

Life Cycle of Case Goods

Good

- Furniture in good condition
- Guests experience the best the hotel has to offer

Owners, guests and brand are happy

Deteriorating

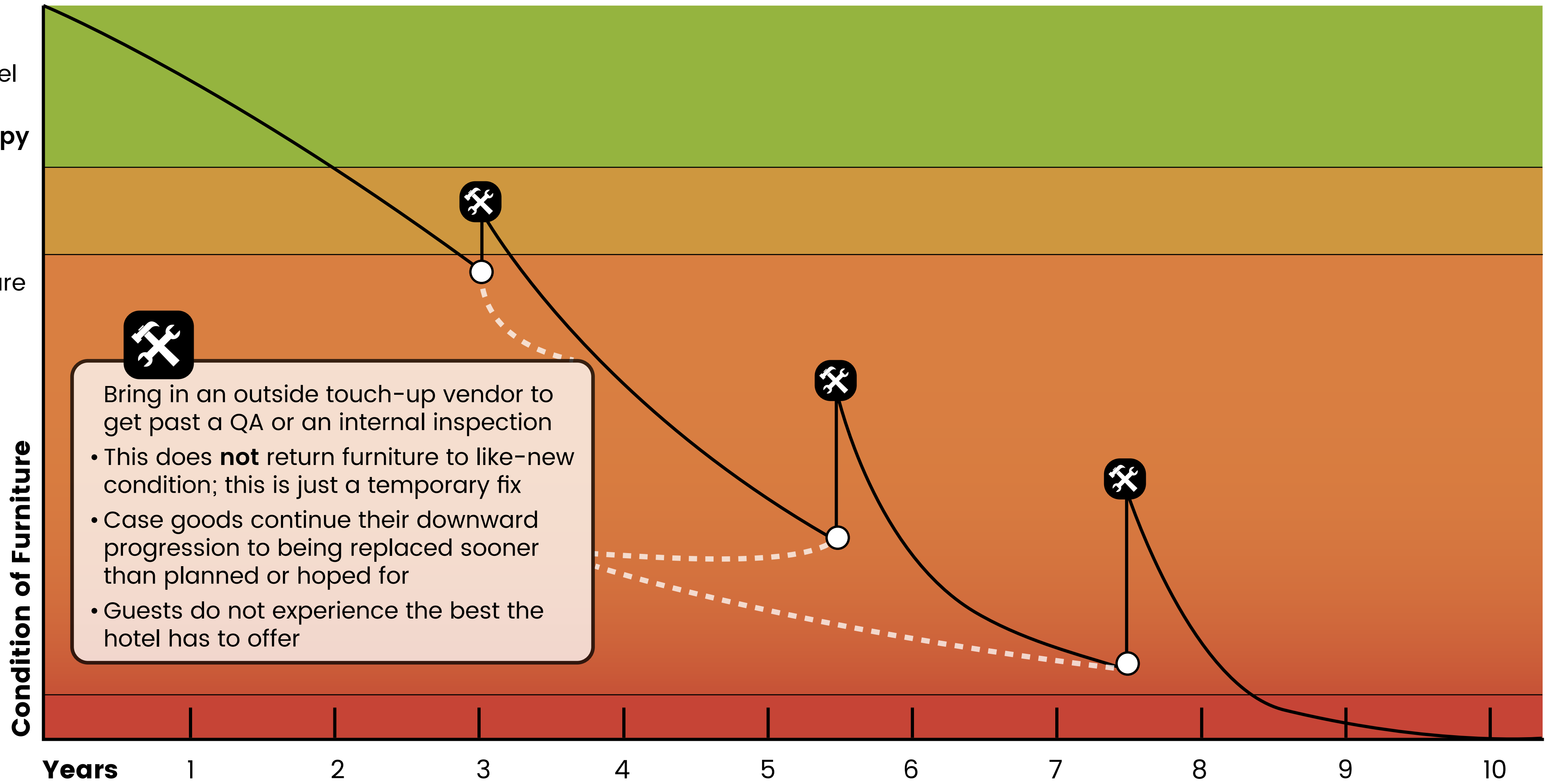
- Condition of the furniture begins to be “noted” on QAs
- Hotel begins to touch up the furniture in-house with stain pens and poly

Temporary “solutions” are not enough, resulting in condition deductions on QA

Poor to Very Poor

- Reluctantly bring in outside touch-up vendor to get by QA and show the brand that something is being done
- Increasingly poor condition of furniture; guests begin to note this on social media

Increasing pressure to refinish or replace case goods



Life Cycle With **CGR** As Your Partner

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