



Franchise Monthly Sales & Marketing Call

PRESENTED BY

Jeffrey Chase

11/21/13



Agenda

- Welcome
- Introduction
 - Kim Miranda, Director, Marketing Communications
- ExecuStay Marketing Updates – Kim Miranda
 - Questions
- Sales Updates – Jeff Chase
 - Questions
- Close

Sales Updates

- **All Created SSOs**

	2012	2013	% Growth
• # of SSOs Created	705	1,214	72%
• SSOs	\$208m	\$383m	84%

- **INSIDE SALES & FLEX ACCOUNTS:**

- Since program launch in Mid-May, the Inside Sales team is set to hit 1,000 new bookings this week!
- \$22 Million in revenue as of YTD September 2013
- 400+ new companies doing business with Oakwood/ExecuStay
- Top 3 industries include Technology, Construction and Medical
- Trending 65% inbound business – 35% outbound

Let's All Celebrate!

- We're in the final round for Sapient's Global RFP
- Oracle will officially launch epic Globally in December
- Facebook renewed their Relo & Travel Contract for 2 years
- GE renewed their contract with a reduced discount rate
- Recent RFP wins within the US Market
 - Nestle USA – Susan Nisbet
 - On Semiconductor – Sierra Martinez

** Full RFP Update to follow

Closing

- Questions