



S9

CONSULTING

TRANSFORM VISIONARY CONCEPTS INTO EXCEPTIONAL PROPERTIES



S9 CONSULTING

ABOUT S9 CONSULTING

At S9 Consulting, we're more than consultants; we're your trusted partners. With over 15 years navigating the complexities of the industry, we don't just manage projects, we build relationships. From permit hurdles to final inspections, we're there, collaborating with owners, contractors, and designers to ensure a smooth process. We're sticklers for budgets and deadlines, not because we're rigid, but because we value your investment. Our track record speaks for itself – projects delivered on time, within budget, even amidst unforeseen challenges. S9 Consulting isn't just about transactions; it's about trust. We see your vision as clearly as you do, and we're committed to making it a reality with expertise, transparency, and a collaborative spirit.

STEPHEN MCPHARLIN
Managing Principal



BUILDING YOUR VISION

S9 Consulting offers comprehensive solutions designed to guide you every step of the way, from initial concept to grand opening and beyond.



OWNER REPRESENTATION

Our role is to safeguard your interests throughout the entire development process. We handle the heavy lifting, from navigating permits, contracts and everything in between.



PROJECT MANAGEMENT

Our seasoned project managers will meticulously oversee every aspect of your project, keeping you informed and in control every step of the way.



CONSULTANCY EXPERTISE

Lean on our 15+ years of experience in the industry. We'll share our insights and offer tailored guidance to overcome obstacles, maximize opportunities, and make informed decisions along the way.



EXPERT LEGAL WITNESS

Our expertise can help ensure your interests are protected and navigate legal hurdles with confidence.



TRANSPARENCY & COLLABORATION

We believe in open communication and collaborative partnerships. We'll keep you informed, discuss options, and work side-by-side to achieve your goals.

PHASE 1
PRE-DEVELOPMENT

In the Pre-Development phase, we lay the groundwork for success by conducting comprehensive site evaluations, market research, and feasibility studies. Our strategic planning encompasses financial forecasting and legal due diligence to ensure that every project is both viable and competitive in the dynamic hospitality market.

PHASE 2
DESIGN COORDINATION

Design Coordination merges aesthetics with functionality through close collaboration with top architects and designers. At S9 Consulting, we align visionary design concepts with operational efficiency, tailoring every space to enhance guest experience while maximizing investor returns.

PHASE 3
PRE-CONSTRUCTION & VALUE ENGINEERING

Our Pre-Construction and Value Engineering phase focuses on optimizing project outcomes through meticulous planning. We scrutinize all aspects of construction plans and materials to propose cost-effective alternatives that do not compromise quality or design intent. This stage is crucial for budget adherence and setting the stage for seamless construction.

