5 Steps for Rescuing the Hospitality Industry in a Pandemic

**PROTECT YOUR PEOPLE**
- Vaccinations
- Paycheck Protection Program / Government Funding
- Make sure you are “COVID Clean” throughout the establishment
- Be transparent with staff communications

**INNOVATE**
- Learn a new skill - improve social media savvy
- Modify your menu to create meal kits
- Add ghost kitchen services
- Partner with local purveyors to create enticing specials

**VALUE YOUR CUSTOMERS**
- Increase and elevate your external communication with customers through your social media, your website and/or advertising
- Maintain "regular" hours - your customers have come to rely upon your business and will be more inclined to continue visiting your business.
- Maintain indoor dining capacity to legal limits

**OPTIMIZE OFF-PREMISES DINING**
- Mobile app/mobile ordering
- Take-out
- Third-party delivery
- Curbside delivery/pickup

**TECHNOLOGY TOUCH UP**
- Update your website
- Create a mobile app
- Upgrade your POS and operating system to a broader/cloud-based platform
- Incorporate QR code menus on-premises

**P.I.V.O.T.**
created by *SPECIALTY GROUP*

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WHO WE ARE

SINCE 1986, WE HAVE BEEN AN EXCLUSIVE ONE-STOP-SHOP FOR GETTING PEOPLE INTO AND OUT OF THE BAR AND RESTAURANT BUSINESS. WE HAVE A BROKERAGE DIVISION FOR BUSINESSES, REAL ESTATE, AND LIQUOR LICENSES. WE ALSO PROCESS PLCB TRANSFERS AND HAVE AN IN-HOUSE LENDING DIVISION.

OUR HISTORY

We are a third-generation family-owned business. We take pride in what we do and have gained a strong understanding of the challenges and obstacles in this industry. Collectively, our team has over 100 years experience working exclusively with bars and restaurants.

LET US HELP

KNOWLEDGE

- Named 'Realtor to the Bars'
- Board of Directors of the Pennsylvania Restaurant & Lodging Association
- Speakers at National Industry Conventions
- 34 years of servicing our industry

EXPERTISE

- Up-to-date with bar/restaurant openings & closings
- PLCB & liquor license changes and trends
- Industry challenges
- Real estate trends
- Exclusive developments on upcoming concepts

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