

THE Apartment-Style Hotel

NATIONWIDE FRANCHISE OPPORTUNITY



stayAPT.com





the stayAPT Suites

DIFFERENCE

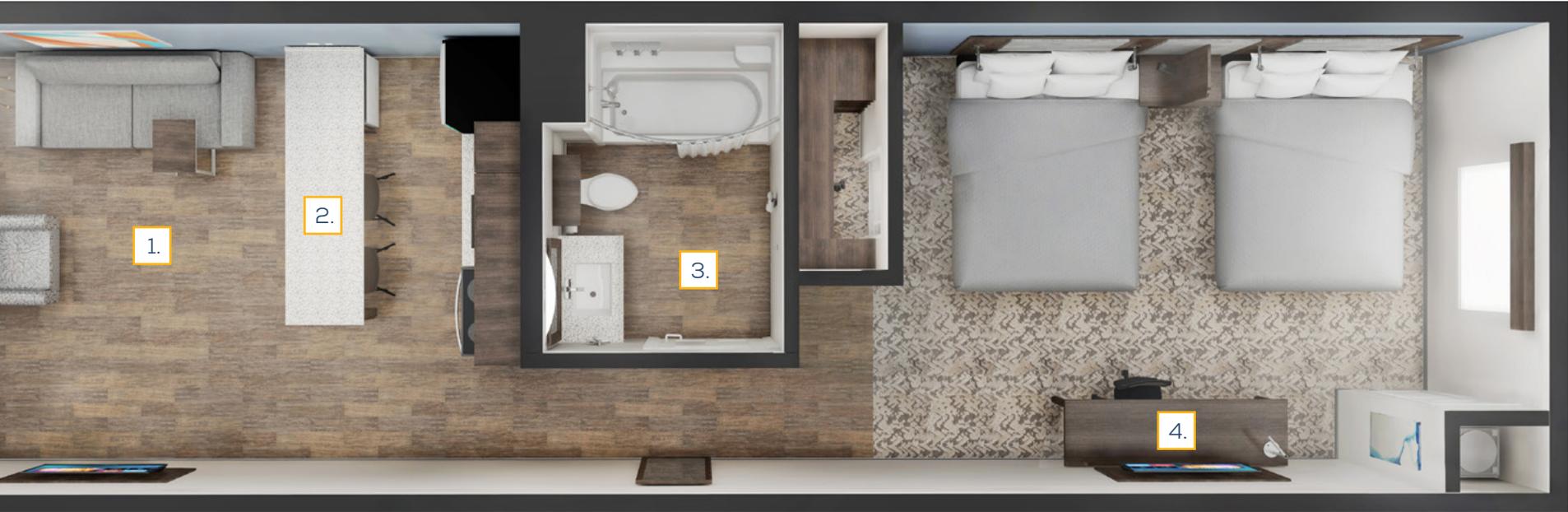
- ✓ Open-concept living room that includes a sleeper sofa, a lounge chair and a wall-mounted 55-inch smart television
- ✓ Full-size kitchen with full-size appliances (4-burner stove, oven, dishwasher, microwave and refrigerator)
- ✓ Large center island with seating between the kitchen and living room
- ✓ Separate spacious bedroom with a second large wall-mounted television, a walk-in closet, a king bed or double queen beds, and a work area — completely separated, down the hall from the living space and kitchen
- ✓ Decentralized VTAC units providing a quiet, residential feel
- ✓ Open-air interior courtyard featuring natural greenery, soft seating, a built-in grill station, and a fire pit

Estimated 500-square-foot suites with living room, kitchen and separate bedroom

1. Open concept living room, with a sleeper sofa, lounge chair, and 55-inch TV.
2. Fully equipped kitchen with large center island, full-size stove and oven, dishwasher, microwave, coffee maker, and refrigerator.
3. Full bathroom with shower/tub combination.
4. Work area with a desk, lighting, and chair.
5. Spacious walk-in closet in each suite.
6. Bedroom with either (1) King bed or (2) Queen beds.
7. Decentralized VTAC unit in each suite.



