



INNOVATION **IN** OPERATION®



Standard Parking®
of Canada Ltd.





INNOVATION **IN** OPERATION®

SP+ is the leading provider of professional parking management services throughout North America. We specialize in maximizing profitability for our clients while at the same time making the parking experience a first-class, enjoyable one for parking consumers. We're built on excellence and integrity, with a commitment to put innovation in operation to deliver the highest level of service and satisfaction available anywhere.



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www.spplus.ca/Parking



Parking Management Services ▶

We offer a full spectrum of premier parking facility management services to the commercial, institutional and municipal real estate markets.

Planning

Our parking professionals advise clients on a wide spectrum of planning-related issues, including payment, access and revenue control, way-finding and space utilization technologies, as well as traffic flow, lighting, safety and signage. Our specialists keep abreast of the latest in parking technology to help your facility operate at peak efficiency.

- > New facility design
- > Pro forma development and financial analysis
- > Facility reconfiguration
- > Signage and lighting
- > Innovative automation
- > Graphics and branding

Management

Our management practices are designed to maximize revenue and minimize costs in order to enhance profitability and, therefore, property value. Our customized management solutions combine efficiency and economy with courtesy and convenience.

- > Remote management services
- > Cash flow management
- > Customer amenity programs

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Revenue Generation

We have developed an array of marketing programs to help our clients maximize their parking revenues. Our in-house interactive marketing staff uses digital tools and customized marketing campaigns to promote facilities through the power of the Internet. Our relationships with select advertising and marketing promotion companies provide our clients with new opportunities to enhance revenue.

- > Website and marketing program development
- > Social media campaigns
- > **Click and Park**® reservation and pre-payment engine
- > Mobile consumer apps

Expense Containment

Our financial systems, processes and procedures are designed to control costs. Volume purchasing saves our clients money, and our electronic procurement system streamlines and expedites the procurement process while validating expenses.

- > Proprietary reporting systems
- > Automated iProcurement system
- > Independent facility audits
- > Transaction automation

Valet Service

Our white-glove valet service sets the tone for excellence in customer service. Whether welcoming a hotel guest, guiding a hospital visitor, greeting an office tenant or helping a residential customer start the day smiling, our staff is committed to making every patron interaction engaging, pleasant and efficient.

- > Traffic management
- > Staging
- > Doorman services
- > Directions and maps
- > Concierge services

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Advanced Technologies

Advanced, state-of-the-art revenue control systems that can be monitored off-site reduce labor and operating costs to deliver exceptional facility performance. Our technology solutions optimize facility pricing and performance while enhancing amenity programs that strengthen customer loyalty. Our auditing procedures are integrated with the revenue applications for both monthly and transient parking.

- > Remote facility monitoring
- > Daily bank reconciliation
- > Pay-on-foot stations
- > Automated entrance / exit lanes

Staffing and Training

Through careful hiring and training, we field a team that mirrors and magnifies our clients' commitment to excellence. All our employees understand and embrace the importance of their roles as the first and last points of contact with a client's property.

- > **SP+ University™** online training
- > Recognition and rewards programs
- > Professional attire
- > Automated workforce management

Learn More About SP+

SP+ Transportation, SP+ Security, SP+ Facility Maintenance and **SP+ Event Logistics** can provide a comprehensive package of additional services for our parking clients.

Please visit our website for more information on our complete line of services.

www.spplus.ca

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