



NEWS RELEASE

National Bed & Breakfast brokerage firm expands operational consulting services

The B&B Team offers seasoned hospitality professionals to service operational and marketing needs of innkeepers

Charlottesville, VA, October 28, 2008 -- Responding to an ever-increasing number of requests to assist innkeepers and bed & breakfast operators with expanding brand awareness, The B&B Team, in its 15th year, is expanding its consulting practice. While still actively working the brokerage side of the business, Peter Scherman and Rick and Janet Wolf provide a greater number of offerings allowing innkeepers to respond to every day operational and marketing challenges with just one phone call.

“While we have always provided consulting services when needed, we want all our current and future clients to know of the full extent of the strategic advice and counsel we can provide, making it that much easier for operators to focus squarely on servicing their guests while we tackle specific challenges both internally and externally,” said Peter Scherman, the firm’s founder.

“Our New England and Southeastern offices can handle specific tasks such as creating a stronger brand presence, targeted marketing campaigns, operational reviews, media and press outreach and local community alliance building. Along with our website and blog, The Innkeepers Resource (www.innkeepersresource.com), we truly want to make the job of owning and running a B&B or inn that much more enjoyable and profitable.”

The B&B Team works with each of its clients on a direct, one on one basis, creating solutions to specific challenges. No templates or one size fits all approach here. Challenges are identified, then an action plan strategically develops tactics to further advance the inn or hospitality property’s operations, increasing bottom line results.

“No project is too big or small. We have extensive in-house expertise having been on the front lines of running inns and hospitality establishments, and also an outstanding group of professional and fully vetted service providers to call upon if needed,” said Partner Rick Wolf.

For further information on specific consulting areas of expertise visit the firm’s website: www.bbteam.com.

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About The B&B Team: The B&B Team, Inc., founded in 1993 is a full service inn brokerage and consulting firm with offices in Virginia and Maine. As bed and breakfast inn consultants and brokers we can help you buy or sell a bed and breakfast inn anywhere in the country. Our consulting for current and aspiring innkeepers is nationwide, and we have served clients in California, Colorado, New Mexico, Florida, North Carolina, Virginia, West Virginia, Maryland, New Jersey, Pennsylvania, New York, New Hampshire, Vermont, and Maine. *Our* goal is to help you reach *your* personal and financial goals in the unique lodging industry.

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