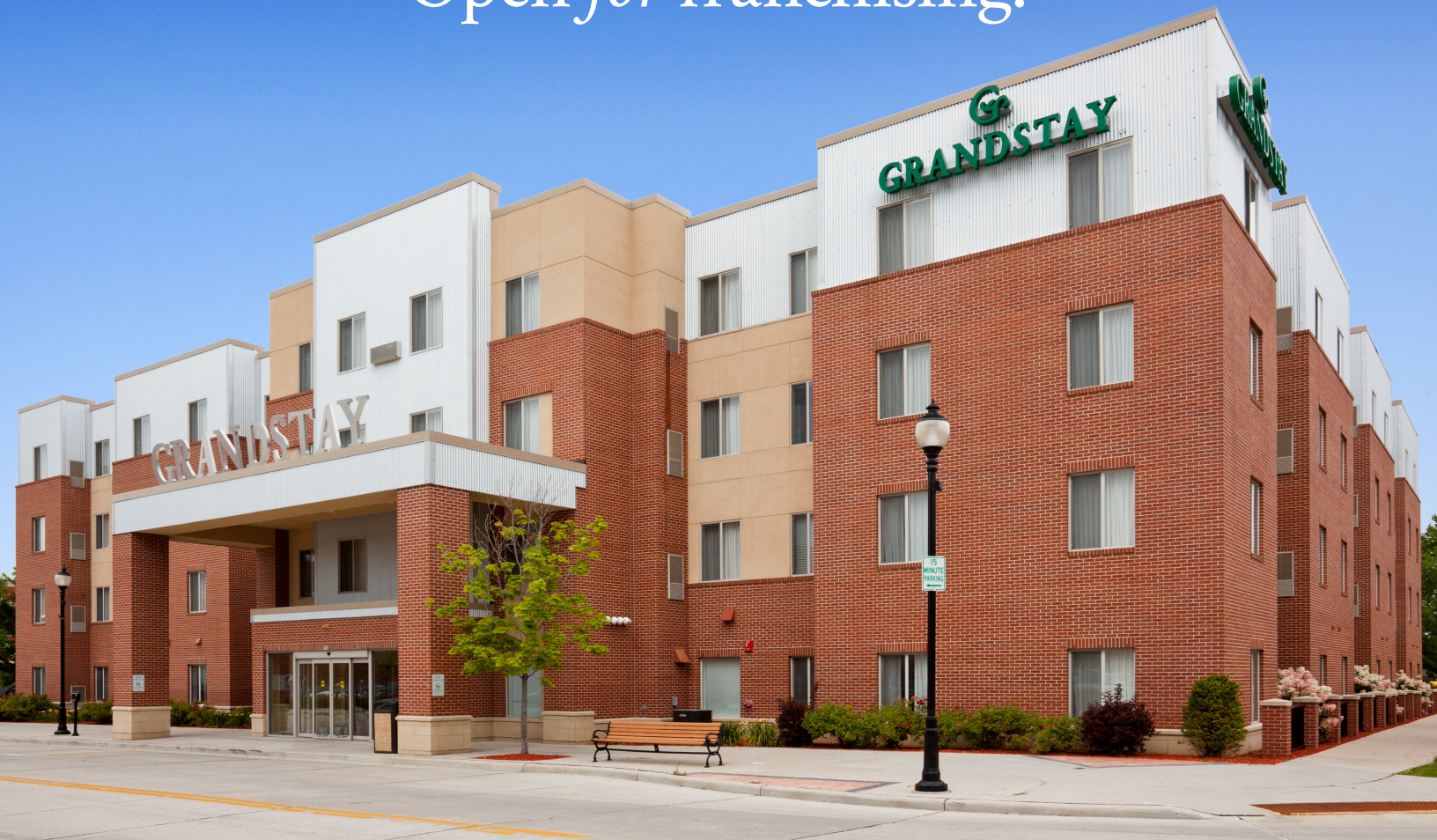


*Open for franchising.*



EVERY GUEST ~ EVERY TIME™



mid-upscale market



EVERY GUEST ~ EVERY TIME™



growing hospitality brand



## Our brand is *family*

GrandStay Hospitality, LLC offers a hotel franchise opportunity like no other hotel chain. The GrandStay portfolio of brands includes extended-stay and select service hotels:

