



MARKETING WITH **IMPACT**  
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

**Week of August 12, 2013**

## GENERAL ANNOUNCEMENTS

### ***Press Releases & Social Media***

#### [Oakwood Worldwide® Adds Corporate Apartment Option in Popular Boston Neighborhood](#)

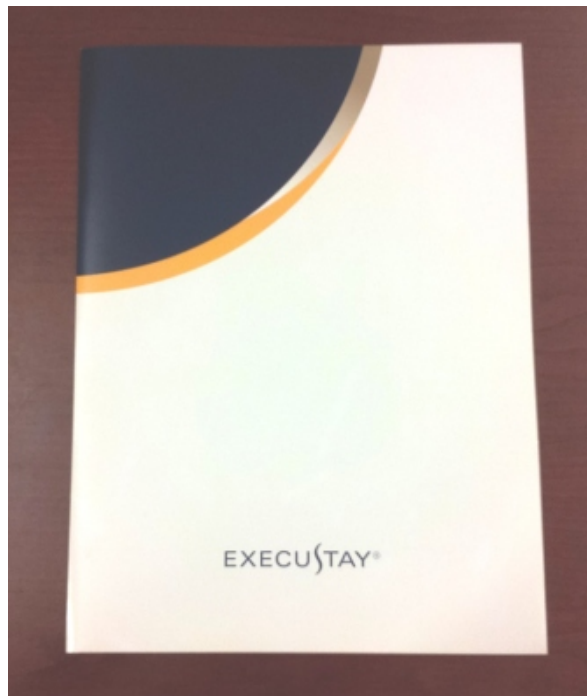
August 12, 2013 – Oakwood Worldwide recently expanded its apartment portfolio with the opening of 234 Newbury Street in the heart of Boston's historic Back Bay neighborhood. The newly refurbished building officially launched exclusively under the Oakwood® brand in July.

Note: This release was posted to the ExecuStay Linked In and Facebook pages on August 12. Be sure to “like” and share it within your networks. Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).



### ***Featured Items This Week on the CustomPoint Print Portal!***

ExecuStay Folder: House paperwork and/or information for your clients and guests in these branded folders.



Key Return Envelopes: Keep your guest informed on the best way to check out and return keys.

**KEY RETURN ENVELOPE** EXECUTAY

Thank you for being our guest. We hope that you enjoyed your stay and will come back soon. To ensure a smooth departure, please return all keys issued to you in this key return envelope as indicated below.

**GUEST INFORMATION**

Name \_\_\_\_\_ Apartment Community \_\_\_\_\_ Unit \_\_\_\_\_

**FOR YOUR CONVENIENCE PLEASE RETURN THIS KEY RETURN ENVELOPE TO:**

☐ Property office during office hours. ☐ Property drop box if office is closed.

☐ Front desk located in building lobby. ☐ Leave envelope on kitchen counter. Lock door behind you.

☐ Other \_\_\_\_\_

**IMPORTANT INFORMATION ABOUT RETURNING KEYS**

When you move out, return all keys, community access devices and parking passes in this envelope. Failure to do so will result in replacement fees which vary by location.

**FOR OFFICE USE ONLY**

Keys reconciled by: \_\_\_\_\_ Date: \_\_\_\_\_

Welcome Cards: Help your guests feel more welcome knowing their apartment has been inspected before check-in.

**WELCOME.**

To ensure your satisfaction, your apartment has been quality inspected.

Inspected By \_\_\_\_\_ Date \_\_\_\_\_

Your housekeeping is scheduled for ☒ Every Week ☐ Every Other Week ☐ Every Month starting on \_\_\_\_\_

Day \_\_\_\_\_ Date \_\_\_\_\_

☒ No Housekeeping Scheduled

Your Address \_\_\_\_\_

Your Phone Number \_\_\_\_\_

For assistance call our Guest Service Center \_\_\_\_\_

24-Hours a Day, 7 Days a Week

Printed on recycled paper.

EXECUTAY

**NOW AVAILABLE - New Brand on Demand Items!**

Check out the newest marketing materials on Brand on Demand!

Market Flyer Template: This allows you to highlight multiple properties in one market.

**MARKET**

2222 Corinth Avenue • Los Angeles, CA 90064  
1800.688.0808 • [Oakwood.com/ExecuStay.com](http://Oakwood.com/ExecuStay.com)

**Area Overview**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu metus a nulla porta convallis sed vel nisl. In blandit aliquet nunc at agestas. In eget turpis posuere nunc sit amet facilis. Donec non aliquet odio. Nullam id metus id dui faucibus condissemum sit amet et turpis. In vulputate nislum rhoncus. In hac habitasse platea dictumst.

**<Property Name>**  
<000 Street Name,  
City, State, Zip>

<Profile Link>

Walking distance to <area> (space)  
Amenities include:  
• Amenity 1  
• Amenity 2  
• Amenity 3

Rates starting at \$000

**<Property Name>**  
<000 Street Name,  
City, State, Zip>

<Profile Link>

Walking distance to <area> (space)  
Amenities include:  
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Amenities include:  
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• Amenity 2  
• Amenity 3

Rates starting at \$000

For more information, contact <Name> at <Phone Number> or <Email Address>

**ExecuStay®**, an Oakwood Worldwide® brand, is the preferred corporate and temporary housing partner of Marriott® International and is the only corporate housing brand where guests can earn Marriott Rewards® points for stays at any ExecuStay location in the U.S.

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Two New Brochure Back Cover Options: You spoke, we listened. We lightened up the standard back cover by replacing the gray background with white. We also added a second option that hosts two images and some descriptive text—all customizable. Order yours today!

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**MDA City Apartments, Chicago, IL**

Furnished apartments at MDA City Apartments are located in the heart of downtown Chicago. Our corporate apartment homes are adjacent to the Magnificent Mile on Michigan Avenue, the theatre district, and the Chicago River.

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ExecuStay Consulting White Paper: Customize this white paper with your contact information and keep your Clients up-to date on the latest industry trends.



**Consulting Industry Poised for Growth Through 2013**  
*But Firms Will Still Need to Stretch Travel Dollars*

With the fiscal cliff averted and the presidential election decided, United States businesses and consulting firms have a clearer picture of what lies ahead in 2013 and are cautiously optimistic.

"Averting the cliff will maintain consulting industry growth due to the stability of markets," says Tom Roderhauser, managing director of advisory services at Kennedy Information LLC in Peterborough, N.H. In fact, Kennedy Information expects the consulting industry to grow more than four percent to \$244 billion by 2015.

All signs are showing that competition in this growing market will remain fierce, with mid-tier consulting firms competing with large,

If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

This email was sent to: [cgalutera@oakwood.com](mailto:cgalutera@oakwood.com)

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