McNeill Hotel Company Realizes Scalability by Partnering with M3

Since implementing M3's services, McNeill's portfolio has expanded to more than two dozen hotels in the last four years.

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M3, the leading cloud-based hospitality accounting, financial management and data management platform, announced today that one of its partners, McNeill Hotel Company, has added more than two dozen hotels to its growing portfolio in the last four years with the help of M3's accounting software and professional services.

> "Choosing M3 was a no brainer for us – we never had a second thought. M3 was a lifesaver and their services allowed us to accelerate our growth model," said Mark Ricketts, McNeill Hotel Company's President and Chief Operating Officer.

McNeill, a nationally recognized hotel owner, developer and manager, partnered with M3 before opening its first property in 2015, making the company one of the first to use M3 Professional Services, M3's customizable and outsourced accounting services.

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From the beginning, M3 provided McNeill with outsourced professional accounting services covering the gamut of property-level and corporate accounting. This allowed McNeill the flexibility for unlimited scalability without hiring additional support staff.

McNeill also implemented M3's Accounting Core and payroll partnering tools. As M3's entry point solution, Accounting Core is its monthly subscription-based ERP solution that provides robust accounting and financial reporting. M3 partners with the best names in hospitality payroll delivery to streamline payroll services end-to-end and offer complete back-office payroll functionality that seamlessly updates general ledger entries into the M3 database.

"M3's platform allows us to store so much data that forecasting becomes a one-stop shop," Ricketts said. "We don't have to pull up any separate reports because it's all under the M3 data that comes directly from our hotels."

McNeill also plans to implement M3's new business intelligence platform, Insight. As a fully integrated self-service platform, Insight effortlessly compiles data from all M3 tools as well as the industry's most recognized data providers into a single dashboard, allowing hoteliers to make real decisions in real time.

https://bit.ly/2MABA1F

"From day one, M3's platforms have been carefully designed, developed and deployed to make a hotelier's life easier," said Scott Watson, M3's Chief Sales & Marketing Officer and Partner. "We will continue offering solutions that drive hotel performance, which help our partners expand, scale and contribute to the successful operation of their portfolios."

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

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 or agreements. Used by owners, operators and third-party managers, M3 is installed in nearly 6,000 hotels, spanning all brands and 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.

About McNeill Hotel Company
Headquartered in Germantown, Tennessee, McNeill Hotel Company is built on a foundation of trust, pursuit of excellence and a philosophy of "people serving people." The firm focuses on select service hotels with a growth strategy based on a mix of new hotel development, meaningful acquisitions and third-party management agreements. The company is an approved franchisee for Marriott, Hilton and Hyatt. CEO Phillip McNeill, Jr., and COO and President Mark Ricketts are 2nd generation hoteliers with over 60 years of combined institutional experience in the hotel industry, encompassing nearly every discipline of the business. The company currently has 24 hotels in its portfolio with three hotels in development. For more information about McNeill Hotel Company, visit http://www.mcneillhotels.com/.

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