

Hot City Deals “Live”

Live Like a Local®

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Oakwood Worldwide Marketing

March 28, 2013

EXECU**STAY**®

Hot City Deals

Agenda

- Creative/Text
- Terms and Conditions
- Participating Cities
- Offer Fulfillment
- Marketing & Communications
- Resources
- Q & A

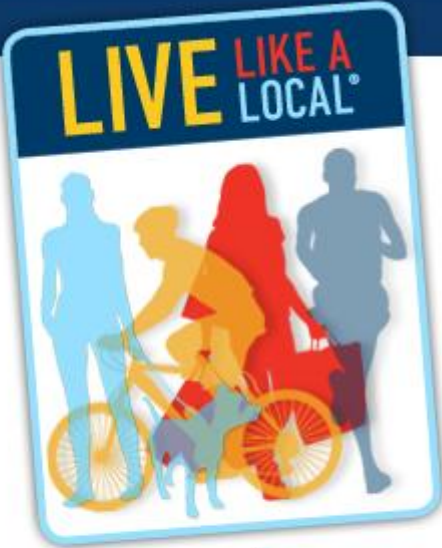
Hot City Deals “Live”

Live Like a Local®

April 1, 2013 – June 30, 2013

Hot City Deals “Live” offers up some spending money for our guests that will help with normal living expenses – food, gas and other house ware needs. These offers will provide great value to our guests, help them get acclimated to their new place and make daily life on the road just a little easier.

Creative: ExecuStay.com Home Page



HOT CITY DEALS!

Book with ExecuStay® and transition to your new neighborhood with ease. Now through June 30th, receive a complimentary gift card or Marriott Rewards® points that can be used for everyday essentials—gas, groceries and more!

- \$100 Target® gift card
- \$100 Shell gift card
- 10,000 Marriott Rewards bonus points
- \$100 gift card to a local spot

Select a participating city to view your local offer and make your reservation >>

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

ExecuStay.com Deals Page

ExecuStay Deals - Windows Internet Explorer

http://test.execustay.com/deals/index.php

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Favorites Payroll WorkCenter NECHO expense Oakwood Connection OU Learning Opportunities

ExecuStay Deals

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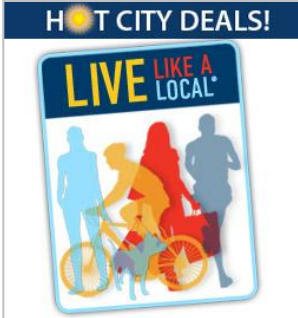
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Home

Furnished Apartment Deals



HOT CITY DEALS!

LIVE LIKE A LOCAL®

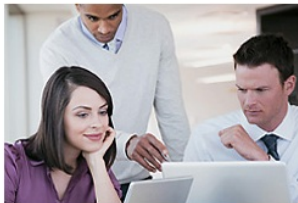
Live Like a Local®

Book with ExecuStay® and transition to your new neighborhood with ease. Now through June 30th, receive a complimentary gift card or Marriott Rewards® points that can be used for everyday essentials—gas, groceries and more! Choose one of the following options:

- \$100 [Target®](#) gift card—From food to footwear, Target sells the basics at prices that hit the bullseye.
- \$100 [Shell](#) gift card—With thousands of locations across the U.S., a Shell gift card is all you need to get from one adventure to the next.
- 10,000 [Marriott Rewards](#) bonus points—Save up your points for something special, or make yourself right at home with downloadable music, movies and more.
- \$100 gift card to a local spot—Whether it's the general store on the corner or the butcher shop down the block, these local offers provide you with the necessities while introducing you to your new neighborhood.

Select a participating city to view your local offer and make your reservation:

Select a City



Refer a Friend Program. Earn up to 50,000 Marriott Rewards points each year.

Refer a Friend to ExecuStay and earn 2,500 Marriott Reward points. You can earn up to 50,000 Marriott Rewards points each year through the ExecuStay Refer a Friend program.