Double Queen Room Layout



King Room Layout







Purposefully designed
for a variety of travelers,
including:

- Business professionals
- Healthcare workers
- Digital nomads
- Military and government personnel
- Individuals relocating
- Leisure travelers and families

Full-Size, Eat-In Kitchen

- Full-size refrigerator
- Oven with four-burner stovetop
- Dishwasher
- Microwave
- Coffee maker
- Cookware, dishware and utensils









Dedicated Living Room

- Sleeper sofa
- Lounge chair
- 55" wall-mounted Smart TV
- Window for natural light

Separate Bedroom

- One king or two queen beds
- Second large Smart TV
- Spacious work area
- Walk-in closet









Interior Courtyard

Secure, open-air courtyard accessible only to guests

Built-in grill station,
fire pit, onsite fitness
and laundry facilities





FRANCHISING

Join us in redefining the category

Differentiated Apartment-Style Hotel Brand:

- 100% ground-up construction
- Positioned in the Midscale category of the long-term lodging segment
- All-suite product with category-leading 500-sq.-ft. layout, separate living/sleeping areas and full kitchens — all facing a secure, open-air courtyard
- Purpose-built for broad appeal to traveling professionals, project-based workers seeking greater mobility and transitional housing customers
- Brand-wide mobile app with digital key access to building & guest units
- Offering a superior experience compared to extended-stay competitors, while providing a unique opportunity for cross-selling the corporate housing & short-term apartment markets
- Owner/operator “skin in the game” approach to business
- Experienced hospitality management team with specialized extended-stay expertise
- Industry-leading margins with higher ROI potential



stay
apt
SUITES

DEVELOPMENT ADVANTAGES



Plenty of "white space"

(availability in large, medium or tertiary markets)



Efficient land usage

(ideal site for all prototypes is under 2 acres)



Flexible prototype sizes

- 2-story, 59 room
- 3-story, 88 room
- 4-story, 103 room



Flexible Territories

(1/3/5-mile radius based on market selection)



Simple operating model

(outsourced contracts streamline operations and reduce overhead)



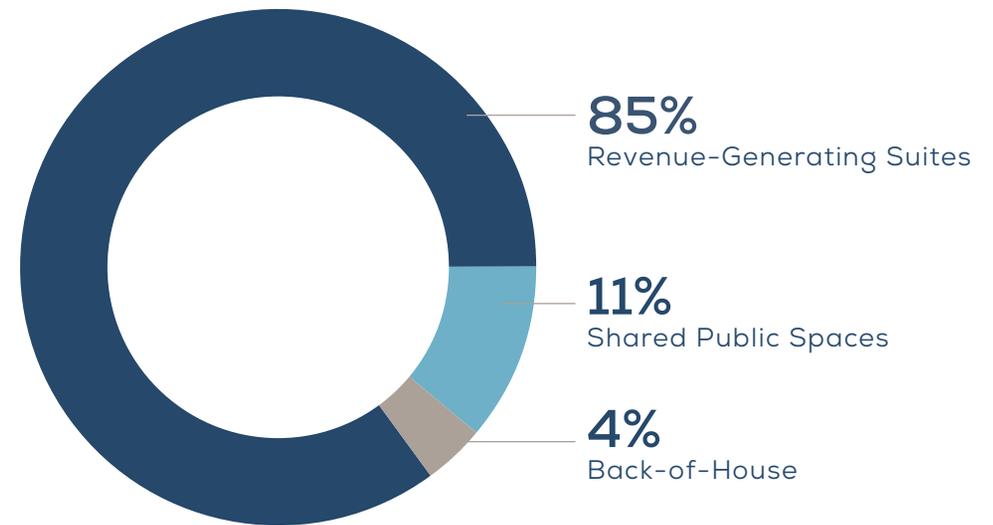
Highly efficient labor model

(average 3-7 full-time employees per property, depending on prototype size)

COMPETITIVE FEE STRUCTURE

- Term: 20 years
- Franchise Fee: \$40,000
- Royalty Fee: 5.0% of gross rooms revenue
- Marketing Fee: 2.0% of gross rooms revenue
- No hidden fees