### **GrandStay® Hotel & Suites**

### **GrandStay® Residential Suites Hotel**

GrandStay doesn't believe in "one size fits all" hotel franchises. From franchise conversions to new builds, GrandStay franchisees are backed by a strong, growing lodging company with a unique, technology-driven marketing approach, flexible franchise options and collaborative, one-on-one support designed for success.

GrandStay welcomes you to join the GrandStay Family.



brand portfolio



EVERY GUEST ~ EVERY TIME™

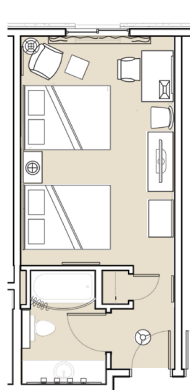


fresh approach to design

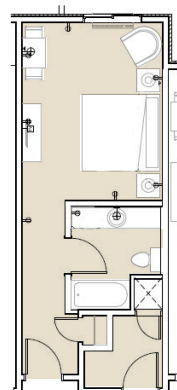


## guest room layouts

Two  
Queen

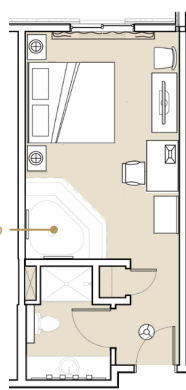


King

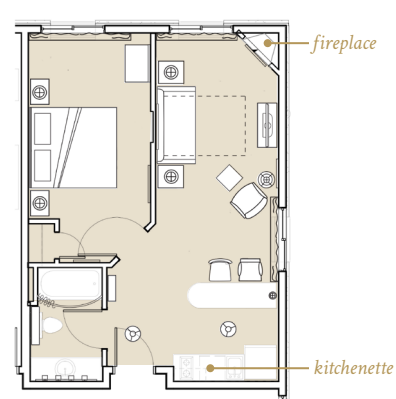


King  
Whirlpool

whirlpool tub



Extended  
Stay Suite



EVERY GUEST ~ EVERY TIME™



attractive amenities



## More than *just* a hotel room.

The GrandStay family of hotels provides every guest with more than just a hotel room. A wide variety of amenities includes a complimentary Grand Start® Breakfast, Bath and Body Works® products, comfortable beds with luxurious bedding, swimming pool and high-speed internet; all in a relaxing atmosphere that feels like home. Warm, friendly staff will work hard to ensure that every guest receives great service, an excellent value and a grand experience.

The GrandStay home office team is tactical, proactive, effective and focused on maximizing the revenue potential and guest experience for each hotel. Great importance is placed on the relationship that exists with each franchisee.

The GrandStay commitment is "Every Guest ~ Every Time." GrandStay carries this principle through from guest service to franchise development.

features

**GRAND**  
*Returus*<sup>TM</sup>

**GRAND**  
*Start*<sup>®</sup>  
BREAKFAST

Served Daily: 6:00 AM – 10:00 AM

**GRANDSTAY**  
PANTRY

EVERY GUEST ~ EVERY TIME<sup>TM</sup>



# proven business system

## Invested in *your* success.

All GrandStay Hospitality brands are franchised.

### Dedicated to Your Business

Entering into a new business development takes hard work, patience, dedication and know-how. When entering into a hotel franchise agreement with GrandStay Hospitality, you gain the support of an experienced partner dedicated to your success.

