

5 Steps for Rescuing the Hospitality Industry in a Pandemic

P.I.V.O.T.TM

created by *SPECIALTY GROUP*

PROTECT YOUR PEOPLE

Vaccinations

Paycheck Protection Program / Government Funding

Make sure you are "COVID Clean" throughout the establishment

Be transparent with staff communications

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

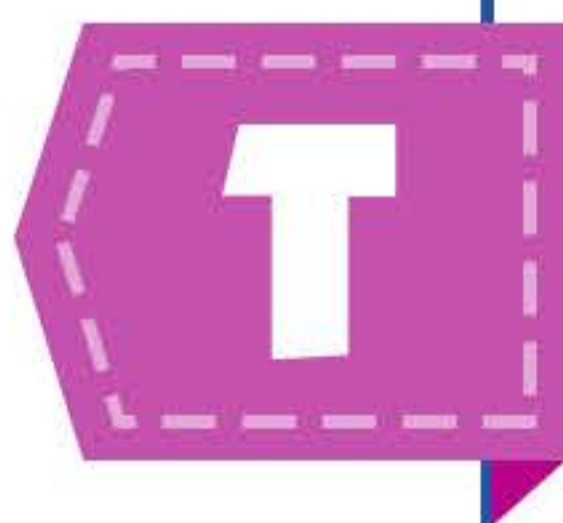
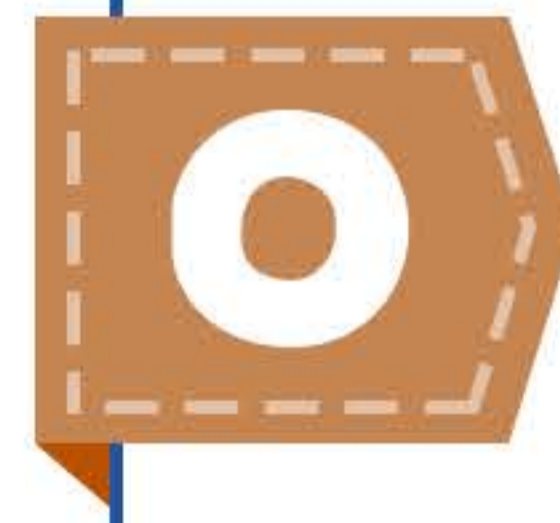
TECHNOLOGY TOUCH UP

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



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

OPTIMIZE OFF-PREMISES DINING

Mobile app/mobile ordering

Take-out

Third-party delivery

Curbside delivery/pickup



PUTTING PEOPLE BEHIND BARS AND RESTAURANTS

SPECIALTY GROUP



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PROTECT - INNOVATE - VALUE - OPTIMIZE - TECHNOLOGY



SPECIALTY GROUP

PUTTING PEOPLE BEHIND BARS AND
INTO RESTAURANTS SINCE 1986

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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