



# Prototype & Conversion Guide



## Instant Recognition in Extended Stay

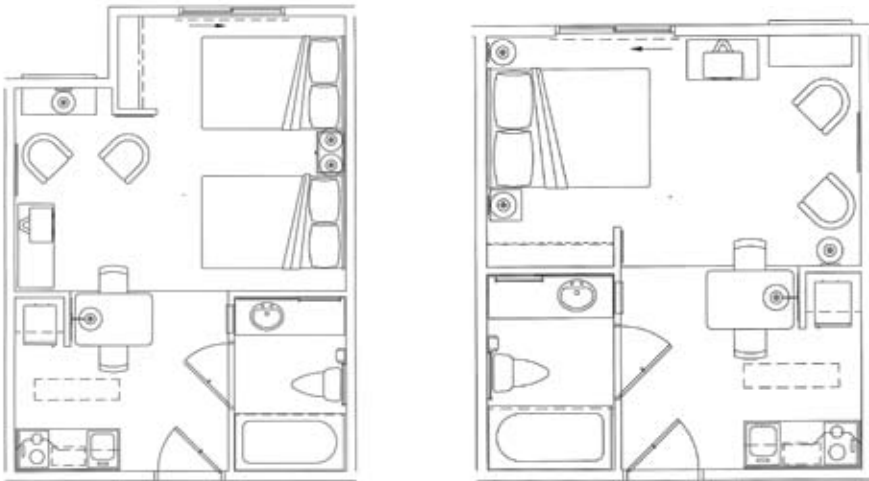
By investing in Studio 6, you're investing in one of the extended stay segment's fastest growing brands. Backed by the national recognition of Motel 6, Studio 6 has quickly developed a reputation for quality, comfort and value with extended-stay travelers. Studio 6 is easy to operate and offers the advantage of very favorable weekly pricing. As owner-operators, we understand your needs as a franchisee, and with our extended-stay experience, will provide the tools you need for long-term success.

# Conversion

We evaluate each property's renovation requirements individually to ensure that every finished property has the same appearance and feel as any other Studio 6. We provide ongoing personalized renovation assistance from commencement of your renovation to opening.



Typical  
Room Layouts



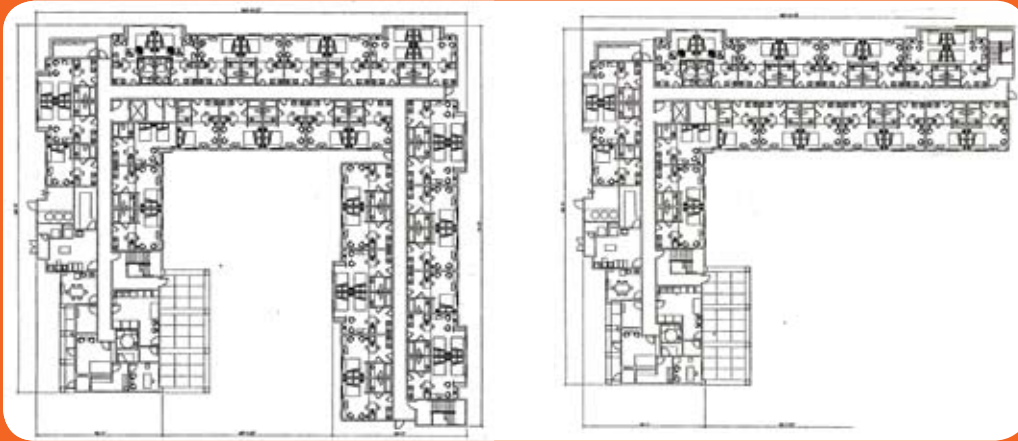
Typical Conversion  
Guestroom

## Advantages of Extended Stay

By offering the essentials of home at affordable prices, Studio 6 creates a better value for guests while keeping occupancy rates high and operating costs low. The extended stay segment consistently outperforms U.S. hotel averages – and, within that segment, Studio 6 outperforms other alternatives.

Experienced investors all over the country are recognizing the opportunity offered by Studio 6 to build and diversify their portfolio and make the most of their investment dollars. Compare the development costs of a traditional economy hotel to that of a Studio 6 property and the savings only start there. Studio 6 keeps operating costs low by limiting non-essential services and operating with fewer employees. Less money in development and operations means more money in your pocket.

# Prototype



Prototype Building Configurations



Prototypical Exterior

When building our prototype, you have several building configurations that allow the flexibility to conform to your site.



Prototypical Guestroom



Prototype Building Elevations

# Start-Up Services

Our Start-up services offer you assistance from the time you start planning your property until you open the door.

**Design & Construction** We provide prototypical drawings for flexible layouts and sizes, preliminary site sketches and construction support. We work with you, your architects and your contractors to ensure that every effort is made to complete your project on time and within specifications.

**Training** We offer comprehensive management and staff training prior to opening and throughout the life of your franchise.

## Franchise with the World's Largest Owner-Operator of Hotels

With Accor you get more than a franchise, you get a strong working relationship with an experienced operator. In fact, over 98% of our franchisees would recommend us to other trusted entrepreneurs. As an owner operator, Accor understands the importance of ongoing support and is dedicated to bringing you personal service, ongoing training, marketing and advertising support. With twelve major hotel brands and over 4,000 hotels worldwide, Accor is the largest owner operator of hotels in the world with unparalleled experience. At Accor we understand the importance of your investment and what you need to make your hotel a success.

Call us today for more details about building or renovating your own Studio 6.

1-888-842-2942

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