

Management specialist corporation for lodging facility consignment operator, stage.

**The easiest way to increase sales!**

**Specialized Consignment  
Management Company**

**STAY-G**



★★★★★

20 years of experience as a professional manager

20yr

An average sales increase of 220% after consignment operation.

220%↑

STAY-G  
Lee Si Hyoung CEO

## Paradigm of the Lodging Industry! **What is a consignment management company?**

Entrusting the operation of accommodation facilities can be considered a paradigm shift in the industry. Due to the various platforms and sales channels that have diversified over time, as well as the continuously strengthening labor laws, administrative tasks, marketing, and financial management, individuals face limitations in responding to these demands. Entrusted operations aim to address these excessive workload issues and support entrepreneurs in achieving sustainable businesses.

"Stage G" is a management consulting firm with specialized knowledge in the hospitality industry. In 2019, as the representative of GS Construction in the UAE CAMP, it operated a 2,000-room accommodation facility for three years. Currently, it manages the operation of its own brand, "Hotel Grazieh," achieving an average performance rate of about 75%.

Stage G does not simply engage in entrusted operations; it encompasses non-financial values based on ESGIE (Environmental, Social, Governance, and Innovation) management. It builds an overall strategy by considering long-term profits, sustainable value creation, management risks, social responsibility, and the intrinsic value of the business.

**"We focus on the stable income-generating real estate industry with efficient operations and a professional management team. We offer integrated services that cover all processes from architectural planning and marketing to operations and sales"**

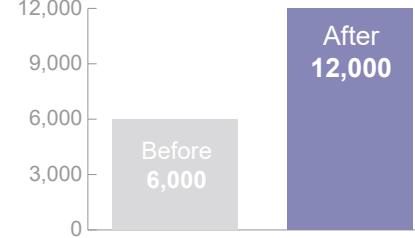
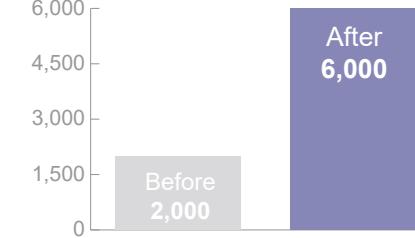
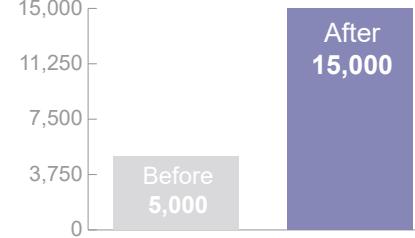
Stay-g CEO : Lee Si Hyoung

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High competitiveness! Stage is different!

# Collection of consignment Management Case Studies

Unit : 10,000 KRW

<b>Ilsan</b> <b>consignment operation   3yr</b> <p>By maximizing the use of the limited space in existing outdated facilities and addressing issues through remodeling, we have achieved a stable increase in revenue.</p>  <p>5,000 → <b>11,000</b></p> <p><b>220% UP</b></p> 	<b>Paju</b> <b>consignment operation   3yr</b> <p>The Paju area is one of the highly competitive markets in the accommodation industry, and we have focused on enhancing the item composition within the guest rooms to strengthen our competitiveness. Through aggressive operations, we have achieved a stable increase in revenue.</p>  <p>6,000 → <b>12,000</b></p> <p><b>200% UP</b></p> 	<b>Gapyeong</b> <b>consignment operation   2yr</b> <p>By addressing issues while considering the characteristics of the market, we have overcome the revenue limitations of the model. We are now a verified motel that holds the number one sales position in the region.</p>  <p>2,000 → <b>6,000</b></p> <p><b>300% UP</b></p> 	<b>Jeonju</b> <b>consignment operation   1yr</b> <p>By enhancing the existing accommodation facilities to make them more marketable and revising the operational processes, we have achieved a stable increase in revenue.</p>  <p>5,000 → <b>15,000</b></p> <p><b>240% UP</b></p> 
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# BUSINES PROCESS

# SERVICE CATALOG



## Architectural Interior Construction

From remodeling construction for facility maintenance to systematic construction through a professional construction company, everything is possible.



## Sales Management

We transparently and thoroughly manage sales and payroll records by category to operate accounting more efficiently.



## Website Creation and Photography

We provide website setup and photography, and edit and retouch photos according to their purpose.



## Sales Channel and Reservation Management

We register as many sales channels as desired and meticulously manage reservations and reviews.



## Regulation and Document Management

We operate work manuals and various paperwork with a customized process tailored to management needs.



## Marketing Management

We aggressively implement detailed marketing that reflects the latest trends across various platforms such as NAVER, Instagram, YouTube, and OTAs.