### Development & Pre-Opening Support

The most crucial stage in ensuring a hotel's success is prior to opening. The GrandStay team will provide pre-opening tools and support:

- **Design Resources:** Assistance in production of interior designs and furniture, fixtures and equipment (FF&E) packages in compliance with GrandStay brand standards
- **Development Resources:** Prototype packages, architectural and design assistance, and final approval of plans to assure compliance with GrandStay brand standards
- **Sales & Marketing Specialist:** Assistance in identifying top room revenue producers in the hotel market and establish pre-opening marketing initiatives

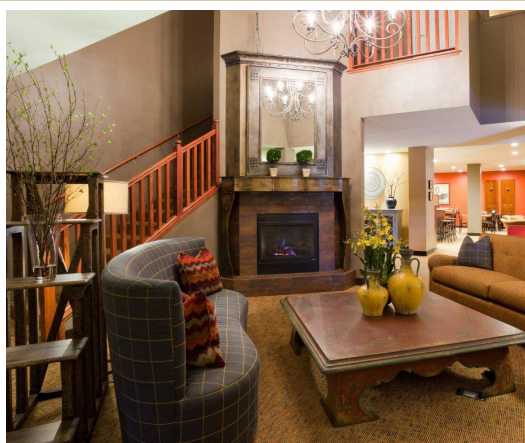
- **Training Manager:** On-property training for the hotel's staff pre and post opening

### Marketing & Sales Support

GrandStay offers exceptional marketing and sales support. GrandStay online marketing initiatives promote awareness and drive reservations to your hotel. GrandStay provides each property a website within the brand website and works closely with each hotel on social media marketing, online reputation management, electronic customer relationship management and revenue management. Grand Returns™, the guest loyalty program, provides an incentive for travelers to frequent GrandStay hotels.

### Ongoing Support

GrandStay has tools in place to ensure you receive ongoing, dedicated and collaborative support, a state-of-the-art reservation system, ongoing management training and on-site quality assurance evaluations.



EVERY GUEST ~ EVERY TIME™



## Highlights of Franchise Agreement

The Franchise Agreement grants the franchisee the right to use the GrandStay brand at a specific site for a term of 20 years. The Agreement may provide for an exclusive territory in the primary trading area surrounding the site for the life of the contract. Each "Area of Protection" is determined by mutual agreement of the franchisee and GrandStay Hospitality, LLC on a case-by-case basis.

### Fees

Application:	No Charge
Initial:	\$35,000 due upon execution of Franchise Agreement
Royalty:	5% of room revenue
Marketing:	2% of room revenue

### Obligations of Franchisor

- Provide detailed prototype drawing and design standards (not site specific)
- Review preliminary and final architectural plans, specifications and FF&E to assure compliance with GrandStay brand standards
- Conduct ownership/management orientation, brand training and opening training at the hotel

- Provide a system wide reservation system
- Promote awareness for the GrandStay Hospitality brands through advertising, regional field sales, direct marketing, public relations and promotion
- Establish and communicate GrandStay Hospitality brand standards and monitor compliance

### Obligations of Franchisee

- Design, build and equip the facility in strict conformity with prototype plans and specifications, subject to site and code requirements
- Participate in mandatory training and marketing programs
- Operate the hotel in strict conformance with GrandStay brand standards
- Provide timely monthly reports on the hotel's performance
- Maintain required insurance coverages.

*See our franchise disclosure document for details on the franchise, the franchise agreement, and the franchise fees.*





unique franchise opportunity



## Open for franchising.

A careful review of the GrandStay Hospitality Franchise Disclosure Document (FDD) is the first step in the application process. The next step is to complete a GrandStay Hospitality Application. Once the Franchise Agreement and supporting paperwork is completed and returned with the initial fee, you will begin the GrandStay hotel construction program.

To learn more about GrandStay franchise opportunities and hotel development contact:

### **GrandStay® Hospitality, LLC**

Phone: 320.202.7744

info@grandstayhospitality.com

We welcome you to join the GrandStay Family!



### **GrandStay® Hospitality, LLC**

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Brooklyn Park, MN 55428

Phone: 320.202.7744

Fax: 888.864.2523

info@grandstayhospitality.com

Visit us online at:

[www.grandstayhospitality.com](http://www.grandstayhospitality.com)



MN Franchise Reg. No.: F-4112

EVERY GUEST ~ EVERY TIME™