

actabl



Raymond
Management
Company



by **actabl**

CASE STUDY

How Raymond Management Company Cut Overtime and Strengthened Culture with Actabl's Hotel Effectiveness

Overtime reduced across 36 hotels, boosting profitability, team satisfaction, and service quality.

Why It Matters

Raymond Management Company was founded in 1978 by Jeff and Judi Raymond, initially focusing on restaurant franchises before transitioning to hotel development, with brands including Super 8 and Hampton Inn. Today, the family-owned company has 36 properties including 11 different brands.

Employing 1,700 associates, labor inefficiencies once meant costly overtime and overstretched staff. Spreadsheets caused errors, wasted resources, and left leaders struggling to balance profitability with associate well-being.



“ Labor is our biggest expense. Even trimming just 1% of overtime makes a huge difference across multiple properties. It adds a lot to the bottom line.

Frank Morris

Regional Manager



Top 3 Core Objectives



1.

Reduce overtime by 1%
across the portfolio.



2.

Right-size staffing
models to prevent
overwork and eliminate
costly temporary labor.



3.

Drive consistency and
accountability by setting clear
expectations and reporting
performance monthly.

The Selection Process

The team adopted Hotel Effectiveness in 2018, replacing a spreadsheet-based process. Frank Morris quickly embraced the platform:

“ I’m analytical by nature, so I adapted to it quickly. It gave me the ability to spot trends and see the data in real time. That excitement carried over as I became the administrator for the system, and we’ve driven usage to very high levels.

Frank Morris

Regional Manager

The Results

Financial Impact

- > Overtime reduced by 1% across the portfolio.
- > Costly temporary labor eliminated.

"Every little bit helps. With rising wages and benefits, you've got to take the wins where you can get them."

— Frank Morris

Cultural Wins

- > Associates gained reliable schedules that improved satisfaction and retention.

"People thrive when they have the right balance. With consistency, you can achieve balance, and we work hard to provide that."

— Frank Morris

Guest Service

- > Balanced staffing improved service delivery.

"When people aren't stretched thin, they can focus on taking care of our guests. Guests feel the difference."

— Frank Morris

Accountability and Adoption

- > Daily use of Hotel Effectiveness became an expectation.

"If you have financial responsibility or create schedules, you check the system every day. That's the standard."

— Frank Morris

Client Snapshot



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- **Portfolio:** 36 hotels across the U.S.
- **Founded:** 1978 by Jeff and Judi Raymond
- **Team Size:** 1,700 associates
- **Solutions Used:** Hotel Effectiveness



Key Takeaways



Financial Impact:

1% reduction in overtime
= major savings.



Efficiency:

Real-time reporting
replaced spreadsheets.



Culture:

Predictable schedules
improved retention
and morale.



Ready to control labor costs and build stronger teams?

See how Actabl can help your hotel portfolio achieve similar results. Request a demo today.

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