



April 8, 2013

Greetings Franchise Team,

The March Cartus surveys are in and the results are mixed. For the month, ExecuStay scored **85.71%** Favorable and **28.57%** Top Block with only **7** surveys returned. This unfortunately pulled the rolling 12 month scores down to **89.49%** Favorable, landing ExecuStay in Tier Two.

Oakwood results held strong with **131** survey returns scoring **93.13%** Favorable and **53.44%** Top Block.

Attached you will find the specific survey data for ExecuStay. Please share the recent results with your teams during your next Team Meeting.

We have some work to do to get back into Tier One, although overall we continue to drive exceptional service as demonstrated in these results, so great job to everyone who touches the customer!

As communicated in late March, we have a new and re-energized focus on our Customer Satisfaction Top Block scores. We want to "WOW" our guests to keep them coming back! More to come soon on these efforts which should also naturally raise our Cartus scores.

Going forward we will share all Cartus scoring on a monthly basis, as we have done in the past. Get those competitive juices running – challenge your fellow markets to see who has the highest scores, most surveys returned or most improvement!

One of the ways to help our brand achieve the scoring goals we need for getting back into Tier One, is to book more units and have more surveys returned. To get us all off on the right track, we'll be holding a call with Shane Burlinson, our resident Cartus expert. He'll review the RFH process and provide helpful tips on how to WIN more business, not just get presented! The invite will follow shortly. Always remember – CTQ's are "**Critical To Qualify**".

Please let me know if you have any questions.

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