

ELEMENTS HOSPITALITY

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Elements Hospitality is a leading national general contractor specializing in timeshare and hospitality renovations, and has been uniquely developing for more than a decade, its people and processes which cater to renovating in open and operating environments.

A guest often saves for more than a year to enjoy a vacation with family and friends in a resort destination. The last thing they want to hear or see is a contractor on the property they are vacationing at. This is where Elements is in elite company within its specialty. Having learned to incorporate significant means and methods planning and working with the resort owners and operators, project crew impacts are virtually invisible. Minimized impacts, while still efficiently flowing through deliverables, is the expectation from renovations an owner and its resort guests can expect.

Hospitality and timeshare may seem to be a large industry but in terms of people and relationships it is very tight and relatively small. Elements naturally was attracted to this aspect when it was formed by Tim Broersma. Its business model continues to grow naturally through well-suited, qualified customers and earning lasting, productive and purposeful relationships.

A successful business with its great process and innovative systems is nothing without its people. Elements truly values its culture and the skilled people it employs. Broadening our teams' viewpoint are a variety of life experience bases which include hospitality ownership, brand management, asset management, real estate development, hospitality operations management, graduate degrees in construction management, owners representatives, and extensive field supervision experience.

Tim Broersma is the co-founder and principal at Elements Hospitality. His focus is to develop the strategic plan and vision for the

organization, and then facilitate it's implementation with their management team. His other focus is developing and sustaining well qualified relationships with ownership groups that provide the opportunity for Elements to succeed in the industry.

Elements began, 14 years ago, out of Tim's desire to remove the feel of bureaucracy of a large organization from the process, and create a more grass roots, relationship based organization that strives to serve at a different level. Tim also built the organization to be focused on a strong culture, as he believed if Elements' internal culture was strong, so would their external culture with their customers. "We have a unique model and a great culture that we work hard to maintain, and it's exciting to travel around the country and see our projects in action, as the culture clearly transcends to the sites, and our teams strive to give our customers a unique, low impact experience."

Through Tim's leadership, Elements is now able to work in over 36 states, and Canada, and works for some of the most prestigious timeshare ownership companies in the industry. Elements also services the hotel and senior living market segments.

Shane Bajema is the Director of Business Development at Elements Hospitality. His focus is on core growth in customer base while qualifying, developing and cultivating key partner relationships with ownership groups in our industry.

Shane brings along with him almost two decades of leadership experience in the hospitality development and construction industry. A developer, owner and executive in hospitality since the year 2000, he has gained the knowledge, experience and expertise to be able to bring solutions to just about any environment our clients projects and operations can imagine.

A graduate of Calvin College in Grand Rapids, MI, Shane received his Bachelors degree in Business.



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