

M3 Enables LBA Hospitality to Rapidly Grow Southeast Portfolio

LBA Hospitality has implemented M3's Accounting Core and Operations Management tools to service its accounting and financial needs.

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M3, the leading cloud-based financial and data management platform designed and delivered exclusively to the hospitality sector, is proud to announce the expansion of its partnership with LBA Hospitality, a full-scale management, development and consulting firm managing some of the industry's most sophisticated ownership groups. M3 has played a key role in LBA's rapid expansion to more than 70 properties throughout the Southeast United States.

Since implementing M3, LBA Hospitality has added nearly 25 additional properties over the past six years, scaling more rapidly than ever before. Utilizing M3's Accounting Core and Operations Management tools, LBA is able to monitor the financial health of multiple hotels at once and provide the properties with customized reports based on a variety of filtering options such as hotel, owner, brand or region.

"LBA has numerous owners who each want to see financial and operational data differently," said Beau Benton, President of LBA Hospitality. "M3 gives us the flexibility to serve our hotels with data that's not only accurate and timely, but also individualized for each hotel, allowing for efficiency and scalability."

M3's entry point solution, Accounting Core, is its monthly subscription-based ERP solution that provides robust accounting and financial analysis. M3's Operations Management is its back-of-office business analytics tool that increases efficiencies and reduces expenses.

"M3's business intelligence tools allow our partners, like LBA Hospitality, to replace their hodgepodge of systems with a customizable and scalable cloud-based financial solution, resulting in increased efficiencies, reduced costs and improved performance and profitability," said Scott Watson, M3's Chief Sales & Marketing Officer and Partner.

In addition to LBA, M3 currently serves more than half of the top management companies in the U.S. and abroad with customers in the Caribbean and in Canada. LBA's properties are among the 6,000 individual hotels who rely on M3 for all of their financial and accounting needs each and every day.

To learn more about M3 or to request a demo, visit <http://www.m3as.com>.

<https://bit.ly/2XoR6i3>

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About M3

Built by hoteliers, exclusively for hoteliers, M3 is a powerful cloud-based financial platform and services company serving the hospitality industry that drives cost savings, revenue enhancement and business insight. With more than 20 years in business without increasing prices, M3 touts a 98 percent customer retention rate without contracts. Used by management groups and hotels of all sizes, the platform works seamlessly with other key systems and tools in the hospitality industry and offers robust accounting and financial analysis across entire portfolios with optional operations and time management features. M3's professional services team provides on-demand support for hotels of any size by offering a full range of customized accounting solutions to scale with a hotel's needs. Privately held and employee owned, M3 also includes a proprietary hotel benchmarking index that combines data from a multitude of properties into a single accessible data set to compare hotels. For more information, visit <http://www.m3as.com>.

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