



ExecuStay First Night, Hotel NightSM

ExecuStay Exclusive Experience



PRESENTED BY

Lisa McDonough, ExecuStay Brand Manager
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Agenda

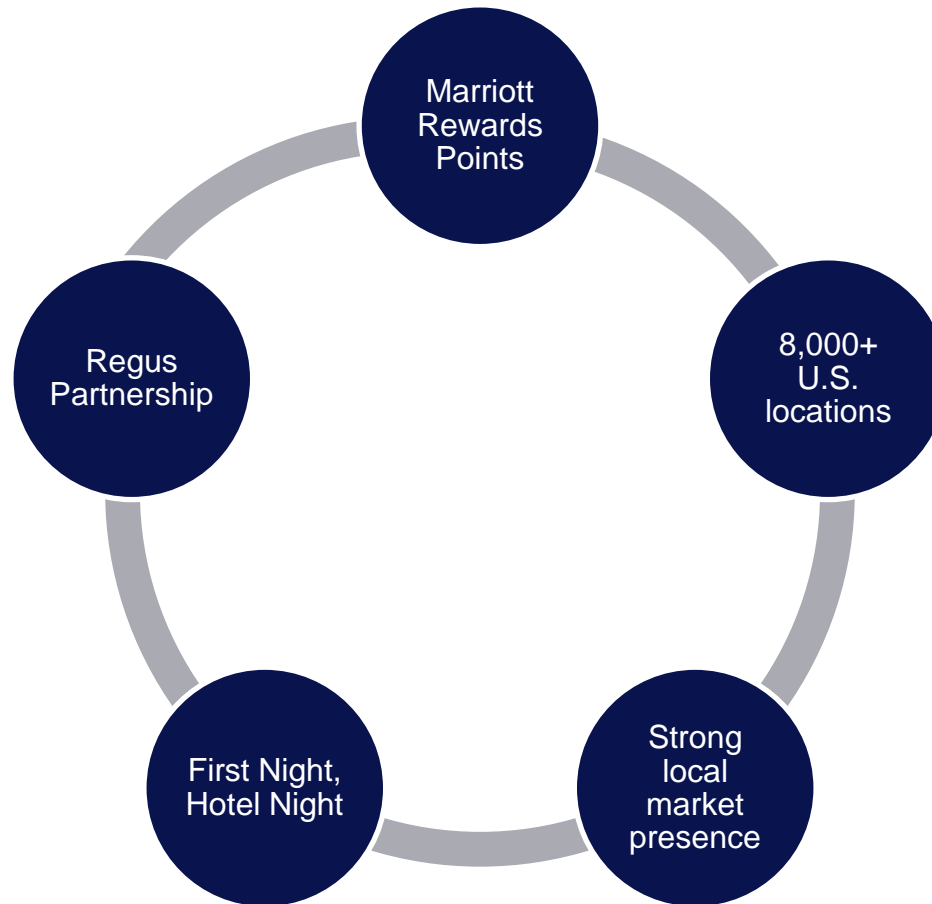
- The ExecuStay brand
- National promotion – ExecuStay First Night, Hotel NightSM
- Selling the upgrade package
 - Promotional channels
- Offer and fulfillment details
- Tools, templates, resources
- Appendix

ExecuStay Value Proposition

ExecuStay®, an Oakwood Worldwide® brand, is the **rewarding choice** for fully furnished extended stay accommodations across the United States.

Our locally managed and community-focused locations make it easy for guests to connect with everything they need – personally and professionally. And, as the only corporate housing brand to offer **Marriott Rewards® points**, our **personalized housing solutions** are ideal for **consultants, relocating executives and frequent travelers** looking for an even more rewarding extended stay experience.

The ExecuStay Experience



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ExecuStay First Night, Hotel NightSM

- First Night, Hotel Night provides a personalized arrival experience
- Includes:
 - Arrangements for a hotel stay the first night at the new destination
 - Meet, greet and tour at apartment the next day
- Perfect for:
 - First time travelers to the U.S.
 - First corporate housing stay – individuals or families
 - Travelers arriving to their destination late / international flight
 - VIP guests
- Costs:
 - \$75 fee + cost of hotel stay
 - Costs consolidated on monthly bill
 - Fee can be waived for VIP guests as markets see fit
- Available starting Monday, June 2, 2014

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Guest Benefits

First Night, Hotel Night provides a personalized arrival experience, perfect for these audiences:

