designed for hospitality management = insulation of assets.

IMPACT

20%

Stabilized the aggregate cost of labor with approximate annual aggregate savings of 20%.



Enabled multi-unit owners and hospitality management companies to expand faster without increasing overhead in the back of the house.

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Reduced aggregate labor cost, reduced employer risk and increased profitability for hospitality management companies with a portfolio ranging from 1 - ∞.