PHASE 4
CONSTRUCTION

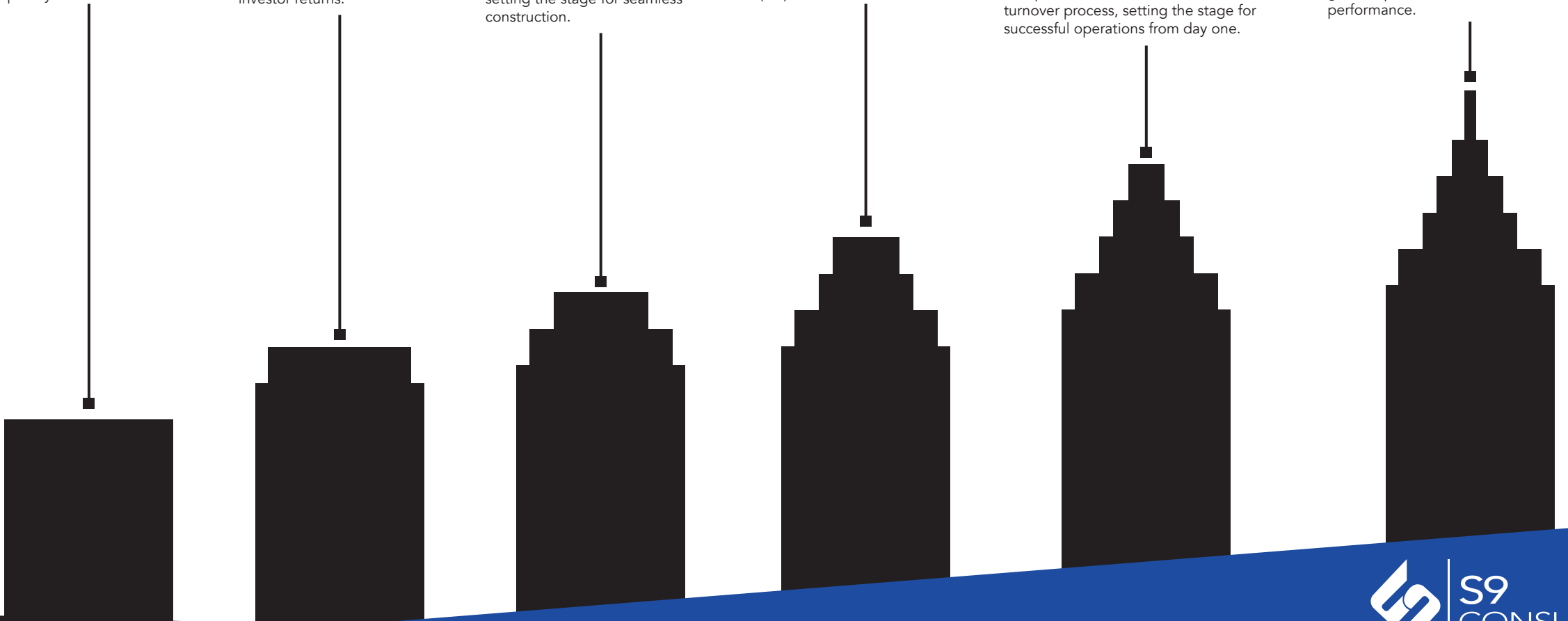
The Construction phase is where our plans materialize into tangible outcomes. We manage every detail of the construction process, ensuring adherence to timelines, budgets, and regulatory requirements. Our commitment to quality and precision in execution transforms blueprints into exceptional hotel properties.

PHASE 5
PRE-OPENING: BUILDING COMMISSIONING AND OPERATIONS TRAINING & TURNOVER

During the Pre-Opening phase, we ensure that every system operates at peak efficiency through rigorous building commissioning. We also provide comprehensive training for operational staff, establishing a strong foundation for hotel management and guest services. This phase culminates with a smooth turnover process, setting the stage for successful operations from day one.

PHASE 6
POST-OPENING: OPERATIONS/WARRANTY/ ADDITIONAL SCOPE ADDED

Post-Opening, S9 Consulting remains engaged to guarantee sustained success. We oversee operations, address warranty issues promptly, and manage any additional scope added to adapt to evolving market needs. This enduring support ensures that our developed properties continue to deliver exceptional guest experiences and robust financial performance.



CASE STUDY:

Dean's Italian Steakhouse

- Transforming a Budget into High-End Success

S9 CONSULTING GROUP EXPERTISE:

- **Value engineering:** We creatively reconfigured the existing kitchen line to incorporate new equipment, optimizing space and budget.
- **Collaboration with interior designer:** We partnered with a skilled designer to achieve the desired contemporary yet classic steakhouse aesthetic.
- **Space optimization:** We transformed the oversized dining area into a more intimate and inviting space through strategic design elements.
- **Project management:** Our team oversaw the entire project, from permitting and design to construction management and final inspections, ensuring seamless execution within budget and timeline.
- **Relationship building:** We leveraged strong relationships with local authorities to expedite the fire final inspection, avoiding delays and ensuring a smooth opening.

CHALLENGES OVERCOME:

- **Creating an intimate atmosphere:** The original dining area felt expansive and impersonal. We needed to transform it into a warm and inviting space reminiscent of a classic upscale steakhouse.
- **Existing infrastructure limitations:** We had to retrofit a 7-year-old kitchen line to accommodate the needs of a steakhouse menu, minimizing modifications to the existing building systems.
- **Limited budget:** Creating a high-end steakhouse experience often carries a hefty price tag. Our challenge was to achieve the desired ambiance and functionality while maximizing value within the allocated budget.

