



**Stay Wise Inns®**

## **Minimum Brand Standards**

In order to facilitate the brand's differentiating value proposition and impression upon the public, guests and current and future licensees, it is in the best interest of the Stay Wise Inns® Brand to promote and enforce its standards. These standards help to ensure a common guest experience throughout the brand's licensed properties. It cannot be overstated that it is further in the best interest of the hotel to adhere to these minimum guidelines as a positive guest experience typically results in higher room occupancy, increased ADR, guest loyalty as well as more positive online reviews.

### **PROPERTY EXTERIOR**

#### **Building and structure(s)**

The exterior main hotel and any outbuildings or structures must be clean, and all surfaces must be sound and in good repair without paint chips, missing or broken stucco, bricks etc.

Lawn, curbs, sidewalks and outer walls must be free from weeds. Any lawn areas must be maintained with regular mowing and trimming. Any floral arrangements must be weed free, tasteful and well maintained.

Paint colors and façade must be approved by our design review board. Additionally, any local, city, county, state and/or federal statutes, guidelines and regulations must be adhered to and met.

Parking lot must be clean in good repair with clearly marked parking indicated.

Outdoor lighting and bulbs must be sufficient for safety and provide full coverage of property including stairs and walkways.

Door locks are to be electronic and kept in good working order.

All windows must be clean, smudge free and intact without broken or cracked window panes. If windows are able to open, there must be window screens in place. All window screens must be clean and in good repair.

All outdoor signs must be kept clean and in good working order. The brand's logo must incorporate into the signs as stipulated by the brand. Further, all signage, must be approved prior to production by the brand's design review board. Further, signage must meet any and all local, city, county, state, federal guidelines, statutes and regulations.

The property must have its exterior branded signs in place, no later than 45 days from the execution date of the brand license agreement. Temporary signage incorporating the Stay Wise Inns Brand visuals and logos should be used in the interim to build awareness, excitement and drive business.

#### INTERIOR SIGNAGE AND COLLATERAL

The Brand may from time to time produce uniform branded interior signs and collateral for hotel use that emphasizes a brand element to aid in driving a consistent branding message across all properties. Costs for these items will be billed separately to the hotel.

#### PROPERTY GUEST COMMON AREAS

##### **Lobby/Reception/Breakfast Area**

The main lobby, reception and breakfast areas are important aspects in creating and maintaining the guest's impressions of the brand therefore the following is necessary:

The area should be clean and 'clutter' free. Floors, tables, chairs etc. should be kept and maintained free of all food particles and other debris.

The licensee shall post at the front counter This Stay Wise Inns is independently owned and/or operated by (insert legal operating entity name here).

No visible 'taped' items should be on walls, counters etc. Visuals or signs of a very temporary nature, (i.e. pool closed for maintenance) may be adhered, tastefully with double stick tape. However, even a temporary sign should be typed and laminated and not handwritten.

The check-in counter should maintain a clutter free condition. Only items necessary for guest check-in should be present.

**Breakfast:** The Stay Wise Inns® has implemented its Eggcellent Breakfast™. The breakfast shall be provided at all Stay Wise Inns® as set forth in the Stay Wise Inns® Implementation Guide (available February 2017)

## GUEST ROOMS

### Rooms

The guest's most 'critical' moment of their brand impression is of course the guest room and as such the cleanliness, orderliness and tastefulness of the guest rooms cannot be overstated. The importance of this impression will result in an immediate brand impression and must be adhered to. Each room does not necessarily need to be the same, however each room must have matching and coordinating design elements and furniture within the room. No mismatched items borrowed from a room of a different design shall be incorporated into a room that is different by design.

Although the overall design and color usage is left to the owner's discretion, all room designs must meet final approval by the brand's design review board. If a different design is used from room to room, each design must be submitted and approved at the sole discretion of the brand.

**Flooring:** All flooring whether carpet, laminate, tile, etc must be in good repair without stains, holes, burn marks, etc. All adjoining flooring must coordinate and be aesthetically pleasing as part of the overall room design.

**Drapes:** All drapes should be in good repair on both sides, without stains, holes, rips or odors. Drapes must be attached with proper hardware and proper opening and closing mechanisms in proper working order are required.

**Bedding:** No 'old' style printed rayon bedspreads are allowed. Although triple sheet methods are suggested it is not mandatory. In lieu of that method, hotel's may opt for, duvets, comfortors or well executed top blankets which may be used in the place of a triple sheet. All items must be clean, debris and soil and odor free and well maintained without holes, tears, or visible signs of age.

The bedding shall be folded open to display the pillows and give a large visible impression of the 'inner' bedding. This application gives guests the cleanest possible impression of the bed.

**Sheets/Pillowcases:** Sheets and pillowcase shall be white and of 180 thread count or better and in good repair, without rips, holes, stains etc. Sheets/pillowcases showing signs of age, i.e. loss of brightness or visible signs of wear and tear wherein they have become thread bare/'transparent' must not be used in guest rooms.

**Artwork:** Artwork must be tasteful and coordinate with the room to give and provide an overall pleasing impression when part of the complete room design.

