Beyer Brown Reveals How Behind-the-Scenes Procurement Decisions Shape Hotel Reviews, Repeat Stays and Revenue

The hospitality procurement firm examines how FF&E and OS&E decisions made before opening can influence the guest experience and long-term property performance.



Thoughtfully procured FF&E helps translate a hotel's design vision into a comfortable, cohesive guest experience.

ORLANDO, FL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- A hotel guest rarely notices the chair they sit in, the weight of the bedding, or the fixture over the vanity, unless something about it is wrong. That is precisely the point, according to Beyer Brown, a hospitality FF&E and OS&E procurement firm that has spent more than four decades sourcing the furniture, fixtures, equipment, and operating supplies behind hotel openings and renovations across North America. The company is pointing to a connection hotel ownership groups increasingly track internally but rarely discuss publicly: the link between procurement decisions made months before opening day and the guest experience that later shows up in reviews, repeat bookings, and revenue.

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> *Shawn Bolivar, Principal, Beyer Brown*

That connection carries a measurable value. Research from Cornell University's SC Johnson College of Business found that a one point increase in a hotel's online reputation score corresponds to a 1.42 percent increase in RevPAR, driven by both stronger occupancy and higher achievable rates. For a hotel with substantial annual room revenue, a single point of reputation is not a marketing statistic. It is a budget line. Every element a guest interacts with, from the mattress to the desk chair to the bathroom fixtures, contributes to the impression that eventually becomes a review. FF&E procurement is where decisions about that impression are made, long before a guest ever checks in.

"Guest experience is often treated as something that starts at check-in, but the groundwork is laid long before the doors open," said Shawn Bolivar, Principal, Beyer Brown. "Every specification decision, every vendor relationship, every delivery schedule we manage is really a decision about what a guest will sit in, sleep on, or notice is missing. Our job is to make sure that decision holds up under real, daily use, not just in a rendering."



Strategic FF&E and OS&E procurement brings together furnishings, lighting and operational details to create memorable hospitality spaces.

Beyer Brown's procurement process touches details most guests never consciously register: the comfort of the mattress and bedding, the durability of upholstery through years of turnover, the fit and finish of case goods and lighting, and the reliability of the equipment staff rely on daily. Specifying those details for how a piece performs after a thousand stays, not how it looks in a sample room, produces steadier first impressions and fewer maintenance complaints, which shows up directly in guest satisfaction scores. What begins as a purchasing decision becomes a performance metric an ownership group tracks for years.

The company positions this as the case for treating FF&E and OS&E procurement as a revenue function rather than a background task. Beyer Brown works alongside hotel owners, developers, and design teams from specification through installation, coordinating vendor relationships and delivery logistics so that what gets built matches what was designed, and what guests experience matches what the brand promised. The firm has applied this approach across new construction, renovation, and PIPs spanning multiple properties for independent and branded hotels throughout the United States, Canada, and the Caribbean.

About Beyer Brown

Founded in 1978, Beyer Brown is a hospitality FF&E and OS&E procurement firm serving hotel owners, developers, and design teams across North America. For more than four decades, the company has managed sourcing, vendor coordination, and project logistics for hotel openings, renovations, and multi property programs, working as an extension of its clients' teams from concept through installation.

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