



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

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

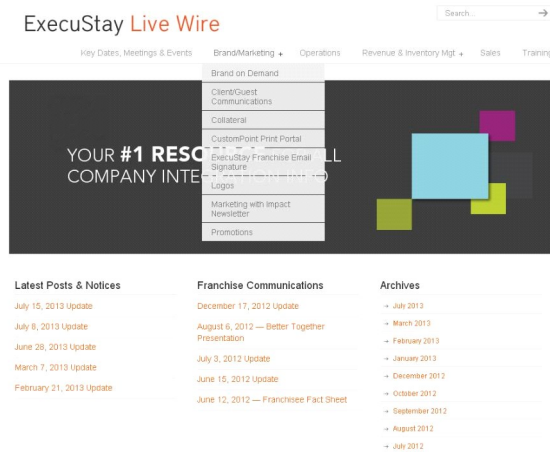
**Week of July 22, 2013**

## GENERAL ANNOUNCEMENTS



### **Latest Updates from Brand on Demand!**

The ExecuStay Live Wire is your online source for the latest information and tools such as marketing updates & resources, order forms, directories, sales information and more! The site can be easily accessed by going to [www.ExecuStayLiveWire.com](http://www.ExecuStayLiveWire.com) and entering the password "Franchisee" (we recommend adding this link to your favorites bar). Once you're in the site you can choose from a variety of tabs such as Key Dates, Meetings & Events; Brand/Marketing; Operations; Revenue & Inventory Mgt.; Sales; and Training. Please take advantage of this great tool!



### **Industry Articles on Current Trends in Global Housing**

A 2013 survey report on Talent Management and the Changing Assignee Profile by Cartus sheds light not only on who's moving and where, but also on what companies are doing to select and protect their talent and maximize the return to the company on the investments made in these globally mobile employees. This report is available on [Live Wire](#) under Sales > Accounts > Cartus Survey Information.

A [Business Travel News article](#) explains that average weekly rates for serviced apartments during the past two years have increased moderately to significantly in several key cities, according to a new report issued by London-based supplier Apartment Services.

### **ExecuStay Refer a Friend Program - Referral Bonus Points Increased to 5,000!**

To offer a greater incentive and more value, the Marriott Rewards referral bonus points for our ExecuStay Refer a Friend Program has increased from 2,500 to 5,000 points. The maximum number of referral points a person can earn each year remains at 50,000 points. For all details visit [www.execustay.com/deals/refer-a-friend.php](http://www.execustay.com/deals/refer-a-friend.php). For promotional flyers go to Brand on Demand under Create > Flyers > Horizontal Flyers > Refer a Friend.

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

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