Guest Type	Guest Benefits	Example
<ul style="list-style-type: none">• First time travelers to U.S.	<ul style="list-style-type: none">• Helps guest transition into U.S. style accommodations and ensures a positive first experience	<ul style="list-style-type: none">• Could be a necessity for unfamiliar travelers who may not know how to use a lockbox, appliances and electronics.
<ul style="list-style-type: none">• First corporate housing stay – individuals or families	<ul style="list-style-type: none">• Helps relieve some of the stress and “unknown” of extended stay travel	<ul style="list-style-type: none">• Where do I go? Where do I park? I’ve got tons of luggage, do I have the taxi drop me off here?
<ul style="list-style-type: none">• Travelers arriving to their destination late / international flight	<ul style="list-style-type: none">• Helps guest transition into their new city during the day vs. late at night	<ul style="list-style-type: none">• After a long flight the guest can spend the first night in a hotel and start fresh the next day.
<ul style="list-style-type: none">• VIP guests	<ul style="list-style-type: none">• Provides personalized VIP service and can help build relationship with guest and client	<ul style="list-style-type: none">• Can help busy executives who don’t have time to figure things out on their own.

Talk Track – Sales Associates

Audience: Client with international travelers

Proactive Sales to Client:

“Our ExecuStay brand has a new personalized experience package called First Night, Hotel Night. It is designed to help make a guest’s arrival experience more convenient. The package provides a hotel stay for the traveler’s first night and a welcome and tour of the apartment the next day by one of our associates. The First Night, Hotel Night upgrade package is a great option for your global travelers who may need a little extra assistance acclimating to U.S. style accommodations/corporate apartments. I’ll send you some information with all the details including cost.”

Talk Track – AC/GSR/FFT

Audience: Guest arriving very late at night and concerned about “unknowns” of a corporate apartment/lock box

AC/CSR/FFT to Guest:


“It sounds like you will be getting to the apartment very late on your arrival day. Our ExecuStay brand offers an upgrade package that might help make your arrival more convenient.

Our ExecuStay First Night, Hotel Night package includes a hotel stay upon arrival. This could be near the airport or your new apartment. The next day, one of our associates would welcome you at your new apartment, provide the keys, show you around and show you how to use all appliances and electronics. The cost is \$75 plus the cost of the hotel stay. Is this something you would be interested in? If so, I’m happy to set that up for you.”

Promotional Channels

- Marketing channels:
 - ExecuStay.com
 - Email marketing
- Sales associates
 - Send clients First Night Hotel Night Flyer – Brand On Demand
- Account Coordinators / Customer Service Representatives / Franchise Fulfillment Team
 - Mention to guest if you think it would provide great value

EXECUSTAY®



EXECUSTAY FIRST NIGHT, HOTEL NIGHT™—A FRESH WAY TO START A STAY

We know that our guests keep a busy pace. And complicated travel itineraries, late flights and long drives can make getting to their final destination more complex. To add convenience, ExecuStay® is pleased to offer First Night, Hotel Night. This upgrade provides travelers with a more personalized arrival experience that includes hotel accommodations on their first night, and a private tour of their ExecuStay apartment and property the following day.

ADDED COMFORT FOR EXTENDED STAY TRAVELERS

First Night, Hotel Night is a perfect upgrade for foreign travelers visiting the U.S., first-time extended stay guests, relocating families, VIPs and more:

- We'll make arrangements for guests to spend their first night in a hotel. The hotel can be close to the airport or their corporate apartment, depending on preference and proximity.
- The next day, an ExecuStay associate will personally welcome them to their corporate apartment.
- We'll provide a tour of the apartment and property, directing them to on-site amenities such as fitness centers, laundry facilities and community workspaces.
- We'll show each guest how to use the appliances and electronics in their apartment, ensuring they have all they need to comfortably settle in.

PROGRAM DETAILS

First Night, Hotel Night is offered as an upgrade when booking with ExecuStay.® This optional package is \$75, plus the cost of the hotel stay, and is only available on stays of 30 days or more.

To make a reservation or learn more about First Night, Hotel Night, please contact
[Sales Rep Name] at 1.XXX.XXX.XXXX or XXX@oakwood.com

*Some limitations apply. Package may not be available in all locations. To ensure a quality experience, five business days notice is required for scheduling and the property tour must occur during regular business hours.