- Visit www.Execustay.com
- Click the Refer a Friend link on the home page
- Complete the [online form](#) and submit
- Once you submit the form, we'll follow up directly with your friend.

find an apartment

View Details

Done

Internet | Protected Mode: On

100%

12:42 PM

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ExecuStay.com City Offer Page - Example

ExecuStay Deals - Windows Internet Explorer

http://www.execustay.com/deals/index.php

File Edit View Favorites Tools Help

Share Browser WebEx

Favorites Payroll WorkCenter NECHO expense Oakwood Connection OU Learning Opportunities

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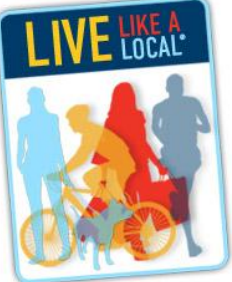
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Furnished Apartment Deals

HOT CITY DEALS!



Live Like a Local®

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- 10,000 [Marriott Rewards](#) bonus points—Save up your points for something special, or make yourself right at home with downloadable music, movies and more.
- \$100 gift card to a local spot—Whether it's the general store on the corner or the butcher shop down the block, these local offers provide you with the necessities while introducing you to your new neighborhood.

Select a participating city to view your local offer and make your reservation:

Hot City Deals in Albany, NY

Fill up on ice cream, snacks or gas at [Stewart's Shops](#), a modern convenience chain with roots as an old-fashioned dairy and ice cream shop. Or choose from other great offers when you book a stay for a month or longer at ExecuStay® in [Albany, NY](#) by June 30, 2013 and move in by July 31, 2013.

- \$100 [Stewart's Shops](#) gift card

OR

- \$100 [Target®](#) gift card
- \$100 [Shell](#) gift card
- 10,000 [Marriott Rewards®](#) bonus points

To make a reservation, click the button below or call 855.260.1210. Please reference "HCD" when making your reservation online or over the phone.

[Terms & Conditions](#)

ECUSTAY®

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ExecuStay.com City Offer Page Terms and Conditions

Guests who make a month or longer [ExecuStay®](#) reservation at a participating property located in the United States between the dates of April 1, 2013 and June 30, 2013, based upon availability, and move in by July 31, 2013, can choose ONE of the following bonus gifts:

- \$100 Target® gift card
- \$100 Shell gift card
- 10,000 Marriott Rewards® bonus points
- Local "LIVE" offer valued at up to \$100 (Offer may change if option is no longer available when guest moves in.)

Guest must reference code **HCD** (Hot City Deals) when booking their reservation in order to receive their bonus gift. When making reservations online via the **Check Rates & Availability** button, **HCD** should be referenced in the **Special Requests** field. When requesting reservation information using the **Contact a Representative** button/link, **HCD** should be referenced in the **Promotion Code** field. When making a reservation by calling the local phone number listed or 888.220.0301, **HCD** must be mentioned before finalizing the reservation.

- Guests will receive their gift card within 10 business days of moving into their ExecuStay apartment. If Marriott Rewards bonus points are chosen, the points will be posted 30-45 days following move in date.
- Back-to-back 30-day stays at the same property are considered one (1) stay and are eligible for only one bonus gift. Stays for less than 30 days are not eligible for this promotion.
- This offer is not valid with any other ExecuStay or Oakwood promotion.
- This promotion is not valid for guests who made a reservation or have moved in before April 1, 2013.
- This promotion is available on non-discounted, standard rates only.
- This promotion is not valid on commissionable rates or in conjunction with referral fee accounts.
- This offer is not transferable and has no cash value. Void where prohibited.
- This promotion is not valid with insurance claims, policyholder housing.

ExecuStay guests can also earn the standard 2.5 Marriott Rewards points per dollar spent on qualifying charges*. Guest must be a [Marriott Rewards member](#) to receive points.

*Qualifying charges include rental expenses and fees. Non-qualifying charges for points include taxes, long-distance charges, refundable deposits, or damage/move-out charges.