85% REVENUE-GENERATING SPACE

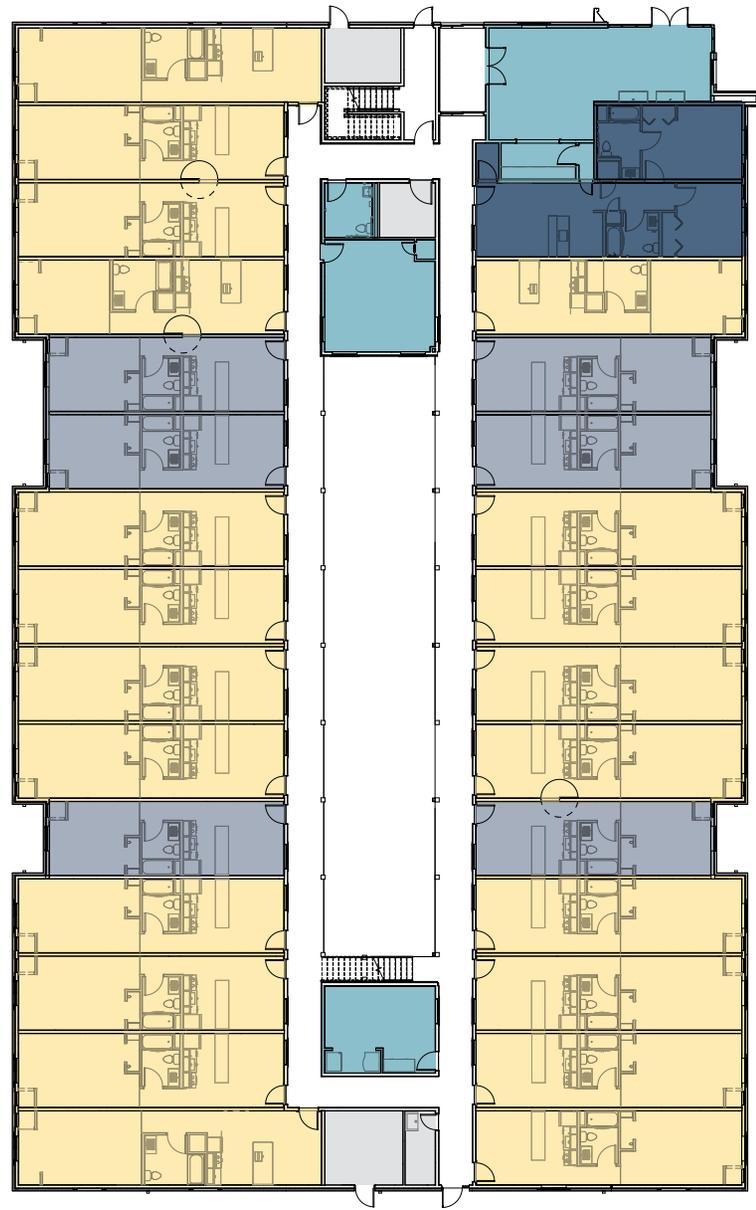
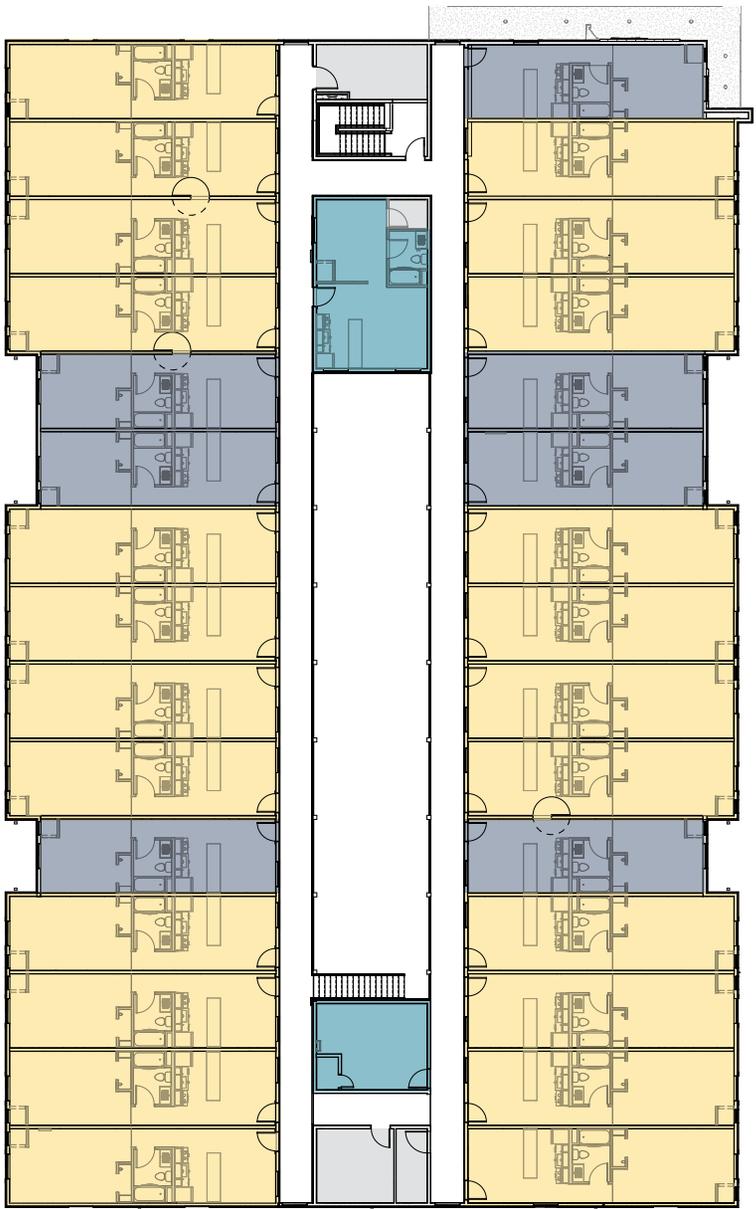