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First Night, Hotel Night Parameters

First Night, Hotel Night can be offered to an ExecuStay guest if the following parameters are met:

- Guest is booking an ExecuStay apartment for 30 days or more
- Apartment location is within 25 miles of local office
 - AC/GSR/FFT – check to make sure apartment location is within 25 miles of office before offering
- The property tour must occur during normal business hours
- Five business days notice is necessary to make arrangements

First Night Hotel Night Fulfillment – Managed Market / PTB

If the guest wants the package and it has been confirmed with the market that the package can be offered, here are the high-level steps to fulfill:

Roles	Tasks
Originating AC/CSR/NAR	<ul style="list-style-type: none">• Creates a new oppty in Siebel by copying apartment stay oppty, and include all requirements / requests• Sends oppty through Siebel to Oakwood Hotel Team – Project 969
Hotel AC	<ul style="list-style-type: none">• Researches and sends options back to the originating AC/CSR/NAR
Originating AC/CSR/NAR	<ul style="list-style-type: none">• Gives options to guest and determines which option to book• Provides direction to Hotel AC
Hotel AC	<ul style="list-style-type: none">• Books hotel option with the selected hotel, sends confirmation to originating AC/CSR/NAR• Sends hotel oppty to Hotel Billing Coordinator (HBC)
Originating AC/CSR/NAR	<ul style="list-style-type: none">• Enters hotel stay information and any meeting / tour information collected in Oscar Notes, providing GSR with hotel confirmation and details

First Night Hotel Night Fulfillment – Managed Market / PTB (continued)

Roles	Tasks
GSR	<ul style="list-style-type: none">• Coordinates and finalizes all details of the meeting and tour portion of package• Updates arrival paperwork with all necessary hotel stay / meeting and tour information• Confirms hotel stay and meeting details on pre-arrival call
Welcome & Tour Representative	<ul style="list-style-type: none">• Prepares for welcome and tour and allows time in schedule to thoroughly introduce guest to the apartment, tour the property and review how appliances and electronics work• Conduct welcome and tour
HBC	<p>Bills the guest using the following method:</p> <ul style="list-style-type: none">• Locates original apartment reservation in Oscar and enters the hotel charge under “ExecuStay 1st Night Hotel” and the \$75 one time fee under “ExecuStay 1st Night Hotel Fee” into Guest Charges• Marks Hotel oppty as cancelled• Gives copy of Hotel folio to Hotel Supervisor to have journal entry created to charge appropriate market or franchisee
Hotel Supervisor	<ul style="list-style-type: none">• Creates Journal entry to charge appropriate managed market.

Franchise markets should use this process as a guideline for non-PTB account guests, fulfillment and billing should be handled in their market.

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Tools, Templates, Resources

- For public information about ExecuStay First Night Hotel NightSM go to [ExecuStay.com/Furnished Apartments](http://ExecuStay.com/FurnishedApartments)
- For Brand On Demand template go to:
 - Brand On Demand > ExecuStay > Create > Vertical Flyers > First Night, Hotel Night
- For internal documents including this presentation go to:
 - SharePoint > Marketing > Reference Materials > ExecuStay First Night, Hotel Night
 - Franchise Markets – all documents will be posted on LiveWire until you have access to SharePoint
- For questions contact Lisa McDonough at lmcdonough@oakwood.com or 240-720-3022

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 - FAQs
 - Detailed fulfillment process (managed and PTB accounts)
 - Process Flow

FAQ's

Can franchise markets use the Oakwood Worldwide hotel team to source a hotel?

Not at this time. If the request is for a non-PTB account, the franchisee will support this process independently with the guest.

If the guest has approval from their company for a 30 night stay and they want the First Night, Hotel Night package, can the hotel night be included in the 30 nights?

The hotel stay can be included in the 30 nights stay.

Can an Oakwood guest receive the First Night, Hotel Night package?

This package is an ExecuStay exclusive offer.

If my Oakwood or ExecuStay guest would like just a meet and greet without the hotel stay, can I offer this?

The Oakwood and ExecuStay brands can offer meet and greet service, with offering and cost varying by market, this is different than the First Night, Hotel Night package.

Can I offer First Night, Hotel Night to my ExecuStay VIP complimentary?

Yes, if a VIP would like this package, the market can choose to comp the \$75 set-up / tour fee and just charge for the hotel stay.

Is there a list of markets that are not participating in this offering?

At this time there is no list. Please contact Lisa at lmcdonough@oakwood.com if you would like to discuss.

Can the Oakwood Worldwide Welcome and Tour Representative meet the guest at the hotel and take them to their apartment?

