

# CHANGING BRANDS CAN DRAMATICALLY CHANGE EARNINGS FOR YOUR HOTEL



*This quick, convenient analysis demonstrates how much your hotel will benefit from brand conversion.*

	Your Current Brand	Our Brands
1. How much did you pay in initial licensing fees?	\$ _____	Modest \$ _____
2. How much do you pay monthly:		
✓ royalty fees?	\$ _____	Low, Fixed
✓ marketing fees?	\$ _____	All Inclusive
✓ reservation fees / cost?	\$ _____	FREE Unlimited
3. How much do you pay annually in mandated amenities?	\$ _____	VERY Limited
4. Do you have the freedom to choose:		
✓ your reservations system?	Y / N	YES
✓ your property management system?	Y / N	YES
✓ your vendors?	Y / N	YES
5. Does your brand contract offer you:		
✓ favorable and limited restrictions?	Y / N	YES
✓ annual exit opportunity?	Y / N	YES
✓ no liquidated damages?	Y / N	YES



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## SUMMARY

- 1. The financial benefits of our brands are measurable and meaningful.**
- 2. There also many "intangible" benefits that add even more value, notably:**
  - ✓ you achieve higher property valuation
  - ✓ your re-branded hotel provides travelers with a fresh option that stands out in a saturated marketplace
  - ✓ our SBA-approved brands mean financing is fast and easy for your property improvements and furnishings
  - ✓ we offer broker support when you want to sell your hotel or buy additional properties

***Too good to be true?  
Actually, too good to ignore!***



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