This allocation is for the 103-room prototype



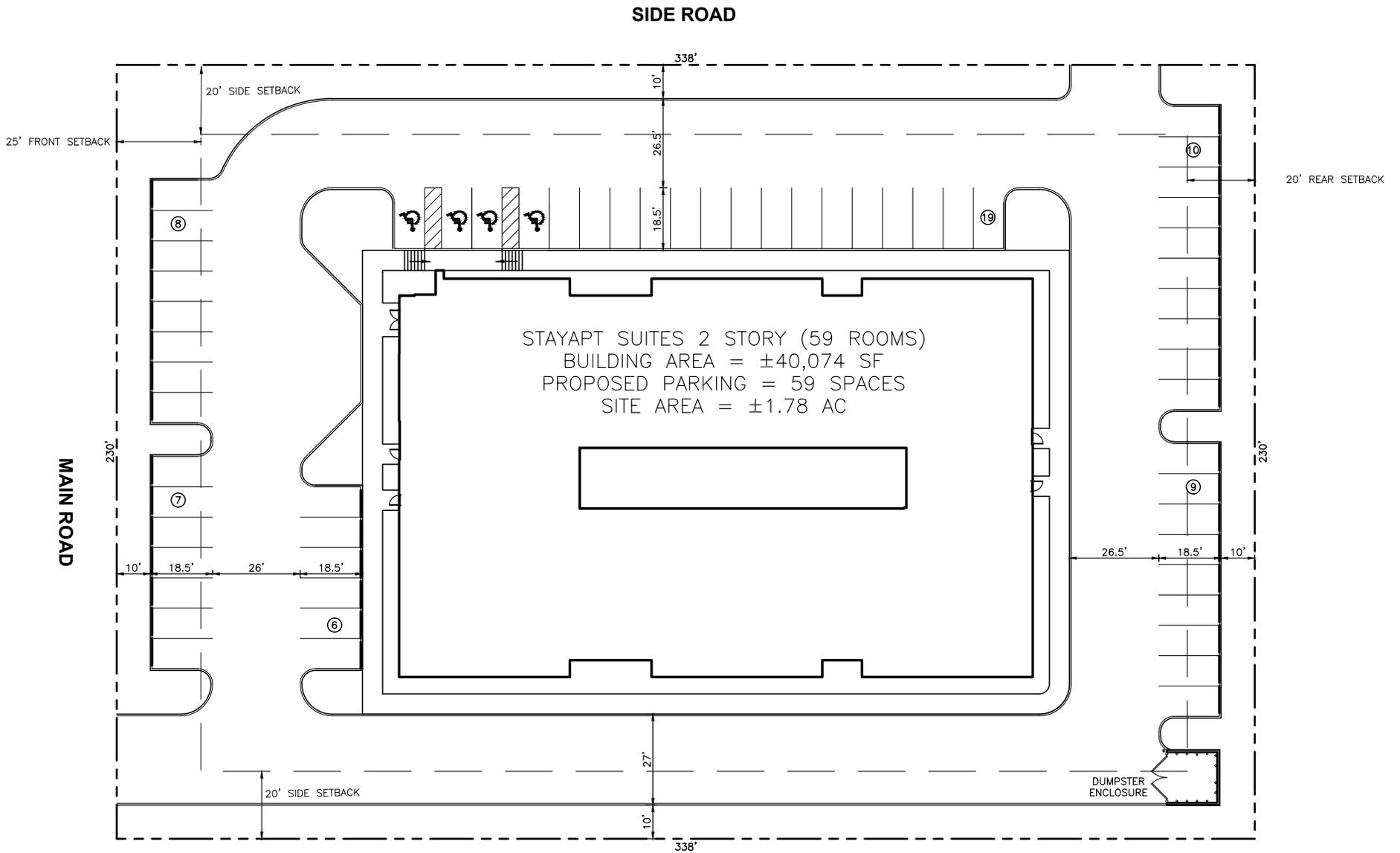
59-Unit Floor Plan (LEVELS 1-2/TYPICAL)

