



Certificate



Best Hotel Products

Transforming Hotels, Earning Trust—One Project at a Time

Hotel renovations rarely fail because of a lack of available products. They become challenging because every decision carries consequences. From selecting furniture and fixtures to coordinating manufacturers, timelines, and installation, hospitality projects require careful planning, industry knowledge, and a clear understanding of each property’s objectives.



Scott Rubin,
Founder and President

This is where Best Hotel Products distinguishes itself. In an industry often driven by catalogs, pricing sheets, and fast-moving transactions, the company has built its reputation on a different starting point: asking the right questions before recommending any products. That shift in approach is central to understanding how it operates and why it has become a trusted partner for hotel owners and operators navigating complex FF&E decisions.

Rather than functioning as a traditional supplier focused only on transactions, the company positions itself as a trusted advisor that helps owners and operators make informed purchasing decisions. Its philosophy is built around understanding the property first and recommending solutions second.

This approach emerged from founder and president Scott Rubin’s experience observing a gap in the hospitality purchasing process. After spending 21 years in a family business serving Fortune 500 companies with imprinted promotional products, Rubin entered the hospitality sector and worked with a hotel liquidator. He noticed that many purchasing conversations centered only on available inventory rather than the needs of the property, its guests, or its long-term goals. In 2007, he founded Best Hotel Products, Inc. to provide a more consultative approach.

Over nearly two decades, the organization has grown by helping hotels navigate increasingly complex renovation decisions while providing guidance across a broad range of FF&E requirements.

The company’s growth has followed the same relationship-driven progression as its customers’ needs. Many relationships began with replacement products or smaller purchases—items needed to address an immediate operational issue or refresh a limited area of a property. As Best Hotel Products consistently delivered on those early assignments, customers gained confidence in its product knowledge, communication, and ability to execute.

“Best Hotel Products was not built by chasing the largest projects. We built the company by earning trust one customer and one project at a time,” says Rubin.

Customized Approach to Every Hospitality Project

Every hotel has different priorities. A limited-service property has different operational requirements than a luxury resort, casino, or full-service hotel. Best Hotel Products recognizes that successful FF&E decisions must align with a property’s market, brand standards, guest expectations, budget, and timeline.

The company supports hotels through new builds, renovations, brand conversions, property improvement plans, refreshes, and replacement needs. Its process begins with understanding what the owner wants to accomplish rather than immediately presenting products.

Best Hotel Products evaluates factors such as average daily rate, guest expectations, brand requirements, operational goals, and project constraints. This allows the company to recommend solutions designed for the specific property instead of applying a one-size-fits-all approach.

For hotel owners, this perspective is valuable because renovation projects involve hundreds, and sometimes thousands, of interconnected decisions before the first delivery arrives. Furniture construction, mattress performance, durability, warranties, lead times, and installation schedules all influence the final outcome.

The company helps organize those choices by explaining differences in quality, construction, and lifecycle value. Owners retain control of the decisions, while Best Hotel Products supplies the context needed to evaluate them effectively.

Balancing Quality, Performance, and Cost Efficiency

Hospitality owners continually face the challenge of creating memorable guest environments while managing financial pressures. Best Hotel Products addresses this challenge by looking beyond initial purchase prices and considering the complete value of every product.

The company understands that the least expensive option is not always the most cost-effective choice. A lower-priced product

may create additional expenses if it requires frequent replacement, causes maintenance concerns, or delays a renovation schedule.

Instead, Best Hotel Products helps clients identify where investing in higher quality will create meaningful benefits and where costs can be controlled without affecting performance. Factors such as durability, reliability, replacement costs, warranties, and project timelines all contribute to the true value of an FF&E decision.

This perspective is particularly important in an industry where delays can directly impact revenue. When guest rooms remain unavailable because of product issues or supply chain disruptions, the financial impact extends beyond the original purchase decision.

Reducing Complexity in FF&E Purchasing

Hotel renovation involves far more than selecting furniture. It requires coordination among multiple vendors, manufacturers, contractors, installers, and internal stakeholders. Best Hotel Products helps manage this complexity by bringing experience and organization to every stage of the process.

The company provides access to a wide range of hospitality products, including furniture, mattresses, bedding, linens, televisions, guest accessories, and other FF&E categories. Its expertise allows clients to better understand available options and determine which solutions fit their specific requirements.

Best Hotel Products draws on nearly two decades of experience guiding owners through FF&E decisions across a wide range of properties and project types. That accumulated, hands-on knowledge helps the company anticipate potential problems, avoid costly mistakes, and give owners greater confidence throughout the renovation process.

Whether a project involves complete renovation or targeted replacements, the company focuses on reducing uncertainty through knowledge, communication, and careful planning.

Managing Risk through Reliable Supply and Execution

Supply chain challenges have become a major concern across hospitality, particularly when renovation timelines depend on precise deliveries. Best Hotel Products addresses these challenges by prioritizing reliability and reducing unnecessary risks.

The company moved away from importing furniture except in rare situations after recognizing the uncertainty that international supply chains could introduce into renovation projects. Extended lead times, inconsistent quality, damaged shipments, production delays, and port disruptions can quickly eliminate any initial cost savings.

By working with domestic manufacturing partners, particularly for furniture, Best Hotel Products helps provide greater control over quality, timing, and project execution.

The company also manages complex logistics involving multiple factories, freight providers, and installation teams. Its systems allow the team to track production schedules, coordinate deliveries, and identify potential issues before they disrupt a project.

Communication remains central throughout the process. Best Hotel Products works closely with owners, contractors, installers, manufacturers, and other stakeholders to ensure everyone understands what is arriving and when it is needed.

Building Relationships through Honest Guidance

The company’s commitment to personalized service extends beyond product recommendations. Best Hotel Products believes long-term relationships are built through honesty, accountability, and a willingness to recommend what is right for the property.

Early in the company’s history, used FF&E represented a larger portion of its business. Rubin recalls that some owners were focused primarily on finding the lowest possible price. However, even when used FF&E created an opportunity, Best Hotel Products evaluated whether it was truly appropriate for the property.

The company continues to apply the same philosophy today. Used FF&E can provide value when it meets the property’s quality standards, design requirements, and expected lifespan. However, the decision must be based on suitability rather than cost alone.

This approach has allowed Best Hotel Products to expand from individual product sales into complete renovation partnerships. Customers who trusted the company’s recommendations for smaller purchases eventually relied on its expertise for larger projects.

Preparing for the Future of Hospitality FF&E

The hospitality industry continues to evolve as owners balance rising costs, changing guest expectations, and the need for stronger returns on investment. Best Hotel Products believes future success will depend on selecting products that deliver lasting value while supporting operational goals.

As hotels face increasing pressure to improve efficiency, durability, and guest satisfaction, the ability to make informed FF&E decisions becomes increasingly important. The company continues to strengthen its systems, product knowledge, and manufacturer relationships to support clients in a changing market.

“Hotel owners do not renovate every day. We do. Our purpose is to use that experience to help them make informed decisions, avoid costly mistakes, reduce project risk, and complete successful renovations for their properties and their guests,” Rubin says.

Through experience-driven guidance and a commitment to customer success, Best Hotel Products continues to redefine what hospitality FF&E support can look like. Its focus is not simply delivering products but helping hotels create spaces that perform, endure, and meet the expectations of today’s guests. The company’s evolution from replacement products and smaller purchases to guestroom packages, major renovations, brand conversions, new construction, and complete FF&E projects shows how a focused supplier can grow into a comprehensive renovation partner by earning greater responsibility over time. **HBR**