



WE SEE
THE PEOPLE,
NOT THE CARS.



EVERY THANK YOU EARNED.™

CASE STUDY
OLYMPIC GARAGE

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A case study on increasing revenue

25% MORE REVENUE? THANKS, ACE.

There are many ways we earn a "Thank You" from our clients. But one sure way is always our revenue capture program. The entire program reads just like this: we spend every single day looking for ways to drive your revenue and park your expenses. No ifs, buts, or whereupons.

In the case of Olympic Garage in Seattle, WA, that annual net increase was \$256,000. How did we do it? With a carefully calculated plan that included site improvements, automation, operational streamlining, and effective marketing.

"ONE OF THE MAIN REASONS WE HIRED ACE WAS THEIR OPERATIONAL PLAN. THEY CUT OUR EXPENSES AND INCREASED OUR REVENUE WITHOUT ANY DROP IN SERVICE."



MEASURABLE RESULTS

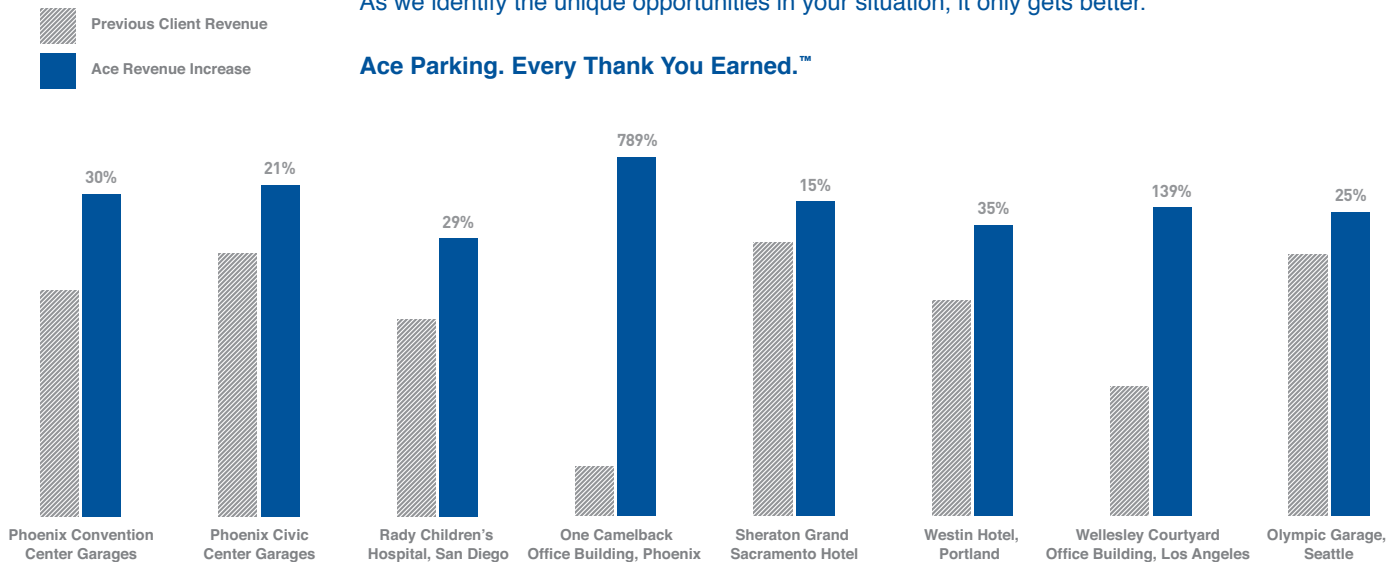
Ace Parking's Initiatives increased Olympic Garage's revenue by \$256,000.

Take a look at some of the key initiatives that garnered these predictably outstanding results:

- Installed automated pay stations
- Introduced self-park system for nearby Fairmont Hotel guests
- Established an aggressive marketing plan that included door-to-door "feet on the street"
- Increased monthly rates while also increasing volume
- Adjusted rates to attract night & weekend customers
- Retrofitting for energy conservation
- Identified new revenue sources from night & weekend customers

This basic approach has a 60-year track record of producing measurable and repeatable gains. As we identify the unique opportunities in your situation, it only gets better.

Ace Parking. Every Thank You Earned.™



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