31 Hot City Deal “Live” Participating Cities

- Albany, NY
- Atlanta, GA
- Austin, TX
- Baltimore, MD
- Baton Rouge, LA
- Charlotte, NC
- Charlottesville, VA
- Cincinnati, OH
- Columbus, OH
- Dallas, TX
- Des Moines, IA
- Eden Prairie, MN
- Hampton, VA
- Houston, TX
- Indianapolis, IN
- Jacksonville, FL
- Kansas City, MO
- Little Rock, AR
- Miami, FL
- New Orleans, LA
- New York, NY
- Oklahoma, OK
- Omaha, NE
- Orlando, FL
- Raleigh, NC
- Richmond, VA
- San Antonio, TX
- Tampa, FL
- Tulsa, OK
- Virginia Beach, VA
- Wichita, KS

ExecuStay.com Home Page Promo Schedule

- ✓ There will be a total of 12 city offers featured on the home page
- ✓ Three different city offers will be featured approximately every 3 weeks and will change as follows:
 - April 1 – April 22
 - April 23 – May 15
 - May 16 – June 6
 - June 7 – June 30

ExecuStay.com Home Page: Featured Offers

[ABOUT EXECUSTAY](#) [SEARCH APARTMENTS](#) [TOUR AN APARTMENT](#) [DEALS](#) [MARRIOTT REWARDS](#)

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City

State

FIND

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REFER A FRIEND

Earn up to **2,500** Marriott Rewards Points

[Learn More](#)

[f](#) [ES](#) [in](#)

HOT CITY DEALS!




LIVE LIKE A LOCAL®
RECEIVE A
\$100 GIFT CARD
TO **PUBLIX**

Atlantic Square • Atlanta, GA

[YOUR OWN APARTMENT](#) [YOUR OWN NEIGHBORHOOD](#) [YOUR OWN LIFE](#) [YOUR OWN REWARDS](#)

HOT CITY DEALS!



LIVE LIKE A LOCAL®
RECEIVE A
\$100 GIFT CARD
TO **QUIKTRIP**

e300 • Des Moines, IA

[YOUR OWN APARTMENT](#) [YOUR OWN NEIGHBORHOOD](#) [YOUR OWN LIFE](#) [YOUR OWN REWARDS](#)

HOT CITY DEALS!



LIVE LIKE A LOCAL®
RECEIVE A
\$100 GIFT CARD
TO **BELANGA FISH COMPANY**

South Beach • Virginia Beach, VA

[YOUR OWN APARTMENT](#) [YOUR OWN NEIGHBORHOOD](#) [YOUR OWN LIFE](#) [YOUR OWN REWARDS](#)

Fulfillment – Franchise Markets

Step #1: When a lead comes to you determine if it is eligible for Hot City Deals “Live” (*All leads should be going directly to Franchise markets. There is a chance one could go to the Oakwood WSSC if the guest calls the general reservation number, but this would be a one-off*):

- Reservation is being made between April 1, 2013 and June 30, 2013 and arrival is by July 31, 2013.
- Stay is for 30+ days.
- **HCD** was put in the **Promotion Code** field on the **Contact a Representative** form or mentioned when calling prior to finalizing the reservation. **HCD** is referenced in the **Special Requests** field when making online reservations using the **Check Rates & Availability** button (This is not a publicized booking method, but we’ll take it if done this way).

Step #2: All bookings eligible for this Hot City Deals promotion will need to be coded in Oscar in order to ensure fulfillment once the guest’s arrival date occurs.

- During your normal contact with the guest, determine which offer the guest prefers and put this in Oscar. Here are the codes you need to use so you will know what to give the guest upon move in and so you can track the success of the promotion options:
 - HCDT (Hot City Deals Target)
 - HCDS (Hot City Deals Shell)
 - HCDM (Hot City Deals Marriott Rewards)
 - HCDL (Hot City Deals Local)
- Also, please take note of when the reservation was made, since offers will change every few months, we want to make every attempt to honor the offer the guest chose at the time of booking.