KEY RESULTS:

- Dean's Italian Steakhouse opened on time and within budget, exceeding ownership expectations.
- The redesigned space provided a warm and inviting atmosphere, perfect for a high-end dining experience.
- The reconfigured kitchen line effectively supports the demands of the steakhouse menu.
- Timely completion allowed for smooth staff training and a successful grand opening.

THIS CASE STUDY DEMONSTRATES S9'S ABILITY TO:

- Collaborate effectively with designers and other stakeholders.
- Leverage industry relationships to smooth approvals and inspections.
- Ensure successful project outcomes that exceed client expectations.
- Deliver transformative projects within budget and time frame constraints.



Stephen McPharlin and his team played a pivotal role in transforming a high-end restaurant concept within our hotel in Austin. His expertise in restaurant design was invaluable, especially in optimizing the kitchen layout to accommodate a newly developed menu.

Beyond the kitchen, Stephen reimagined an oversized dining area, creating a more intimate and inviting space that perfectly aligns with an upscale steakhouse concept. His ability to balance aesthetics, functionality, and efficiency ensured a seamless transition—all while staying on budget and schedule.

Stephen also played a key role in navigating permitting processes with local authorities, preventing delays that would have impacted the opening date. His attention to detail, problem-solving skills, and strategic approach made all the difference. I highly recommend S9 Consulting Group for any hospitality project requiring precision and innovation."

- Brent Devlin - Hotel Executive Chef

CASE STUDY:

Westin at the Domain - Austin, TX

- Transforming a Hotel While It's Open

S9 CONSULTING GROUP EXPERTISE:

- **Collaborative design:** We worked closely with ownership and the hotel team to ensure the renovations aligned with brand standards and guest expectations.
- **Efficient construction management:** Streamlined processes and effective communication minimized disruption to ongoing hotel operations.
- **Value engineering:** By implementing smart choices and sourcing strategies, we saved \$500,000 on construction costs.
- **Agile project management:** Proactive planning and close coordination ensured we finished 5 weeks ahead of schedule, exceeding expectations.

CHALLENGES OVERCOME:

- **Minimizing guest disruption:** Maintaining a seamless guest experience while undergoing major renovations was critical.
- **Tight turnaround time:** Completing the project within a 6-month window while ensuring quality demanded meticulous planning and efficient execution.
- **Budget considerations:** Managing both construction and development costs within the allocated budget while seeking opportunities for added value.

KEY RESULTS:

- The project was completed on time and within budget, minimizing guest disruption and exceeding ownership expectations.
- The updated spaces offer modern amenities and a refreshed aesthetic, improving guest satisfaction.
- Converting a suite to additional rooms expanded capacity and potential income for the hotel.
- Finishing ahead of schedule allowed the hotel to generate additional revenue sooner.

THIS CASE STUDY DEMONSTRATES S9'S ABILITY TO:

- Deliver projects within budget and ahead of schedule through efficient planning and execution.
- Identify and implement cost-saving measures while upholding quality standards.
- Manage complex renovations in occupied hotels, prioritizing guest experience.
- Collaborate effectively with stakeholders to achieve shared goals.



Executing a Property Improvement Plan (PIP) during high occupancy and the height of COVID was a daunting challenge—but Stephen and his team made it look effortless. Under his leadership, the project was completed ahead of schedule, under budget, and with minimal guest disruptions.

His team's strategic planning and cost-saving measures not only ensured a smooth renovation but also allowed us to reinvest surplus funds into additional property enhancements. Their expertise, adaptability, and commitment to excellence exceeded expectations. The project was managed so well that the hotel finished in the top 10% of the Westin brand while going through the renovation. That's pretty impressive and a result of a strong partnership and thoughtful timing and scheduling of work.

I highly recommend S9 Consulting Group for any complex hospitality renovation."

- Trinity Otto, Westin at the Domain General Manager

CASE STUDY:

Moxy at UT - Austin, TX

- Building a Vibrant Hub for the Modern Nomad

S9 CONSULTING GROUP EXPERTISE:

- **Integrated services:** Our comprehensive approach encompassing design, construction, turnover, and operational support ensured seamless project execution and a smooth transition for ownership.
- **Collaborative design:** We worked closely with stakeholders to create a design that reflects the Austin vibe and caters to the target audience.
- **Local partnerships:** Leveraging strong relationships with local vendors and authorities facilitated timely approvals and procurement.