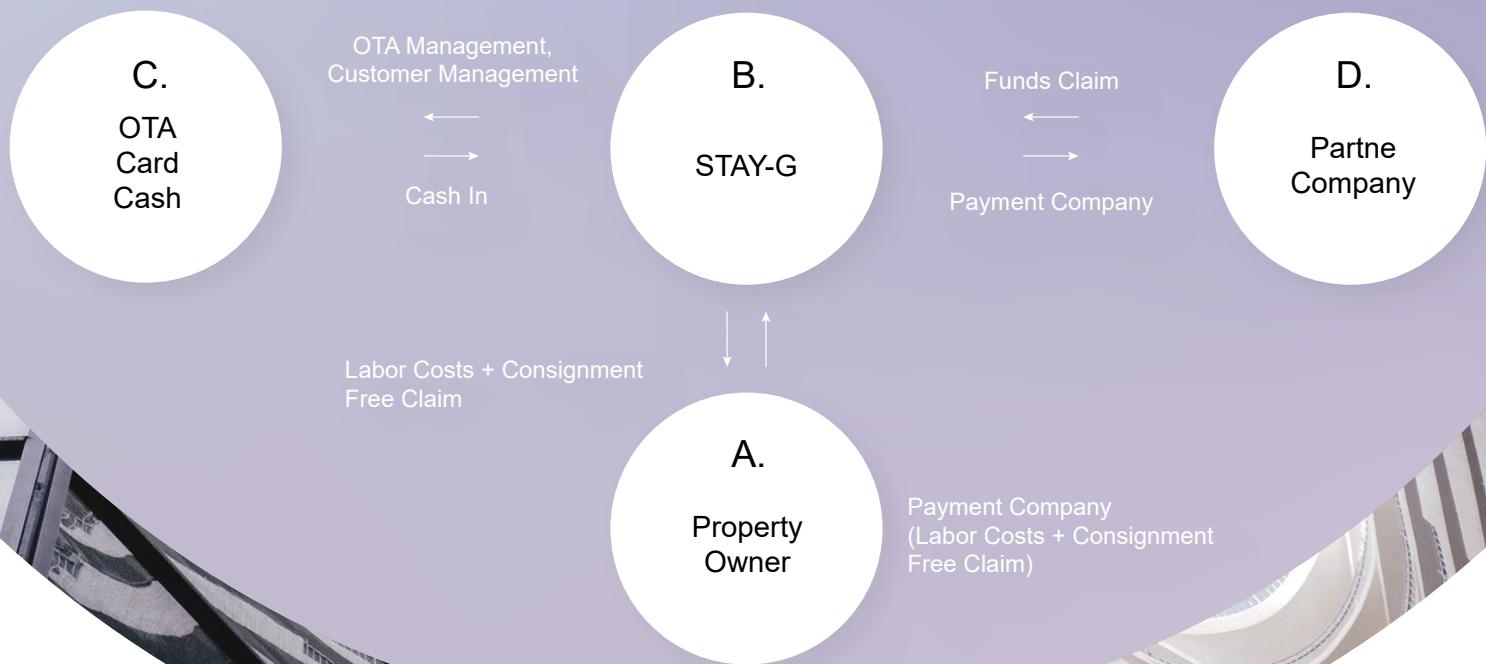
## Manpower Supply and Personnel Management

We systematically manage legal issues such as recruitment, employment rules, labor contracts, and wage design through HR and labor law specialists.



## Facility Maintenance and Repair

We manage facilities through regular pre-inspections.



## PROCESS FLOW

### A

#### Property Owner

The property owner pays labor Costs and management fees to STAY-G and receives entrusted operation services. The property owner provides STAY-G with an operational account and receives weekly deposits of revenue and expense settlement twice a week.

### B

#### STAY-G Management Corporation

With the goal of maximizing revenue and profit, STAY-G establishes operational strategies and assumes responsibility for all aspects of management and operations.

### C

#### Platforms (OTAs), Various Credit Card Companies, and Cash Customers

All OTAs receive confirmation from STAY-G, which accurately records, analyzes, and manages the revenue from OTAs, various credit card companies, and cash customers.

### D

#### Partner Companies

Suppliers, including those providing amenities and laundry services, invoice STAY-G for their costs and provide services. STAY-G accurately manages quality inspections and inventory.

## **Let us show you what excellence looks like**

Operating 2,400 guest rooms both domestically and internationally, we develop customized strategies using the specialized management expertise acquired through practical experience, aiming for increased revenue while managing all aspects of hotel operations. The property owners only need to check the rising revenue.