Step #3:

- All promotion offers will be fulfilled in the market. Gift Cards (National and Local) must be given to the guest within 10 business days of move-in (see next slide for fulfillment of National offer gift cards).
- Marriott Rewards points must be posted by the 15th of the month following guest move-in. Use the form and code **EHCD** (this ensures that the description for the 10,000 points shows up on guest’s statement). Submit form to Connie.johansen@marriott.com

Step #4: At the end of each Hot City Deals segment (this segment is “Live”), we will ask participating markets for tracking information including: Guests name, booking date, move-in/out dates, average daily rate, HCD gift guest chose, etc. **Please this information with us so we will be able to determine the success of the promotion.**

Fulfillment – Managed Markets Pilot (NY and MD)

Step #1: When a lead comes to you (EBC or local office), determine if it is eligible for Hot City Deals “Live”:

- Reservation is being made between April 1, 2013 and June 30, 2013 and arrival is by July 31, 2013.
- Stay is for 30+ days.
- **HCD** was put in the **Promotion Code** field on the **Contact a Representative** form or mentioned when calling prior to finalizing the reservation. **HCD** is referenced in the **Special Requests** field when making online reservations using the **Check Rates & Availability** button (This is not a publicized booking method, but we’ll take it if done this way).

On the Hot City Deals City Landing Pages on ExecuStay.com, guests are directed to call or email via “Contact a Representative” form as follows:

Baltimore, MD – Local office 800.735.7829 (no source code), EBCExecuStayLead@Oakwood.com

New York, NY – EBC 888.220-0301 (no source code), EBCExecuStayLead@Oakwood.com

All inquires/opptys need to be entered/coded in Siebel and the best place to do this would be in “Guest Needs” – click on this and then put the code **HCD** in the “Additional Needs” field .

Step #2: AC’s should be directed to look out for the **HCD** code in the “Additional Needs” field. When the reservation is booked, during normal contact with the guest, AC needs to determine which offer the guest prefers (local offer, Target gift card, Shell gift card or 10,000 Marriott Rewards points) and put this information in the “Reservation Notes” field in Siebel (this will feed into Kardex notes in Otis or Reservation notes in Oscar). When reservation is booked directly into Otis, promotion information must be entered into “Reservation Notes” as well. Here are the codes that need to be used so you will know what to give the guest upon move in and so you can track the success of the promotion options:

- HCDT (Hot City Deals Target)
- HCDS (Hot City Deals Shell)
- HCDM (Hot City Deals Marriott Rewards)
- HCDL (Hot City Deals Local)

Also, please take note of when the reservation was made, since offers will change every few months, we want to make every attempt to honor the offer the guest chose at the time of booking.

Step #3:

- All promotion offers will be fulfilled in the market. Gift Cards (National and Local) must be given to the guest within 10 business days of move-in (see next slide for fulfillment of National offer gift cards).
- Marriott Rewards points must be posted by the 15th of the month following guest move-in. Use the new Marriott Rewards Points Purchase Request Form and code **EHCD** in the Promotional Program Code (this ensures that the description for the 10,000 points shows up on guest’s statement). Submit form to Connie.johansen@marriott.com

Step #4: At the end of each Hot City Deals segment (this segment is “Live”), we will ask participating markets for tracking information including: Guests name, booking date, move-in/out dates, average daily rate, HCD gift guest chose, etc. **Please share this information with us so we will be able to determine success of the promotion.**

Offer Fulfillment

Physical or electronic gift cards are acceptable to give the guest for this promotion.

- Markets will be responsible for fulfilling National offers:

- **\$100 Target® Gift Card**

- Order online - cost to you is \$100 plus shipping if card is mailed ~ \$2.00. There is no processing/shipping cost if card is emailed.
- Pick up at store - cost to you is \$100.

