

Founded by hospitality veteran Rick Blackburn, we deliver tailored commercial growth strategies grounded in decades of proven results.

The BRN Solutions approach

We help strong performers uncover untapped potential – elevating your commercial operation from good to great.

Core Services

Commercial Assessments and Revenue Optimization

We conduct in-depth evaluations of all growth-related segments, markets, and departments—ensuring alignment across Sales, Revenue Management, and Marketing. Our approach identifies performance gaps, uncovers opportunities, and includes restructuring strategies to drive top-line revenue and profitability.

Talent Evaluation and Customized Sales Training

We offer tailored coaching for individuals and teams, evaluate overall sales talent, and provide actionable recommendations to strengthen processes and drive performance.

Strategic Planning and Execution

We develop strategic roadmaps and actionable tactics to exceed property goals—while guiding sales leadership through effective implementation.

Proactive Sales Culture

To drive revenue and grow market share, a team must consistently pursue and convert the right business. We'll implement the structure and processes needed to foster a fully proactive sales environment.

Accountability

Sales leaders must take ownership of commercial performance and implement the right metrics to ensure team accountability. We help establish a culture of accountability across the organization to drive results.

Differentiators

Vast Experience

Rick brings decades of hospitality leadership with brands like Marriott, Hilton, Caesars Entertainment, independents, and CVBs.

Competitive Advantage

A high-touch, in-depth evaluation of few properties pursue—delivering insights that drive meaningful impact.

Customized Solutions

Tailored strategies informed by decades of experience and a collaborative, problem-solving approach to industry challenges.

Fast Results

Thorough evaluations with rapid turnaround, providing actionable solutions that will be implemented immediately.

Testimonials

"His deep understanding of the hospitality industry, combined with his strategic mindset, helped the team refine its sales processes, optimize pricing strategies, and enhance outreach efforts."

~ Matt Basiliere, Senior Director, Asset Management at Southwest Value Partners

"Rick is a strategic visionary who was instrumental in building our sales strategies and restructuring our team. His diverse experience brings a broad range of perspectives and enables him to tailor the approach needed for success."

~ Scott White, President/CEO, Visit Greater Palm Springs

Deliverables & Measurable Impact

- ✓ *Led a formerly stagnant destination sales team to three consecutive years of 11% average YOY group room night growth*
- ✓ *Achieved 'Best RevPAR Growth Award'—Luxury Segment*
- ✓ *Introduced a new business component to sales incentives, resulting in 69% of total leads being new for the destination*
- ✓ *Restructured multiple sales organizations to outperform competitors and exceed budgeted performance goals*
- ✓ *Honored with 'Global Sales Team of the Year' recognition*
- ✓ *Developed and delivered sales training to 100+ destination partners, driving differentiation and market share growth*
- ✓ *Earned 'Most Improved RevPAR Index Award'*
- ✓ *Built sales and account management infrastructure for various businesses—developing job descriptions, recruiting talent, and creating sales & marketing plans*
- ✓ *Revamped a revenue management department to generate significant revenue and market share gains across a portfolio of independent hotels and resorts*
- ✓ *Designed and implemented a destination services department to support accelerated sales growth and expanded sales activity*

Ready to transform your commercial operations and optimize revenues? Contact us today.