**Lamp Shades:** Lampshades must be clean, stain and dust free and in good repair. They should coordinate and care should be given to the alignment on the light fixture.

**Side Goods:** All side goods must be of the same design and finish within each room and further approved by our design review board.

**Mattresses:** Mattresses should be pillow top or hotel standard medium quality, in good repair and clean/odor free. All mattresses shall be used with a standard or better mattress pad that is clean, stain and odor free and in good repair.

**Pillows:** Pillows must be clean and free of rips, tears, odors, stains etc. All pillows must be covered with a pillowcase. The following are the minimum numbers of pillows per bed.

Double/Queen – 3 standard pillows each.

King – option of 5 standard sized pillows or 3 king size, per bed.

**Towels:** Guest room towels must be white and of medium to good quality. Towels shall be in good repair without stains, rips and without visible wear. The following minimum counts are mandated for each guest room. All rooms must have a minimum of 3 bath towels, 3 hand towels, 3 washcloths and 1 bathmat.

**Room Amenities:** The following room amenities are required to be present in each guest room. All items are to be 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)

Clothing rack with supplied hangars

Free Wi-fi

Iron

Ironing Board

Deadbolt on door

Full length mirror

Bedside reading light with ‘reachable’ switch

**Guest Amenities:** The following guest amenities must be 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.

In lieu of the above shampoo and conditioner requirement, hotel may opt for a ‘conditioning shampoo’. Item must be supplied in an easy open bottle or tube stye. No tear open packages.

Makeup Remover Towelette

Toilet Paper – one on roll and one supplied extra shall be present. Quilted 2-ply minimum standard

#### ONLINE BRAND PRESENCE

**Website:** The brand licensee shall be included in the brand’s corporate website, [www.staywiseinns.com](http://www.staywiseinns.com). This shall include the property’s information. The property is responsible for supplying property and location specific information and pictures in order for the page to be designed and incorporated into the site. Any requested updates after incorporation of initial page, should be submitted for change by the 15<sup>th</sup> of the month in order to be considered for incorporation by the 1<sup>st</sup> of the following month.

**Satellite Websites and Social Media:** Satellite (property specific) websites are required as increased visibility is generated for the overall brand as well as generating more web traffic to each brand site location. The design of any and all satellite or independent property sites shall be executed by the brand or it’s third party designee. Our Brand standards dictate the property is not given the authority to outsource or personally build their property’s own website. Fees are billed separately each month to include domain, email, hosting and maintenance as outlined in the Brand Licensing Agreement. All property specific social media outlets, ie Facebook, Instagram, Twitter etc will be the sole responsibility of the hotel, however the design must meet the approval of the brand’s design review board. It is further in the best interest of the hotel to submit these independent outlets to THE BRAND so that they can be linked to the Brand’s pages. It is expected that reciprocal links will be added to any and all social media pages managed by the property, directing visitors to the main site: [www.staywiseinns.com](http://www.staywiseinns.com). Doing so will help to increase traffic to your pages! Industry trends indicate that a social media presence is essential to growing your business!

#### LOGO USAGE

The logo in all forms as submitted to the hotel by the brand, is a registered trademark of John Hazen and Lucinda Hazen (and or assigns), and as such must be used in accordance with the brand standards. All letterhead, business cards, printed materials, signs, online usage, of the logo must be approved by the brand’s design review board.

#### PROGRAM PARTICIPATION

Certain Brand Programs have proven successful in obtaining guest satisfaction and overall rating scores and will be expected to be followed by the hotel. Please note that programs may be added, changed or new ones instituted at the sole discretion of the brand. Hotel input is valued and may be asked for through surveys. It is expected that hotels will respond to such surveys in a timely manner so that the overall effectiveness of any program can be measured more accurately.

Current Brand Programs and offerings include:

- EggCellent Breakfast™
- Sweet Welcome<sup>1</sup> (fresh baked cookies available at check-in from 3 to 6pm)
- GoGuest!™ (coffee/tea and accompanying condiments available 24/7)
- Thanks-A-Mint (Mints and thank you cards on beds)
- Guest Refresh (Lemon Infused Ice Water served in lobby after breakfast and throughout the day)
- MobiGuest™ Property Specific - Responsive Mobile Guest Directory
- Free WiFi throughout property
- Dream Team™ (employee training and recognition program to be rolled out April 2017)
- Standard Senior and Veteran discounted rates of 10% will be promoted by the brand on a continuing basis. There will be a disclaimer stating “participating locations”, however it is in the hotel’s best interest to honor such rates. Such rate promotions by the brand will further indicate that they cannot be used in conjunction with other discounts, offers or coupons.

#### WAIVERS

In order to facilitate a smooth transition into the brand, the brand may, in some instances, issue waivers. Waivers may be granted by **Stay Wise Inns®** at their sole discretion. Waivers will always be in writing and have either an acceptance of the identified material defect or stipulate a date certain for the property at which time compliance to minimum standards must be met.

All foregoing brand standards are subject to change and may be updated from time to time. These minimum standards are required for consideration for acceptance and continued licensing under the the Brand License Agreement.