- **\$100 Shell Gas Gift Card**

- Order online - cost to you is \$100 plus processing/shipping ~ \$10-\$14.
- Pick up at local gas station or gift card kiosk (Walgreens or Safeway) – cost to you is \$100 .

- **Marriott Rewards® Bonus Points**

- Order using form and submit to Connie Johanson
- Cost to you is \$8.50 per 1,000 = \$85

- Markets will be responsible for fulfilling Local offers



Marketing & Communications

Online

- ExecuStay.com Home page
- ExecuStay.com Deals landing page

Email

- Marriott Rewards eNewsletter (scheduled for May)
- Oakwood Worldwide eNewsletter
- ExecuStay eNews (possible distribution during peak season)

Social

- Facebook
- Twitter
- Discover ExecuStay blog

Key Dates

3/28/13: Hot City Deals “**Live**” Webinar

3/31/13: Current Hot City Deals “**Dine**” ends

4/1/13: Hot City Deals “**Live**” begins

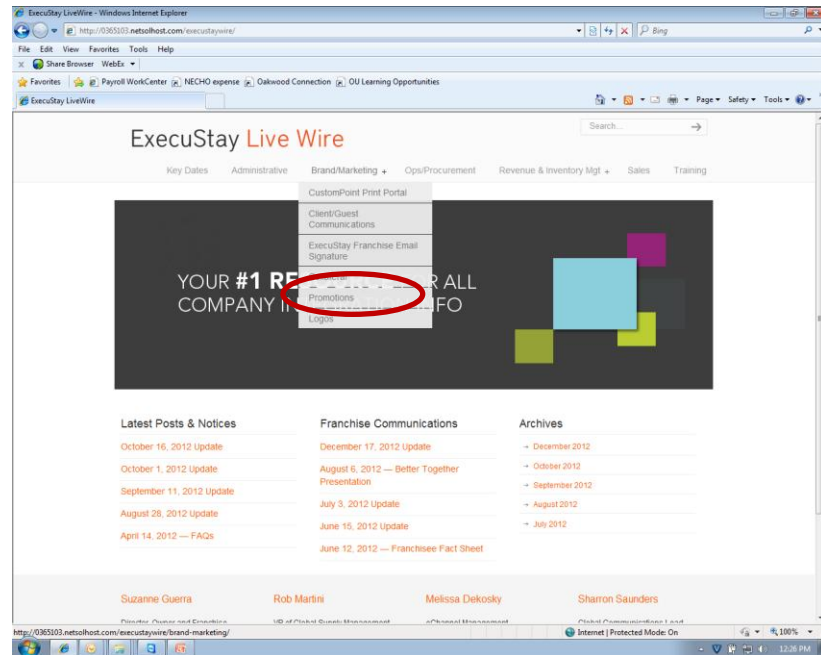
5/31/13 Hot City Deals “**Play**” Participating Cities Due
Start thinking about your “Play” local offers now – (Play will run July – September)
No matter where one stays during the summer, the weather is sure to be nice for some quality play time. Offers that could appeal to our guests can range from tickets to an amusement park or museum to a relaxing day at the golf course or spa.

6/30/13 Hot City Deals “**Live**” ends

7/1/13: Hot City Deals “**Play**” begins

Hot City Deals Resources – Franchise Markets

- For public information about the Hot City Deals promotion and all other promotions, go to the Deals page on ExecuStay.com.
- For all internal documents, go the ExecuStay Live Wire:
<http://www.execustaylivewire.com>
 - Username: ExecuStay1
 - Password: Franchisee



- Questions:
Lisa Reich – lreich@oakwood.com or 240.720.3022

Hot City Deals Resources – **Managed Markets Pilot (NY & MD)**

- For public information about the Hot City Deals promotion and all other promotions, go to the Deals page on [ExecuStay.com](https://www.ExecuStay.com).
- For all internal documents or questions, contact Lisa Reich. Since this is a pilot for two managed markets only we don't want to post information yet.

Lisa Reich – lreich@oakwood.com or 240.720.3022

Questions & Answers