22 | FLOOR PLANS

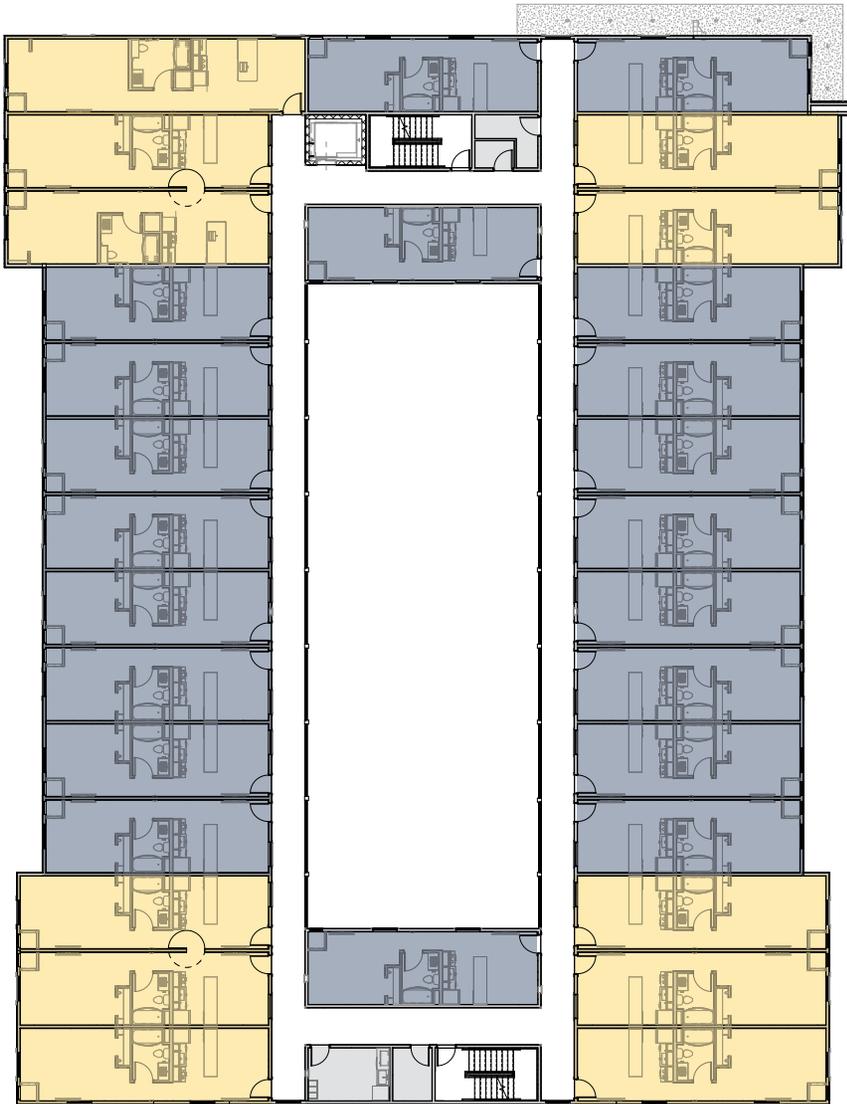


King Double Queen Two-Bedroom Public Space

59-Unit Site Plan



88-Unit Floor Plan (LEVELS 1-3/TYPICAL)



