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Subject:	Franchise Update
Date:	Tuesday, July 03, 2012 5:51:22 PM

Hello Everyone,

As a follow-up to our previous email update, we are excited to share the new developments around our transition and integration. Because there is so much information coming your way over the next several weeks and months, we have established the *ExecuStay Live Wire*, a website that will house all pertinent integration information including communications, forms and other tools. The site also offers you the ability to leave comments and questions.

http://www.execustaylivewire.com
Username: ExecuStay1
Password: Franchisee

Reservation System
On 6/28 ExecuStay launched a new GDS reservations system, Pegasus/RVNG. We expect that it will be a great success, and once you become familiar with the system, it will be easier and more efficient to maintain and update inventory and rates.

Travel agents and managers placing reservations through the GDS channel will now find ExecuStay properties under the new chain code UZ. We are still visible in the three previous GDS systems and now available on a fourth, Amadeus.

Guests booking on the new ExecuStay.com platform will enjoy a host of helpful new features. They can cancel or modify their reservation on ExecuStay.com, view the reservation process in multiple languages, access a currency converter and create a profile which saves their information for the next visit.

We appreciate all of your hard work and patience over the past several weeks, as well as your responsiveness in providing critical market data. To see more or review information on this initiative, including training and job aids, please reference the ExecuStay Live Wire.

Leads
You will begin receiving leads by email, July 1, 2012. Goldmine will continue to be available for use until franchisees have been fully migrated to Siebel, currently slated for Q4 2012.

Calls to ExecuStay toll-free numbers listed on the website will be transferred directly to your market; website email requests will also be routed directly to you. Please be sure you have associates available to answer the phone and respond to emails.

There are no costs for leads received from ExecuStay channels. This includes ExecuStay.com, dedicated ExecuStay toll-free reservation center numbers (Worldwide Sales & Service Center, GAMC), or via ExecuStay marketing programs and promotions.

You will also receive leads that originated through Oakwood channels. To be consistent with the terms of our agreement with Marriott field sales, the cost for these leads will remain at 10 percent (10%) on booked business.

Markets will be asked to maintain a booking log for Oakwood leads until the Siebel migration. The booking log, along with instructions, will be available on the ExecuStay Live Wire and emailed under a separate communication next week.

For client-facing *epic* and Ariba accounts, the current administrative fee and referral fee structures stay in place.

Cross-market leads will continue to earn a $75.00 per booked unit referral fee (payable upon move-in) when a lead is sent and booked by another ExecuStay market. This includes both Oakwood/ExecuStay managed markets and another franchisee market.

If you receive an ExecuStay lead that requests Oakwood options, you will receive a 10 percent (10%) referral fee for leads that book an Oakwood unit.

Reporting
We will no longer have the ability to send reports via ExecuStay's Outlook Web Access. In order to ensure that guest data is kept confidential, we have developed a process to transfer reports via an FTP secure site (SFTP). You will receive instructions on how to send reports and access the site in the next few days.

As of today, markets will be responsible for the following reports:

- **GSS** – Send in via the new SFTP process every Monday beginning 7/9
    - Please note that Oakwood Worldwide sends a survey 21-days post arrival
    - No departure survey is sent, so warm calls are extremely important
    - We recommend you make these calls right after arrival and 15-18 days later
- **Main Summary Data Reports** – Send in via the new SFTP process by the 10th of each month
    - A template mirroring the PeopleSoft tool you used previously will be sent with additional instructions within the next week
- **Marriott Rewards** – Business as usual
    - Continue the current process of emailing reports to connie.johansen@marriott.com by the 10th of each month for the prior month's stays
    - You will have continued access to the Marriott Rewards Error Report to proactively resolve customer point posting errors

Invoicing
Please accrue for PTB and Client Referral Fees. Due to process transitions for reimbursable items, invoicing for April and May costs will be delayed up to two cycles.

Billing Dispute Resolutions (BDR's)
Your BDR contact will now be Suzanne Guerra at 301.380.1293. You may reach Suzanne via email at suzanne.guerra@marriott.com, and after 8/1/12 at sguerra@oakwood.com.

Market Visits
We are nearing completion of all education, research and tool building in preparation for individual market visits. We will be contacting you next week to obtain your availability for these visits, scheduled to begin the week of 7/16 – two weeks ahead of our 90-day transition goal! As mentioned before, we appreciate your patience; we know it has been difficult to wait through this period.

Risk Management
Please be aware that the required Insurance Liability Certificates need to be amended with ExecuStay Franchising, LLC being named as the additional insured effective 4/30/12. The goal is to have all amendments or renewed policies by August 1, 2012. The address is ExecuStay Franchising, LLC, Attn: Risk Management, 2222 Corinth Avenue, Los Angeles, CA 90064. Pat Flaagan, Manager, Risk Management will be contacting you in the future if she has questions while reviewing the policies. In the meantime if you have any questions, please contact Pat at 310.444.2454 (fax: 310.213.2106) or via email at pflaagan@oakwood.com.

Marketing
- GDS Chain Code Switch Communication – An announcement went out in a special issue of Marriott's *Reserved for You* travel agent publication on 6/25 and a letter has been sent to travel managers of key clients.
- In-Room Collateral – Markets received a separate communication from Lisa Reich announcing a vendor change for our branded collateral. If you do not currently have a 60-day supply of everything you will need from a marketing collateral perspective to set up an ExecuStay apartment, **you will need to order that inventory by 5:00pm PT, Friday, July 6th.** Forms and tools are available on the ExecuStay Live Wire.
- Hot City Deals – This promotion is being marketed through our social media channels. We will contact you for additional information to help draft postings, if necessary.

Key Dates
6/28 Reservations/booking engine switches from MARSHA to Pegasus
7/1 Unit/reservation data transition complete – Oakwood "GO LIVE"
7/1 Customer invoices and automatic credit card charges will display "Oakwood|ExecuStay Housing" instead of Marriott ExecuStay
7/2 Content posted on ExecuStay Live Wire
7/6 Deadline to order collateral; reference email from Lisa Reich on 6/28
7/9 Begin sending GSS Reports to Oakwood via the SFTP site

7/10 Begin sending Main Summary Data Reports via the SFTP site
7/10 Marriott Rewards reports due to Connie Johansen
7/11 New Hot City Deals “Featured Offers” post on e.com
7/13 Revised logo and email signature template available with usage instructions
7/30 ExecuStay Associates no longer have access to @marriott.com email addresses

We appreciate your hard work and patience as we continue down this path of transition. We will provide additional updates as appropriate and will advise when new information has been posted to the ExecuStay Live Wire.

Please let us know if you have any questions.

Thank you,

Suzanne & Rob

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