

PLEASE SHARE WITH ALL FRANCHISE ASSOCIATES.
CONFIDENTIAL & PROPRIETARY – FOR INTERNAL USE ONLY.



COMPANY ANNOUNCEMENT

Refining Our Sales Coverage Model

March 6, 2013

Dear ExecuStay Franchisees:

Oakwood Worldwide has a longstanding reputation as the industry leader due to our ability to anticipate, recognize and react to emerging trends and customer needs. Over the years, this has helped us evolve our business functions such as operations, sales and information technology while enhancing our product offering and service delivery.

As we have shared in previous messages, the global business environment continues to evolve rapidly and become more complex, as have our customers' needs and expectations. In order to meet these expectations, we must continue to implement change that is driven by the voice of the customer and aligns with our strategic plan. Therefore, a cross-functional leadership team was formed to conduct an in-depth review of our sales coverage model (our organization's sales structure and go to market strategy). The team leveraged our internal knowledge and expertise with representation from Sales, Operations, Human Resources, the WSSC and Marketing.

Today we are excited to announce a refined sales coverage model that will provide our customers with the knowledge and expertise needed in order to efficiently and effectively service their global and ever-changing corporate housing needs.

Our Refined Sales Coverage Model

- We are aligning our sales teams in two areas of focus, **Market Accounts** and **Territory Accounts**.
 - **Market Accounts** are characterized as accounts with multi-national needs, requiring specialized and more complex selling efforts.
 - **Territory Accounts** encompass clients within a specific geographic area who may have local, regional and global needs and are typically more streamlined and centralized in their decision-making process.
- We are also formalizing and expanding our **Account Management** capabilities within both our Market Accounts and Territory Accounts sales teams. This will allow us to leverage the strengths of our sales resources and allow our **Sales Executives** (formerly known as Account Executives) to focus on core responsibilities.

- In addition, we will increase our **Flex Accounts** portfolio. These accounts are targeted by marketing and are very transactional in nature, have a small number of move-ins annually and their needs vary significantly year-to-year.

Our Global Sales Team

- Our US-based Market Accounts, including our relocation accounts, will be led by **Peter Dizinno**, Vice President Sales. **TJ Spencer**, Vice President Sales will lead our Territory Accounts.
- Reporting to Peter will be **David Holt**, Sales Director, Market Accounts and a yet to be named Sales Director, Relocation.
- Reporting to TJ will be **Melissa Moore**, Sales Director (Southern California, Southwest including Texas and Louisiana); **Jason Luther**, Sales Director (Nor Cal, Pacific Northwest & Midwest); and **Kathy Eicholtz**, Sales Director (East Coast and Southeastern US).
- As announced in December, our managing directors of EMEA & APAC, **Debbie Landon** and **Craig Ryan**, will continue to lead our efforts of combining the company's expert knowledge of local markets with our global expertise, while working closely with Peter and TJ to design, develop and implement global account strategies.
- Reporting to Debbie is **Claire Barrie**, Director Sales, EMEA.
- Reporting to Craig is **Lisa Rauch**, Director Sales, APAC
- Debbie, Craig, Peter and TJ will continue to report to **Jill Chapman**, Senior Vice President, Global Sales and Marketing.

Our sales leaders will be working with their teams over the next 2-3 days to review account coverage specifics. This refined sales coverage model will be implemented by April 1, 2013 and will:

- Help ensure that our delivery of customized solutions meets the unique needs of our clients, whether they are sending interns to San Jose or relocating executives to Singapore.
- Enable us to better align with the new realities of customer buying behavior and trends.
- Drive synergies between local, regional and global efforts, offering our customers a more coordinated approach to the management of their accounts.

On behalf of Howard and the Executive Committee, we wish to congratulate everyone on their new roles and we are excited about the potential opportunity and value this will bring to our customers. Also, we wish to thank the team of leaders who have worked for many months to develop our refined sales coverage model and transition plan. As with any change, our priority is to ensure the continuity of the business with minimal disruption to our clients and organization.

Best regards,



Ric Villarreal



Jill Chapman

President

Senior Vice President, Global Sales & Marketing

NOTICE: Do not forward this email. This electronic transmission contains information from Oakwood Worldwide, which is confidential and proprietary. This information is intended to be for the use of the individual or entity named above. If you are not the intended recipient, please notify Oakwood immediately of your receipt of this transmission, delete it, and be aware that any disclosure, copying, distribution or use of the contents of this transmission is prohibited.