No, this creates a liability risk to Oakwood Worldwide and to the associate. The guest will need to meet the Oakwood Worldwide associate at the apartment.

FAQ's (continued)

The welcome and tour should take place during normal business hours (Mon – Fri, 9:00am – 5:00pm) and a typical hotel check out time is 11:00am and our apartment move in time is 3:00pm. This doesn't leave much time for scheduling the welcome and tour during normal business hours and there is a gap in timing, how should this be handled?

The apartment should be blocked for an early move in to accommodate meeting the guest at the apartment during normal business hours and this gap in timing.

First Night Hotel Night Fulfillment – Managed Market / PTB

If the guest wants the package and it has been confirmed with the market that the package can be offered, here are the steps to fulfill for managed market and Pass-Through-Billing (PTB) guests:

Step 1: Originating AC/CSR/FFT > Hotel AC > Hotel Billing Coordinator

Book apartment as usual in Oscar. Once confirmed the package can be offered to the guest, AC/CSR/NAR will work with Oakwood Worldwide Hotel Team to book the hotel stay as follows:

- AC/CRS/NAR creates a new oppty in Siebel by copying apartment stay oppty, and include all requirements/requests for hotel stay. In addition *ExecuStay 1st Night Hotel Package*, Apt reservation#, Apt oppty#, and Apartment address must be included in the “Additional Needs” field. Also note any exceptions to the hotel fee here and if the hotel charges and fee are Cpay or lpay. Hotel oppty is sent through Siebel to the Oakwood Hotel Team (Project 969).
- The Hotel AC will research and send options back to the originating AC/CSR/NAR. The originating AC/CSR/NAR will give options to guest and determine which option to book.
- Originating AC/CRS/NAR will get back to Hotel AC with directions on which hotel option to book.
- Hotel AC will book hotel option with the selected hotel, send confirmation/documents to originating AC/CSR/NAR.
- Hotel AC will send hotel oppty to Hotel Billing Coordinator (HBC).

First Night Hotel Night Fulfillment – Managed Market / PTB (continued)

Fulfillment for managed market and Pass-Through-Billing (PTB) guests:

Step 2: AC/CSR/NAR > GSR

Originating AC/CSR/NAR will enter the hotel stay information and any meeting / tour information they have collected in Oscar Notes, providing GSR with hotel confirmation and details.

Step 3: GSR > Welcome & Tour Representative

Local guest services representative coordinates and finalizes all details of the meeting and tour portion of package.

- Before guest arrival paperwork is sent, finalize scheduling of meeting and tour (determine who will do welcome and tour in market, what time it will occur, etc.).
- Update arrival paperwork with all necessary hotel stay / meeting and tour information – guest's name, contact info, hotel location, location of new apartment, Oakwood Worldwide associate who will welcome guest and do tour, their contact info, time and location of meeting, date, etc.
- Pre-arrival call should include confirmation of hotel stay and meeting details.
- Associate welcoming the guest should be prepared with keys and allow time to thoroughly introduce guest to the apartment, tour the property and review how appliances and electronics work if necessary.

First Night Hotel Night Fulfillment – Managed Market / PTB (continued)

Fulfillment for managed market and Pass-Through-Billing (PTB) guests:

Step 4: Hotel Billing Coordinator

HBC, based on information from the “Additional Needs” section of the oppty, will identify the stay as an *ExecuStay 1st Night Hotel Package* stay, and will use the following process to bill the guest:

- Obtain Hotel Folio for the guest, from the hotel.
- Locate original apartment reservation in Oscar and enter the hotel charge under “ExecuStay 1st Night Hotel” and the \$75 one time fee under “ExecuStay 1st Night Hotel Fee” into Guest Charges; adding annotation in Notes explaining both entries.
- Mark Hotel oppty as cancelled.
- If market 948, add \$75.00 fee to Unit Direct Costs in Oscar.
- If managed market or 948, add folio to manual report to be provided to Accounting so journal entry can be created to charge hotel expense to the appropriate market.
- If market 937, email franchisee to have them add the \$75.00 fee to their Oscar reservation.

Step 5: Accounting true-up for franchise reservations:

- If franchise stay in market 937, \$75.00 fee will be paid to franchisee with normal PTB payment.
- If franchise stay in market 948, \$75.00 fee will be paid to franchisee with rent roll

Franchise markets should use this process as a guideline for non-PTB account guests, fulfillment and billing should be handled in their market.

Process Flow

