



## Brand Standards Inspection Checklist

Property Location: \_\_\_\_\_ Date of Inspection: \_\_\_\_\_

### PROPERTY EXTERIOR

	Within Guidelines	Needs Attention
Exterior main hotel and outbuildings/structures are clean, in good repair without paint chips, missing or broken stucco, bricks etc.		
Lawn, curbs, sidewalks and outer walls are free from weeds. Any and all Lawn/Floral areas noticeably maintained.		
Paint colors and façade are approved by design review board and adhere to local, city, county, state and/or federal statutes, guidelines and regulations.		
Parking lot is clean and in good repair with clearly marked parking indicated.		
Outdoor lighting and bulbs are sufficient for safety and provide full coverage of property including stairs and walkways.		
Door locks are electronic and are in good working order		
All windows are clean, smudge free, and intact without broken or cracked window panes. Screens are in place for all windows able to open and are clean and in good repair.		

<p>All outdoor signs are clean and in good working order. The brand's logo is incorporated in addition to being approved by design review board.</p>		
<p>All signage meets any and all local, city, county, state, federal guidelines, statutes and regulations.</p>		

## PROPERTY GUEST COMMON AREAS

	<b>Within Guidelines</b>	<b>Needs Attention</b>
<p>Areas are clean and 'clutter' free. Floors, tables, chairs etc. are kept and maintained free of all food particles and other debris.</p>		
<p>The licensee has posted at the front counter: This Stay Wise Inns is independently owned and/or operated by (insert legal operating entity name here).</p>		
<p>No visible 'taped' items are on walls, counters etc. Visuals or signs of a very temporary nature, (i.e. pool closed for maintenance) are adhered, tastefully with double stick tape and is typed and laminated, not handwritten</p>		
<p>The check-in counter is maintained and clutter free. Only items necessary for guest check-in are present.</p>		
<p>The Stay Wise Inns Eggcellent Breakfast™ is implemented according to the Stay Wise Inns Implementation Guide</p>		

# GUEST ROOMS

Within Guidelines	Needs Attention
Each room has matching and coordinating design elements and furniture within the room.	
All room designs meet final approval by the brand's design review board	
All flooring (carpet, laminate, tile, etc) is in good repair without stains, holes, burn marks, etc. All adjoining flooring coordinates and is aesthetically pleasing as part of the overall room design.	
All drapes are in good repair on both sides, without stains, holes, rips or odors. Drapes are attached with proper hardware and proper opening and closing mechanisms in proper working order.	
All bedding items are clean, debris, soil, and odor free and well maintained without holes, tears, or visible signs of age.	
Bedding is folded open to display the pillows and give a large visible impression of the 'inner' bedding.	
Sheets and pillowcase are white and of 180 thread count or better and in good repair, without rips, holes, stains etc.	
Artwork is tasteful and coordinates with the room to give and provide an overall pleasing impression.	

Lampshades are clean, stain and dust free and in good repair and coordinate with room design.		
All side goods are of the same design and finish within each room and are approved by design review board		
Mattresses are pillow top or hotel standard medium quality, in good repair and clean/odor free. All mattresses are used with a standard or better mattress pad that is clean, stain and odor free and in good repair		
Pillows are clean and free of rips, tears, odors, stains etc. All pillows are covered with a pillowcase.		
All beds meet the minimum requirements for quantity of pillows: Double/Queen – 3 standard pillows each. King – option of 5 standard sized pillows or 3 king size, per bed.		
Guest room towels are white and of medium to good quality. Towels are without stains, rips and without visible wear.		
All rooms have a minimum of 3 bath towels, 3 hand towels, 3 washcloths and 1 bathmat.		
The following room items are present in each guest room and are clean and in good repair and working order.: Coffee Maker Microwave Refrigerator Clock Radio Hair Dryer TV (must be a mounted flat screen – 27” or larger)		

<p>Clothing rack with supplied hangars  Free Wi-fi  Iron Ironing Board  Deadbolt on door  Full length mirror  Bedside reading light with 'reachable' switch</p>		
<p>The following guest amenities are supplied for each and every guest room:  Coffee, Regular and Decaf  Tea, Regular and Decaf  Condiments including sugar, artificial sweetener, stir sticks  Face Soap – min of .5 oz  Bath Soap – bar style in min of 1 oz size  Shampoo – min .5 oz in tube or bottle with easy open cap. No tear open packages permitted.  Conditioner – min .5 oz in tube or bottle with easy open cap. No tear open packages permitted.  5 Makeup Remover  Towelette  Toilet Paper – one on roll and one supplied extra shall be present. Quilted 2-ply minimum standard</p>		

## ONLINE BRAND PRESENCE

<b>Within Guidelines</b>	<b>Needs Attention</b>
The brand licensee is included in the brand's corporate website, <a href="http://www.staywiseinns.com">www.staywiseinns.com</a> . This includes the property's information (location, address, phone, property pictures, etc)	
Property specific satellite (property specific) website is completed and in good working order and is executed by the brand or third party designee	
All social media outlets, ie Facebook, Instagram, Twitter etc meet the approval of the brand's design review board.	

## LOGO USAGE

<b>Within Guidelines</b>	<b>Needs Attention</b>
The Stay Wise Inns Logo is used in accordance with the brand standards. All letterhead, business cards, printed materials, signs, online usage, etc. of the logo has been approved by the brand's design review board.	

# PROGRAM PARTICIPATION

## Within Guidelines

## Needs Attention

<p>Participation of current Brand Programs and offerings below are being implanted:</p> <ul style="list-style-type: none"> <li>• EggCellent Breakfast™</li> <li>• Sweet Welcome! (fresh baked cookies available at check-in from 3 to 6pm)</li> <li>• GoGuest!™ (coffee/tea and accompanying condiments available 24/7)</li> <li>• Thanks-A-Mint (Mints and thank you cards on beds)             <ul style="list-style-type: none"> <li>• Guest Refresh (Lemon Infused Ice Water served in lobby after breakfast and throughout the day)</li> </ul> </li> <li>• MobiGuest™ Property Specific - Responsive Mobile Guest Directory             <ul style="list-style-type: none"> <li>• Free WiFi throughout property</li> </ul> </li> <li>• Dream Team™ (employee training and recognition program to be rolled out March 2017)             <ul style="list-style-type: none"> <li>• Standard Senior and Veteran discounted rates of 10% will be promoted by the brand on a continuing basis. (participating locations_</li> </ul> </li> </ul>		
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