Typical of Second and Third Floor



King



Double Queen

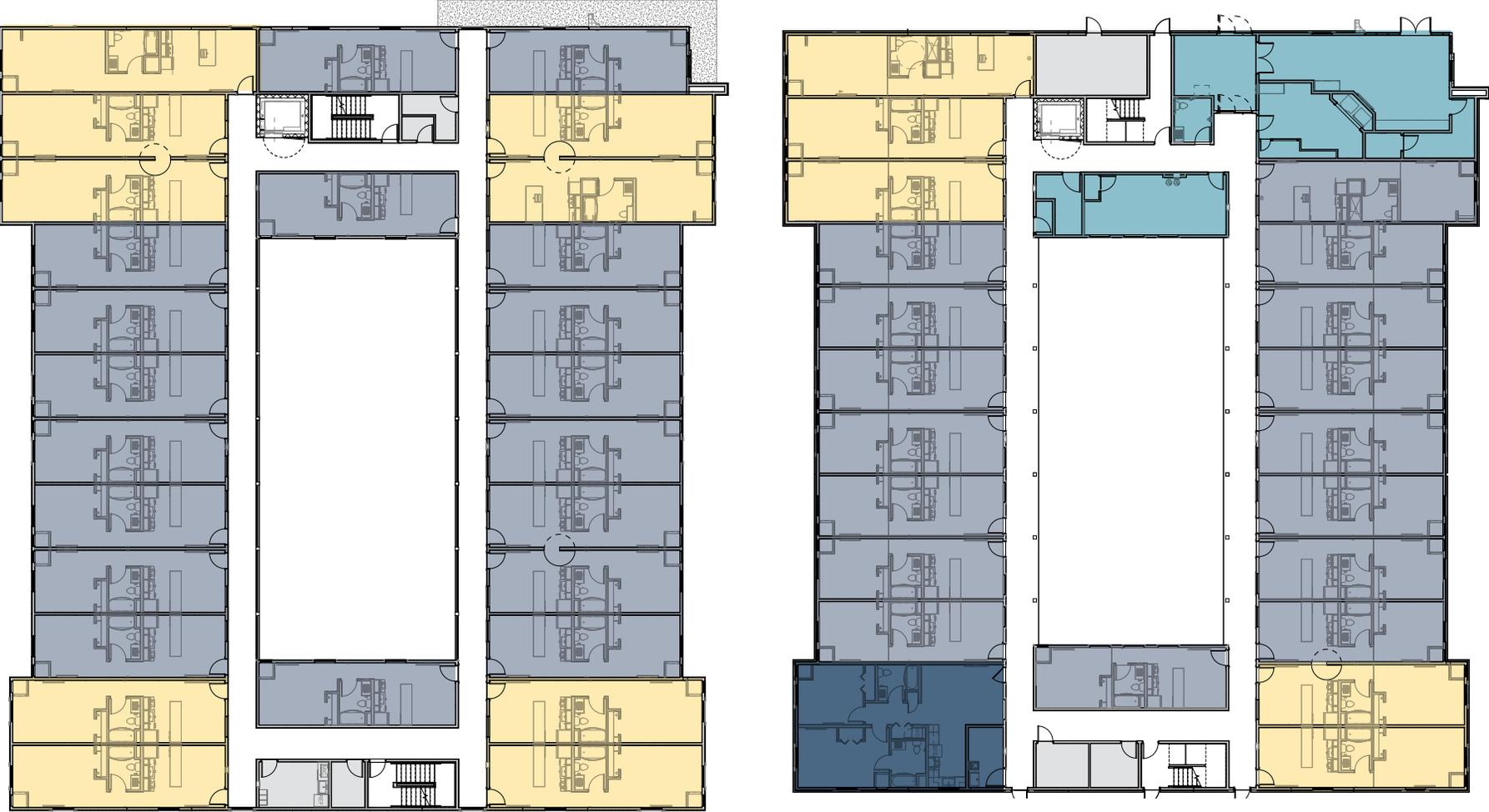


Two-Bedroom



Public Space

103-Unit Floor Plan (LEVELS 1-4/TYPICAL)



Typical of Second, Third and Fourth Floor

- King
- Double Queen
- Two-Bedroom
- Public Space



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