CHALLENGES OVERCOME:

- **Tight schedule:** Completing a complex project like this within a 15-month window demanded meticulous planning and efficient execution. Ultimately, we finished the project in 17 months, within acceptable parameters.
- **Budget considerations:** Managing both construction and development costs within the allocated budget required strategic sourcing and value engineering.

KEY RESULTS:

- The hotel has become a popular gathering spot for students, visitors, and locals, contributing to the area's dynamic scene.
- Our support during the initial operational phase ensured a smooth transition and successful launch.
- The Moxy at UT Austin opened its doors within budget, exceeding client expectations.

THIS CASE STUDY DEMONSTRATES S9'S ABILITY TO:

- Ensure successful project outcomes that exceed client expectations and enhance the community.
- Deliver high-quality, design-driven solutions within budget and time frame constraints.
- Manage complex, multi-faceted projects from conception to completion.
- Foster collaboration and build strong partnerships with stakeholders.



S9 Consulting Group proudly presents the Moxy at UT Austin, a vibrant and stylish hotel catering to the modern traveler. This 5-story, 162-key project transformed a bustling corner into a dynamic hub for students, visitors, and locals alike. We were responsible for the entire project life cycle from initial design and construction to final turnover and operational support.

CASE STUDY:

Austin Marriott Downtown (Zanzibar Hotel)

- Delivering Value and Success Despite Challenges

AS OWNER REPRESENTATIVE:

- **Fast-track execution:** By utilizing streamlined processes and industry expertise, we completed the project one month ahead of schedule...during the pandemic.
- **Maximizing value:** Despite adding \$15 million worth of value features, the final cost was within the original \$184 million budget through strategic value engineering and procurement.
- **Adaptability and resourcefulness:** With a limited staff due to COVID, we effectively assisted with facility management upon opening, ensuring a smooth transition.

CHALLENGES OVERCOME:

- **Tight deadlines:** The original construction schedule of 34 months was ambitious, even more so amidst the disruptions of the COVID-19 pandemic.
- **Budget constraints:** Maintaining the budget while adding significant value seemed impossible.
- **Empty hotel during opening:** Due to COVID, the hotel initially opened to low occupancy, adding another layer of complexity.

KEY RESULTS:

- Successful hotel opening despite initial low occupancy.
- \$15 million in added value delivered within budget.
- Project completed 1 month ahead of schedule.

THIS CASE STUDY DEMONSTRATES S9'S ABILITY TO:

- Provide creative solutions to maximize value for our clients.
- Adaptability and resourcefulness to overcome unforeseen obstacles.
- Partner with clients to achieve their vision and ensure successful project outcomes.
- Deliver complex projects on time and within budget, even in challenging circumstances.



"From the outset of the Austin Marriott Downtown (AMD) project, Stephen showcased remarkable expertise and knowledge. His role as the owner's representative for our convention-sized hotel was instrumental in achieving an early opening and a successful launch, even amidst the challenges brought on by COVID. I enthusiastically endorse Stephen for any future commercial construction projects, knowing his capabilities will ensure outstanding outcomes, irrespective of scale."

- Russ Louderback, former EVP of Design and Construction, White Lodging Services

WHY CHOOSE US?



CONSTANT LEARNING

Market research,
industry events,
collaboration with
experts.



VALUE & SUSTAINABILITY

Cost-saving strategies,
sustainable practices,
long-term vision.



TAILORED APPROACH

Customizable
solutions for unique
needs & market
trends.



TECH EMBRACE

BIM technology, smart
solutions, data-driven
decisions.



AGILE PROJECT MANAGEMENT

Adapting to
challenges &
capitalizing on
opportunities.



The hotel and restaurant industry are undergoing a dynamic transformation, presenting exciting opportunities alongside complex challenges. Skilled labor shortages, fluctuating material costs, and evolving guest expectations are part of our landscape. Again, our track record speaks for itself – projects delivered on time, within budget, even amidst unforeseen challenges.

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LET'S TALK.

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