# Q&A on Management Services That Solve Hotel Operations Concerns in One Go

**Q.** Q&A on Management Services That Solve Hotel Operations Concerns in One Go

**A.** Free from operational risks!

STAY-G is responsible for all complex risks that arise during operations, including labor department issues, labor issues, fire hazards, property damage, minor issues, immigration visa issues, and more.

**Q.** What is the scope of entrusted services?

**A.** Complete freedom from various tasks!

Full auto-operation is possible for HR, tax and personnel management, marketing, operational strategy, management planning, and more.

**Q.** How do we increase revenue?

**A.** Proactive hotel management for enhanced results!

Operating 2,400 guest rooms both domestically and internationally, STAY-G develops customized strategies based on specialized management expertise acquired through practical experience, aiming for increased revenue while managing all aspects of hotel operations. Property owners only need to check the rising revenue.

**Q.** Will existing partner companies be replaced?

**A.** It's optional and not mandatory.

We thoroughly manage suppliers for amenities, laundry, KT, Cesco, internet, utilities (water, electricity, gas), and input cost inspections, as well as profit analysis, freeing you from the hassle of managing partner companies.

**Q.** What if the reviews are not good?

**A.** Optimal hotel conditions

STAY-G provides professional services and continuous hotel condition management that lead to satisfied customer trends.

**Q.** Do you also promote?

**A.** Aggressive marketing that drives sales!

Have you tried marketing but didn't see a revenue increase? Our marketing experts implement detailed strategies that reflect the latest trends through various OTAs, blog promotions, and event strategies, maximizing the effectiveness of your promotions.

**Q.** How are the costs paid?

**A.** There are three types of contracts.

The contracts are divided into three categories: management contracts, lease agreements, and per-room agreements. The process proceeds with the contract that fits the conditions through consultation.

**Q.** Will the hotel still run well?

**A.** Stay updated on hotel status with daily reports!

We provide daily reports on sales and issues as a principle, along with a monthly report on sales and profit analysis.

A close-up, low-angle shot of a modern building's curved glass facade. The glass panels are arranged in a grid pattern, reflecting the surrounding environment. The building has a metallic frame around the windows.

## Types of Consignment Operation Contracts

### CONTRACT TYPE

#### 01. Management Contract

- For those who find operations challenging
- For those concerned about revenue
- We provide comprehensive operational solutions for hotels.

#### 02. Lease Agreement

- For those who want to receive rent
- For those hoping for a quick sale due to an increase in property value
- We offer full auto-operation solutions.

#### 03. Per-Room Agreement

- For those who want cost-effective operational solutions only for the necessary parts

## Common Tax Issues

# TAX, PROFIT AND LOSS

### 01. Sales Reporting and Tax Filing

- Issues with revenue omission
- Value Added Tax (VAT) reporting

### 02. Expense Processing Issues

- Criteria for expense recognition
- Reporting of labor costs

### 03. Fixed Assets and Depreciation

- Acquisition and processing of fixed assets
- Depreciation handling

### 04. Tax Audits and Responses

- Preparation for tax audits
- Disputes with tax authorities

### 05. Other Tax Issues

- Management of cash transactions
- Tax deductions and benefits

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## Honest Profit and Loss Statement

To prevent and resolve potential tax issues that may arise during motel operations, it is essential to have thorough accounting management and the assistance of tax professionals. Maintaining tax integrity in areas such as sales reporting, expense processing, fixed asset management, and preparation for tax audits is crucial. This approach can foster the success of motel operations.



Freedom from various HR and labor issues!

## PERSONNEL ADMINISTRATION

01. Recruitment and training
02. Work schedule and staffing
03. Employee Benefits and motivation
04. Communal cation and feedback
05. Data Analysis and reporting
06. Legal compliance and Labor Law Regulations

## HOUSEKEEPING INSPECTOR

01. Hotel room management
02. Safety inspection
03. Cleaning and Maintenance
04. Leakage inspection of electronic devices
05. Inventory management
06. Customer service





Online registration, reservations, advertising, and review management!

## Complete mastery of OTA platforms!



### Various domestic and international OTAs

We select and list platforms tailored to the type and strategy of the accommodation on approximately 70 various domestic and international online platforms.



### Top-ranking exposure on OTAs

We aim for top-ranking exposure within each OTA platform by consistently generating reviews to reduce advertising costs.



### OTA product planning and composition

As online sales channels have diversified, registration and management have also become varied. We continuously manage product planning and composition tailored to the characteristics of each platform and regional specifics.



