



March 26, 2013

Greetings Everyone,

I'm writing this morning to ensure everyone is aware of Oakwood Worldwide's "No Utility Caps" policy and has a clear understanding of the expectations. We've discussed this on our WSSC conference and Process Roll-Out calls, and additionally with some markets individually but I want to ensure *everyone* is aware of the policy. This policy has been a standard with Oakwood for a long time and also for Legacy ExecuStay with most of our National or Global customers whose contracts stipulate all utilities must be included.

The issue first came to our attention when we began the new CSR process of offering both brands to any request that did not ask for one brand specifically. Three hundred plus National accounts are managed at the CSR desk in Phoenix for Oakwood. We immediately began to experience an increase in leads and bookings. The differences with the paperwork quickly presented a challenge as did the request from many accounts not to offer ExecuStay if there were utility caps.

In order to address these concerns, and ensure we did not slow or halt the Dual-Brand Sales Process for ExecuStay, we quickly implemented the new and current CSR paperwork process. The WSSC team signs the franchise paperwork and the customer signs the Oakwood/ExecuStay dual brand paperwork - which includes all utilities. Historically, most markets have not charged utility caps unless amounts are extremely excessive. We do expect that charges will continue to be monitored and we'll be happy to work directly with the account to manage the guest's usage and encourage them to be conservative.

We are requesting that all Reservation Confirmations are updated to remove the verbiage regarding utility overages ASAP. We have had some accounts who continue to receive ExecuStay paperwork notify us that they are uncomfortable with the verbiage, even if we reassure them they will not be charged, without a National Agreement in place.

This is not to say that you cannot charge for utility overages, however, it **MUST** be included on the initial quote to the customer. You would need to include the cap in the "Additional Services" box on the agreement as well. The caveat to this is if the account has a National contract in place, the National contract terms override the individual agreement, your option may not be presented at the account contact's request, or at the very least could affect the decision making when it is presented.

Going forward, as a best practice, I would recommend that you re-evaluate your utility budgets and perhaps increase the budget a few dollars a month for all reservations if your market is one that is more susceptible to overages. The idea being you'll come out ahead on some and may lose a bit on others, but that overall your costs are accounted for. And by all means, for any individual or retail bookings include your caps.

Please let me know if you have any questions.

Suzanne Guerra DIRECTOR OF OWNER & FRANCHISE SERVICES, OAKWOOD WORLDWIDE  
202 Perry Pkwy, #8 Gaithersburg, MD 20877, U.S.A.  
direct: 240.720.3020 mobile: 301.331.8678 vcp: 867-3020

[sguerra@oakwood.com](mailto:sguerra@oakwood.com) | [oakwood.com](http://oakwood.com) | [execustay.com](http://execustay.com)