



**ATTENDED PARKING | SELF PARK LOTS | VALET SERVICES  
LOT PATROL | MULTI-LEVEL GARAGES**



At Priority Parking, we offer high quality, cost efficient services backed by over 100 years of parking management experience. Our customers are our top priority and directly benefit from our accountability systems, our innovation and technology, and our broad range of service capabilities.

**..MORE than a lot**

## ABOUT PRIORITY PARKING



Priority Parking was founded in 1995 and is one of the leading providers of parking solutions in Northern California with over 60 locations in San Francisco and Sacramento. We bring together an exceptional leadership team and a motivated staff of over 100 highly trained employees. And we are growing every day. Our experience spans every facet of the parking industry from freestanding facilities and mixed use parking to efficiency design and property enhancement. Collectively, the Priority Parking team has more than 100 years of hands-on experience in parking operations and management.

At Priority Parking, we offer high quality services ranging from parking management and valet operations, to parking enforcement and patrol. We have earned a reputation as a cost effective operator because we consistently deliver high levels of customer satisfaction. Our customers include premier hotels like Nob Hill as well as major public institutions like City College of San Francisco.

*“I have always found Priority Parking to be responsive to our needs, maintaining accurate records, and performing in a highly professional manner.”*

*- Gail Isono, General Manager,  
Huntington Hotel, San Francisco*

### CLIENTS:

**California Pacific Medical Center**  
**Capitol Place-Sacramento**  
**City College of San Francisco**  
**Hotel Adagio**  
**Huntington Hotel**  
**Nob Hill Hotel**  
**JDV Hospitality**  
**Post & Taylor Garage at Union**  
**Westfield and Nordstrom Mall**

## CUSTOMER SATISFACTION IS OUR #1 PRIORITY

By leveraging our innovations in accountability, technology, management and operations, we are able to provide our customers with top notch professional service. Our customers enjoy competitive rates, convenient locations, fast in and out service and safe, attractive facilities.

We've built a strong organization where costs are controlled, all revenues are quickly and accurately reported, and every bill is paid on time. We have consistently generated more revenue per stall than any other parking company, which translates into greater financial returns for your company.

Bottom line: customer satisfaction is paramount to our success. At Priority Parking, we create an environment that satisfies your needs.

### Accountability and Control

We consider accountability to be the cornerstone of our success. Ours is a system of collaboration, communication, and control. This checks and balances system enables us to exceed expectations, monitor and evaluate our performance, and create an environment that strives for success.

### Accountability Systems

- *Daily audits of all facilities*
- *Daily internal accounting audits*
- *Daily, hourly, and monthly rate monitoring*
- *Regular meetings with owner/property manager*
- *Routine reporting and cost analysis*
- *Daily cash management*
- *Staff utilization reviews*
- *Layout assessments*
- *Customer satisfaction surveys*
- *On-going employee training and risk assessment*

## PRIORITY PARKING AT YOUR SERVICE



With over a century of industry experience, we've successfully managed projects of all types and sizes. Our management team understands your needs and challenges as a property owner or manager, and we will work with you up front to determine your objectives and to ensure your goals are being met.

### Service Capabilities Include:

- *Multi-level Garages*
- *Attended Parking*
- *Self Park Lots*
- *Valet Services*
- *Lot Patrol*



## THE PRIORITY PARKING ADVANTAGE



There is a reason that Priority Parking is one of the premier parking companies in Northern California. At Priority Parking, we specialize in maximizing the revenues from our facilities. We accomplish this through a unique formula consisting of pricing, design, employee training, management, audit procedures and revenue control.

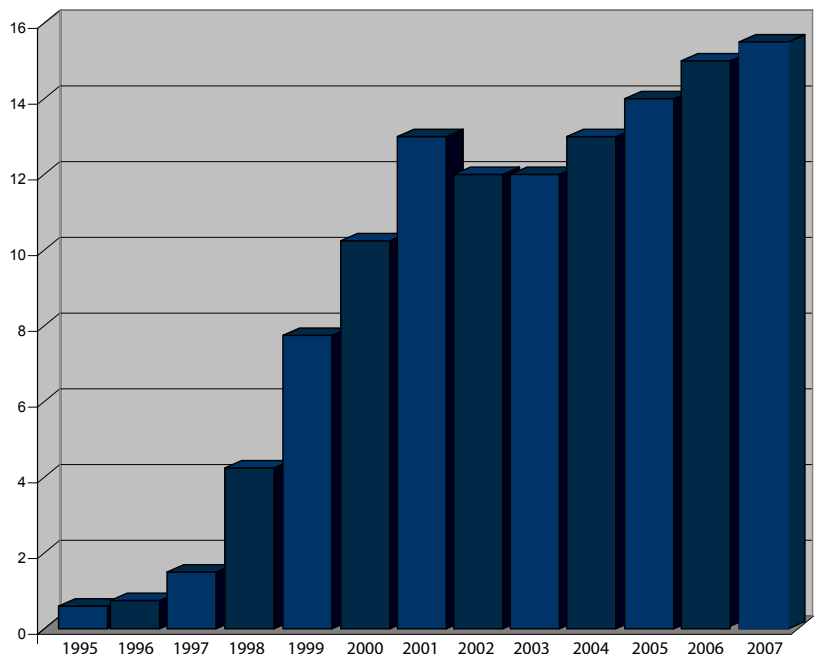
*“We make every square inch of your property perform at the highest level. For your company. For your tenants. And for the customers who expect the utmost in service and efficiency from your parking facility.”*

*—Doron Levitan, COO*

Priority Parking undertakes preliminary assessments to achieve an accurate picture of current market conditions. We work with architects and engineers to optimize facility capacity and efficiency. Our advanced technologies track and report revenues, expenses and usage patterns. We rigorously train and assess our employees, and monitor our performance with regular customer satisfaction surveys.

