

LAYING THE FOUNDATION

BRAND OFFERINGS

MARKET IDENTIFICATION

NEW/CONSTRUCTION & CONVERSION

FINANCING

APPLICATION TO AGREEMENT

PATH TO OPENING

ADDITIONAL RESOURCES

6



Light Her Way

OUR PLATFORM TO ELEVATE
WOMEN IN HOSPITALITY

We believe that everyone has the right to travel, but we also believe that everyone has the right to ownership.





Laying the Foundation

- **Identify your market**
- **Understand your ownership options & establish your ownership group:**
Will you go in alone, or do you plan to have business partners?
- **Choose a brand:**
 - Do your research, attend a networking event, talk to friends and family
 - Ensure you are partnering with a brand that aligns with your values and goals
- **New Construction vs. Conversion:**
Understand which one is right for you

WHY MOTEL 6 & STUDIO 6?

- Iconic brand with a simple operating model
- Solely focused on economy lodging
- Minimal amenities & services
- No loyalty program fees
- Flexible development opportunities
- Personalized mentoring
- Customized training programs
- Development expert that provides assistance from the beginning stages all the way through signing your agreement
- Dedicated brand performance support



Light Her Way will provide the road map necessary to have a clear understanding of hotel ownership.

Through this program, we will provide knowledge, dedicated expertise, and a genuine partnership to guide you through your path to ownership.

Benefits

BRAND OFFERINGS

-  Personalized mentorship program
-  Continued access to leadership
-  Dedicated experts available throughout ownership
-  15–20 year contracts
-  Area of protection for life of the contract
-  Key money available in select areas
-  Flexible renovation requirements
-  Discounted initial franchise fee
-  Royalty fee relief
-  SalesBoom program fee waived for first year of opening
-  GM training fee waived for 2 attendees
-  Trusted partnerships with people and resources outside of G6



G6 Hospitality is dedicated to growing our minority ownership groups by providing additional benefits to empower future success.

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Market Identification

- ✓ Access to identified key target/emerging markets
- ✓ Access to market trend reports
- ✓ Choosing the brand that is the best fit:



MOTEL 6

Intended for the guest staying 1 - 3 nights. Passing through on a road trip or truckers on a long haul, they just need a clean comfortable room to refresh and recharge.



STUDIO 6 EXTENDED STAY

For the guest staying 7 plus nights. Traveling nurses, construction workers on a long-term project, or families in need of temporary housing, they need a room with more amenities and a full kitchen with weekly rates.



STUDIO 6 SUITES

For the in between traveler staying 3 - 7 nights that doesn't require all the amenities of extended stay, but requires a little more than a standard hotel.



DUAL BRAND

For the market that caters to both the short-term traveler and the extended stay guest, while being under one roof.

The process of market identification is understanding how a market performs based on supply, demand, demographics, and how your hotel can best serve the community.

New Construction

- ✓ A renovation/construction specialist is provided for ongoing support and guidance for both project types.
- ✓ **New Construction:** Building a hotel from the ground up
 - Dedicated assistance with:
 - Site plans
 - Plan reviews and recommendations
 - On-site visits throughout construction phase
 - Access to brand partners and tools to assist with architect plans, construction, key dates and milestones that will help keep your project on track
 - Groundbreaking and grand opening events hosted by G6

Conversion

- ✓ A renovation/construction specialist is provided for ongoing support and guidance for both project types.
- ✓ **Conversion:** Renovating an existing hotel as outlined in your customized Property Improvement Plan (PIP)
 - Flexible renovation requirements allow you to have an expedited path to opening
 - Dedicated assistance throughout renovation with on-site visits to provide guidance
 - Access to key vendors with negotiated pricing



There are two different project types when establishing your hotel. Which is best suited for you?



Financing

The G6 team will provide assistance with introductions into hotel financing, meeting lenders, and more.

3 ITEMS NEEDED TO GET STARTED:

1. Executive Summary

This will include all property information needed to send to your bank.

2. Business Plan

The business plan will have all necessary information for financing your hotel.

3. Property History or Personal Financial Background

One or both will be needed to show the bank more information on either you or the properties' history.

STEPS TO FINANCING:

- Decide on capital you would like to invest. 20-30% down is the average amount needed for a loan, but it depends on the market conditions at the time and terms of your deal
- Use the items listed above to help create your personalized loan package to send to lenders

**Some banks may offer concessions if candidate is qualified*

ADDITIONAL RESOURCES THAT G6 PARTNERS WITH:

State Bank of Texas
972-594-0929
www.statebnk.com

Priti Patel
Creative Lending Solutions
408-808-0817
priti@clsolutionscorp.com

Financing a hotel can be a big hurdle for new owners. G6 has relationships with various lending institutions that can educate and assist you along the way.





Application To Agreement



Step One

- The Franchise Disclosure Document (FDD) for review and signature. The FDD outlines all information about the roles of the franchisor and the franchisee and assists you in making an informed decision on your investment
- The Franchise Application - you will need to fill out an application for approval and submit any necessary supporting documents including your current financial statements

Step Two

- Your development expert will meet with you to discuss your renovation or construction timeline, and submit your application package for approval
- Once your application is approved, you and your development expert will map out next steps and negotiate the terms of your agreement
- Once everyone is aligned, your franchise agreement package will be submitted for final approval

Step Three

- Once your package is approved, you will receive your franchise agreement for your review and signature
- We recommend that you review with your franchise attorney



Once you've made a branding decision, the first step to becoming an owner is completing an application and signing your franchise agreement.

The Path to Opening

Once you sign your franchise agreement, the Vice President of Development Services will host a **welcome call** to review your personalized path to opening.

A renovation/construction specialist will work with you throughout your renovation or construction process.

About **90 days before opening**, you will be introduced to the opening team who will help prepare you for opening your property.

- During this time, you will need to provide the following documentation:
 - Move-in guide which allows us to build your property website and your property management system (PMS)
 - Register and attend GM training at our G6 corporate office
 - All additional required documentation

The week of opening your franchise opening specialist (FOS) will be on-site to provide the following:

- On-site training for all team members
- Install your property management system
- Complete final walk-through
- Will remain on-site for assistance during your first full day

The opening path begins once the franchise agreement is signed. Although the opening timeline varies for each location, G6 will partner with you to ensure a successful opening.





Additional Resources

- **Iconic Marketing Campaign:** Motel 6 has one of the highest recognized marketing campaigns in economy lodging, "We'll leave the light on. For you." Our marketing team strives to improve brand awareness across the Motel 6 and Studio 6 brands.
- **E-Commerce and Distribution:** The G6 team partners with Online Travel Agencies (OTA) and provides brand websites for both Motel 6 and Studio 6.
- **Revenue Management Support:** Best in class revenue management optimization system coupled with revenue management experts available to help maximize your pricing strategy.
- **National Sales Team:** Our sales team delivers cost effective, right-fit hospitality sales programs, partnership and opportunities to help optimize revenue for your property.
- **Brand Performance Support:** Regionally based support through your Director of Brand Performance for the life of your agreement.
- **My6 Program:** Our Brand Members' Program that includes benefits such as a rate discount and expedited booking.
- **Best in Class Technology Platforms**
- **Partnerships with American Hotel Lodging Association (AHLA), select state lodging associations, as well as multiple minority hotel associations**
- **Platinum Sponsor of AAHOA for over 25 years**
- **Access to Owners Advisory and Young Professionals Council members for support and best practices**



From programs, to team members and industry associations, we strive to provide top notch resources for our owners.



motel + studio

Visit g6hospitality.com to learn more.

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