### Prevention of duplicate bookings

There are programs to prevent overbooking, but they are not compatible with all platforms. Therefore, some manual processes are necessary, and we set up preventive measures against overbooking in advance.

Essential promotion... countless marketing platforms!

# MARKETING

STAY-G's dedicated marketing department handles various marketing strategies tailored to our objectives.

We actively execute promotions through Naver Blog, Naver MY Place reviews,  
Instagram reviews, as well as Reels, Shorts, and YouTube content, among other platforms.



The collage includes:

- Naver Reviews:** Multiple reviews from Naver users, including one from "여행객\_여행객" (★★★☆☆) and another from "여행객\_여행객" (★★★★★).
- Naver MY Place:** A screenshot showing a grid of photos from a user's profile, including interior and exterior shots of the hotel.
- Instagram:** Posts featuring the hotel's exterior at night, interior rooms, and a dog wearing a collar with the hotel's name.
- YouTube:** A video thumbnail for "루프탑이 있는 파주 호텔 그라체" (Parc Hotel Gracé) with a duration of 8:37.
- KakaoTalk:** A screenshot of a KakaoTalk conversation with a user named "여행객\_여행객".
- Airbnb:** A screenshot of an Airbnb listing for "파주 그라체 호텔" (Parc Hotel Gracé) with a rating of 4.8 stars.

From filming and website creation to editing-perfectly done!

## PHOTOGRAPHY & HOMEPAGE PRODUCTION

### Website Development

We create websites tailored to specific purposes, including introductory websites and those featuring reservation systems.

