



# Testimonials



## Manhattan Tower Russel Dion

### 1. THE POWER OF WE

The most important benefit I get from SSL is the POWER OF WE. To know that I am not alone and I have someplace and someone to turn to with any question that may arise is not only reassuring but essential. I no longer try to do everything myself. An example. Lawsuits from scavenger attorneys regarding ADA compliance are on the rise. Another member, Andrea of Villa Venezia, did hours of research and came up with guidelines for her from desk and other helpful information. She shared all of her findings with SSL members. This is only one example of the POWER of WE.

### 2. CONTACTS

Another important benefit of SSL are the contacts you meet through the organization. By attending an SSL meeting I met a contact that I engaged to do my website and organize my online media marketing. As a result I have increased my business tremendously.

### 3. EDUCATION

The learning experiences I have gained through my membership in SSL are invaluable but these may only be gained by active participation in the committees and the decision making process of the organization.

In short, this is why I am a member of SSL.

## Windjammer Resort John Boutin, General Manager

I have 3 significant reasons for membership in Florida Superior Small Lodging

### Pride

Membership gives me and all my staff that wonderful feeling of pride that comes from the recognition of a job well done. When inspection time rolls around every year the anticipation builds and when we get the notice that we have been awarded that coveted White Glove its applause and hugs time! That's pride.

### Exclusivity

Only a small percentage of qualified independents are members of SSL of Florida and that makes it exclusive and exclusivity has its benefits. The general public seek out SSL properties because to membership in SSL satisfies their fear of independents vs flag properties. So since our list is short and you are on it, it makes it seem much more valuable.

### Respect

SSL of Florida properties are highly regarded and respected by al DMO's and CVB around the State. They know the rigors and standards required for membership and they are much more likely to look favorably on member properties vs non-member properties. We have experienced when Counties or Cities decide to offer matching grant monies to be used for updating older properties, they use membership in SSL of Florida as a criteria for consideration. Respect.

**Anne E Sallee - Executive Director - Superior Small Lodging of Florida**

**Email: Anne@SuperiorSmallLodging.com Office: (954) 895-4777 Mobile: (954) 253-0850**

**Website: www.FloridaSSL.org Mail to: 5415 Lake Howell Rd #239, Winter Park, FL 32792**



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### Plaza Beach Resorts Robert Czyszczon

The Plaza Beach Hotel, a 40 room boutique property, has been with Superior Small Lodging since it's inception in Pinellas county in 1998.

We joined to meet like-minded independent properties, to get accredited so that people knew that we are a clean and safe property, marketing discounts, and to understand what the newest trends were.

We have been very pleased with Superior Small Lodgings; so much, that when we expanded with new hotel purchases over the years, and wanted to certify them as Superior Small Lodging Properties. Bayview Plaza Waterfront Resort with 11 rooms certified in 2002 and Bay Palms Waterfront Resort with 15 rooms certified in 2008.

People today want reassurance that they will have a great property experience, the Superior Small Lodging seal of Approval gives them that. It's a family of properties that work together, like the big-chain hotels, but designed for independent properties of only 75 rooms or less.

#### **Try it, you'll benefit from it.**

Feel-free to reach out to me with any questions [Robert@PlazaBeach.com](mailto:Robert@PlazaBeach.com)

### Tropical Manor What SSL Means to Me - Aileen Band

We have been members of Superior Small Lodgings for over 25 years with our 2 beautiful, family-owned oceanfront hotels in Daytona Beach Shores. We were inspired to join SSL because it helped us attain a higher level of quality, professionalism and service. Our SSL membership and designation is extremely dear to us as it powerfully recognizes our properties as outstanding small hotels.

We are extremely proud to display the SSL sign and logo on our website and in all of our sales materials. It distinguishes our hotels and immediately provides potential travelers proof of the quality experience we provide.

We greatly appreciate the added visibility that our membership provides on the Superior Small Lodging website and can see a substantial and steady stream of high-quality referrals from the site that encourage increased bookings at our properties.

As most small hoteliers, my days are constantly busy from morning until late at night, but I immensely enjoy the opportunity to meet other small hoteliers each year at the annual SSL conference. There is no other organization that provides me this exhilarating feeling of camaraderie. The conference is always incredibly fun, uplifting, and provides enormous amounts of useful information and valuable resources for my business.

I greatly appreciate the added respect and recognition that our SSL membership provides to our properties.

**Anne E Sallee - Executive Director - Superior Small Lodging of Florida**

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