



Accommodation Providers

Every night over 40% of all hotel and motel rooms across the country sit empty yet the fixed costs of running each of these businesses stays the same.

Ormita offers an exciting way for accommodation providers to exchange their empty rooms for things that they need.

Hotel and motel rooms are a highly perishable commodity. Unfortunately you can never make up lost revenue from an unsold room. Once the date has passed you have missed any opportunity to make money on it.

Short term solutions such as offering last-minute discounts may be quick revenue earners but your business runs the risk that customers will get used to lower prices and become resistant to rate increases.

The choice is often a difficult one. Either you sell your rooms at near cost, risk upsetting your more organized customers and give the market the idea that your rooms are "cheap" - or you leave the room empty.

Ormita offers a new solution to this problem.

Ormita provides you a way to sell your empty rooms in return for needed goods and services, helps you retain your current customers and puts cash in your pocket.

Before buying or selling we work with you to find suppliers who will agree to supply to you via Ormita on an ongoing basis. This "buying schedule" is designed to produce real cash savings every month and provides an assured way of spending.

As a seller, you receive a percentage of your sale price in cash with the balance being paid in credits towards the goods or services you need.

When the time comes to spend you make purchases using these credits from within the Ormita system and pay only a small portion in cash.

Your fees to Ormita are technically paid for out of the cash received from those members who purchase your previously empty rooms.

Ormita introduces new customers to your establishment, creates referral business, affords you new ways to expand without putting any of your existing cash at risk and lets you buy at a discount.

Offset your cash costs and join Ormita today.

Summary of Benefits

- ✓ Your rooms are sold off-market to a new customer base.
- ✓ You sell at market rates - eliminating the need to discount at the last minute.
- ✓ You can use the new revenue you generate from sales to Ormita members to offset your existing and planned costs.
- ✓ Ormita supplies a ready market for your accommodation vouchers. You may also choose to accept bookings online or on a free-flow "walk-in" basis.
- ✓ Research shows that, in general, less than 75% of all vouchers ever get redeemed and that a guest with a certificate tends to purchase more than the certificate itself.
- ✓ You get the "breakage" on the certificates you produce. If a customer does not spend the full value of the certificate you do not refund the remaining balance.
- ✓ Get access to high-value products and services not normally available in other capital exchange markets for cents on the dollar.

A Unique Offering

- 💰 The customers we bring you pay you cash to cover your transaction costs, sales taxes and other expenses.
- 🕒 24 hour, 7 day a week live brokerage services.
- @ Buy, sell and transfer funds online.
- ✕ No monthly fees and no annual fees.¹
- 📈 Lowest overall price in the industry.
- ✓ No cash outlay until we have met both your buying and selling needs.

¹Subject to customer meeting minimum trading volumes per month.

Read more on the next page

Some other Benefits of the Ormita Service

Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

With Ormita your new customers cover your transaction costs, sales taxes and other expenses.

Turn Non-Producing Assets Into

... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...

... and much more...

And our customers pay your sales tax, our fees and most of the replacement cost of your product – in cash.

How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** One of our Client Directors will meet with you to create a needs analysis of your regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 3** A buying schedule will be created - representing a minimum of \$2,000 worth of you cash expenses per month.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

You are only charged fees once we have a commitment from our other businesses to supply to you.

You only begin selling once we have a regular spend cycle in place for you.

No false commitments – just a business working to meet your needs.

Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at www.ormita.com and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at customer-service@ormita.com.



REGIONAL OFFICES AUSTRALIA

Adelaide (08) 7423 0109 • Brisbane (07) 3121 9657 • Bunbury (08) 9774 0105 • Campbelltown (02) 4602 4115 • Canberra (02) 6160 1477
Dubbo (02) 5804 5111 • Gold Coast (07) 3166 5304 • Gosford (02) 4304 1501 • Hobart (03) 6281 4775 • Kalgoorlie (08) 9051 5200
Mandurah (08) 9512 8010 • Melbourne (03) 9095 3402 • Newcastle (02) 4016 6127 • Penrith (02) 4702 0513 • Perth (08) 6465 9631
Sunshine Coast (07) 5313 3411 • Sydney (02) 8197 7017 • Tamworth (02) 5711 1203 • Townsville (07) 4795 0409 • Wollongong (02) 4231 5508

REGIONAL OFFICES NEW ZEALAND

Auckland (09) 974 9159 • Christchurch (03) 974 9041 • Dunedin (03) 974 8014 • Wellington (04) 974 9061

Some other Benefits of the Ormita Service

Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

With Ormita your new customers cover your transaction costs, sales taxes and other expenses.

Turn Non-Producing Assets Into

... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...

... and much more...

And our customers pay your sales tax, our fees and most of the replacement cost of your product – in cash.

How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** One of our Client Directors will meet with you to create a needs analysis of your regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 3** A buying schedule will be created - representing a minimum of \$2,000 worth of you cash expenses per month.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

You are only charged fees once we have a commitment from our other businesses to supply to you.

You only begin selling once we have a regular spend cycle in place for you.

No false commitments – just a business working to meet your needs.

Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at www.ormita.com and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at customer-service@ormita.com.



REGIONAL OFFICES USA

Atlanta (678) 298 3210 • Austin (512) 499 2345 • Baltimore (443) 692 0121 • Boise (208) 906 1188 • Boston (857) 524 5135
Chicago (773) 337 4770 • Columbus (614) 754 5884 • Dallas (214) 461 4818 • Denver (303) 997 1666 • Detroit (313) 733 2939
Fort Worth (817) 439 6909 • Houston (713) 820 9464 • Las Vegas (702) 446 0899 • Los Angeles (323) 443 0233 • Memphis (901) 328 7278
New York City (347) 527 7677 • Newark (973) 741 6884 • Orlando (321) 281 3766 • Philadelphia (215) 695 3040 • Phoenix (602) 427 5620
Pittsburgh (412) 360 8450 • Salt Lake City (801) 618 0488 • San Francisco (415) 358 1808 • San Jose (408) 538 0208 • Seattle (206) 691 8191
Tampa (813) 200 4844 • Washington (202) 380 3223