However, we also recognize that each facility has its own unique and evolving challenges. That's why we employ a hands-on approach that enables our field supervisors to actively participate with the facilities—on-site—on a daily basis.

**ANNUAL REVENUE GROWTH SINCE 1995**  
Millions of Dollars



## INNOVATION AND TECHNOLOGY

At Priority Parking, we have dramatically enhanced the efficiency and profitability of our locations through the integration of advanced technology. From billing and reporting to state of the art internet-based technology, each system is customized to meet the needs of the specific facility and includes both proprietary and commercial applications.



### Technology That Works for You:

- Real time, Internet based revenue control and reporting
- High speed DSL, on-site, on-line reporting
- Hand-held computer data transmitters
- Inventory Management
- Rate management
- Computerized billing
- Destination-specific bar-coded tickets
- Validation systems
- Anti-passback features
- Prepaid debit cards

*“We are transforming the parking industry one facility at a time—leveraging our knowledge, experience and proven systems into higher revenues and increased value for property owners. Since 1995, our systematic approach has made us one of the fastest growing parking operators in the San Francisco Bay Area.”*

*—Aaron Zeff, President/CEO*

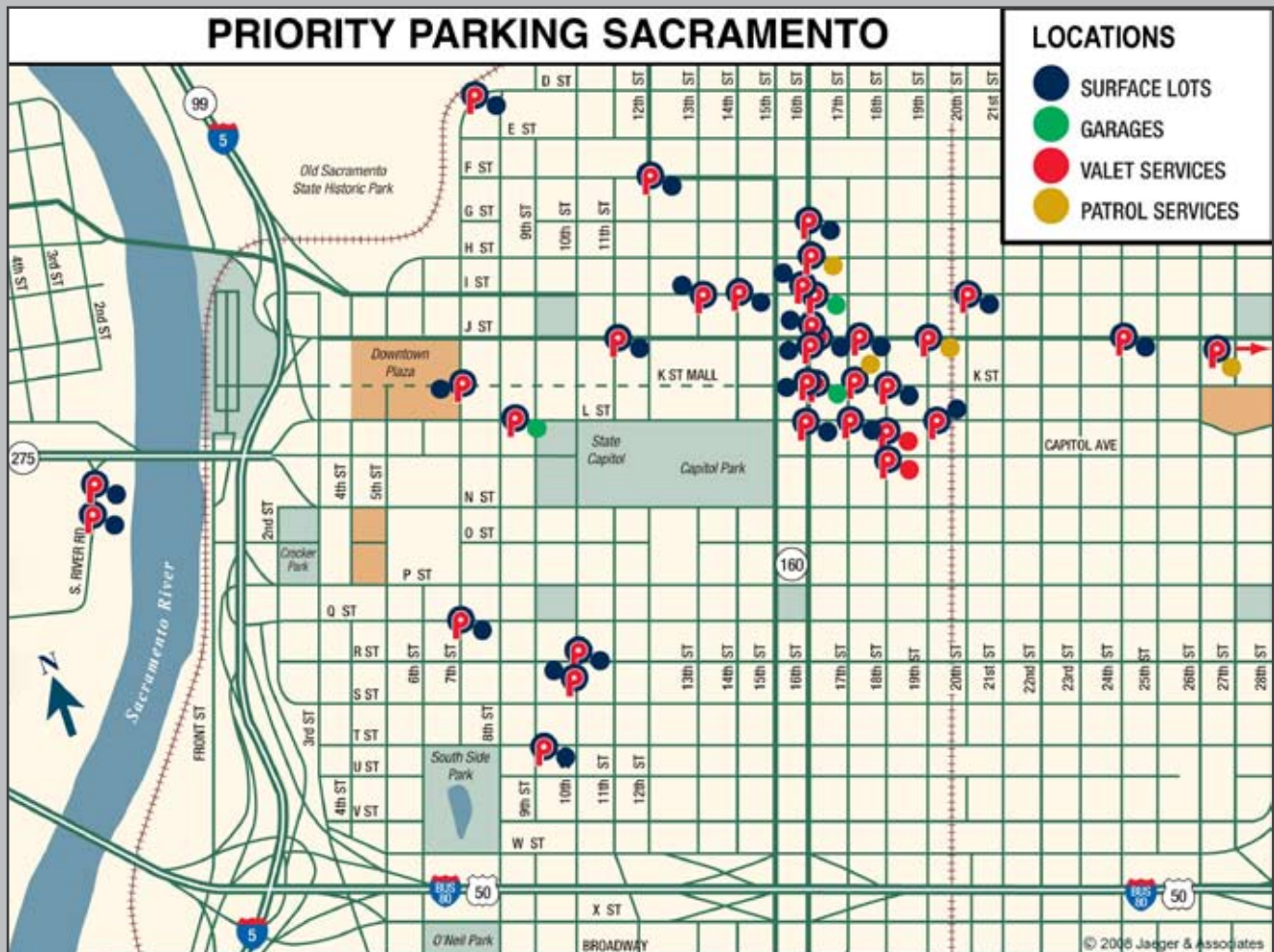


*Sample ticket dispenser, validation encoder and bar code valet fee computer*



# LOCATIONS

Priority Parking provides client solutions for over 60 locations in San Francisco and Sacramento. We have an established presence and reputation as one of the leading providers of parking services in Northern California.



*“Priority Parking operates parking facilities with the same level of Nordstrom customer service. Our customers can be assured that their interests are represented by experienced parking specialists who provide outstanding parking services.”*

*–Frank Camarda, Operations Manager, Nordstrom*



**PRIORITY PARKING**

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