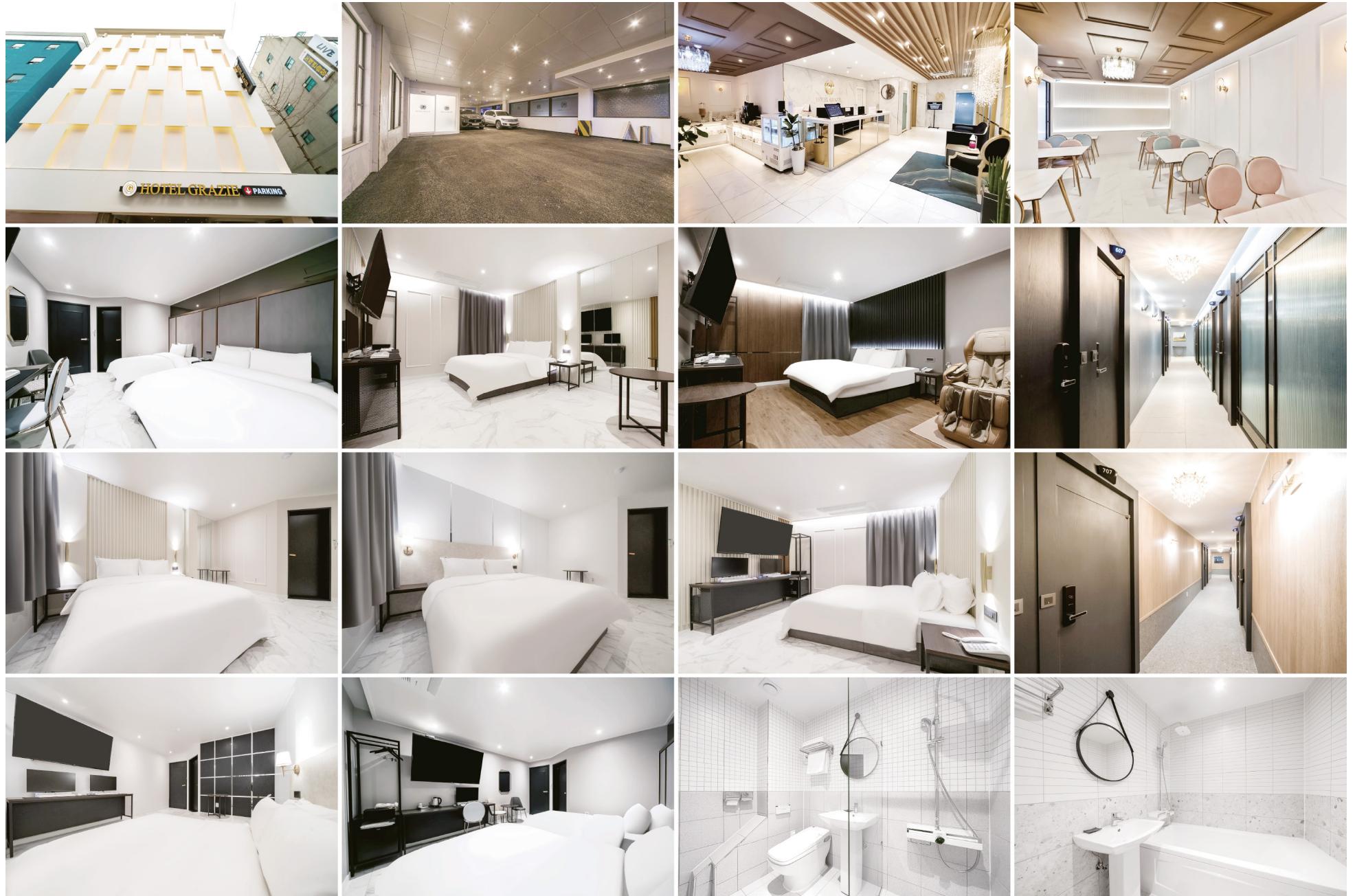
### Photo Shooting and Editing

We capture images of the building's exterior, room interiors, amenities, room service, and service items, and edit them to ensure they appear in like-new condition.

### Video Shooting and Editing

We produce videos for promotional purposes, directing them according to your specific requirements.







# ARCHITECTURE SPACE DESIGN

"We have various references for accommodation facilities, ranging from remodeling construction for maintenance to professional architecture processes."

From remodeling construction to professional architecture!

## CONSTRUCTION

### Planning and Regulatory Review

We conduct on-site measurements necessary for design and assess the property from the perspectives of real estate profitability and legal aspects. Based on this analysis, we establish construction plans that align with the budget and favorable directions.

### Detailed Design and Estimation

We determine the essential requirements based on the client's specifications and prepare construction drawings. This includes reflecting structural, mechanical, heating and cooling, plumbing, and fire protection plans in the drawings, and then creating specifications and cost estimates.

### Construction

Once legal issues are resolved, we begin construction according to the design after obtaining the necessary building permits.

### Post-Construction Design Management

After the architectural design is completed, design supervision is conducted during the construction process to ensure that the design intent is fully reflected.

# PROFILE HISTORY

## CEO Lee Si-hyung's Career Overview

### 2005~2022

- 2005 Joined LG Group through the construction recruitment program
- 2006 ~ 2008 Worked on the Pyeongchang Winter Olympics-related Alpensia development project (Role: Finance)
- 2010 ~ 2011 Worked overseas on the Abu Dhabi project in the UAE (Role: Finance)
- 2011~ 2013 Served as Branch Manager in Bangladesh
- 2013 ~ 2016 Worked in Turkey (Role: Financial Manager)
- 2016 / 11 Received a commendation from the Minister of Land, Infrastructure, and Transport for contributions to reducing taxes for Korean companies entering Turkey (Annual savings of 70 billion KRW)
- 2017~ 2021 Worked in the UAE as a Business Manager
- 2020 Oversaw the operation of 2,000 guest rooms for the UAE CAMP project
- 2022 Resigned from GS Construction as a Senior Manager

### 2022~2024

- 2022 Developed the Hotel Grache brand Directly acquired Ilsan Hotel Managed hotel remodeling construction Implemented entrusted operations
- 2023 Developed and acquired the Paju tourist hotel
- 2024 Developed and acquired the Gapyeong Hotel Managed remodeling construction for the Gapyeong Hotel Implemented entrusted operations for the Gapyeong Hotel Established STAY-G Corporation Developed the dog-friendly hotel brand, Bellamong Implemented entrusted operations for hotels in Gyeonggi, Jeonju, Gapyeong, and Incheon Airport Initiated direct entrusted contracts for three branches of Hotel Grache Five Reasons Why Accommodation Businesses Should Consider Using a Management Company

5 Points Why the Hospitality Industry Should Use a Consignment Company

# CHECKLIST

01.

## **For Those New to the Accommodation Industry**

Are you an aspiring representative with no experience looking to quickly create a profitable accommodation facility?

02.

## **Have you tried everything For Representatives Struggling with Low Revenue**

you can but are still facing low sales?

03.

## **For Representatives Finding It Difficult to Operate as a Side Business**

Are you struggling to manage the accommodation business you started as an investment?

04.

## **For Representatives Concerned About Construction and Interior Design**

Are you worried about issues like building aging and the need for construction and interior design?

05.

## **For Representatives Who Want to Solve Everything at Once**

Do you want to address all the processes related to the accommodation industry-such as HR, labor, tax, facility management, marketing, and sales-all at once, which is challenging to handle individually?



## CONTACT

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CEO Lee Si Hyoung

BUSINESS Consignment operation management, finance, management solutions, workforce supply, HR management, facility management

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