

PROVISIONS	SECTION IN choiceADVANTAGE SOFTWARE TERMS OF USE	SUMMARY
w. Choice of law	GOVERNING LAW	Maryland law applies (subject to state law) except the Maryland Uniform Computer Information Transactions Act, which is expressly disclaimed.

ITEM 18

PUBLIC FIGURES

We do not use any public figure to promote our franchise.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This financial information contained in this Item 19 is based on information that our franchisees provided to us. This Item 19 as represented in Tables 1 through 3 below do not include information for Properties that: (i) did not provide us with complete 2024 full year operating statements ("Full Year Operating Statement"); (ii) were not open for the entire 2024 calendar year; and (iii) were company-owned at any time in 2024. Additionally, there were no WOODSPRING SUITES hotels that closed during Year 2024 after being open less than 1 year.

Table 1: For the Year Ended December 31, 2024 – Franchised WOODSPRING Properties

Table 1 below contains certain historic financial information and other data reflecting actual operations of franchised WOODSPRING Properties for the year ended December 31, 2024. As of December 31, 2024, there were 256 open and operating Properties in the system, and we received complete 2024 Full Year Operating Statements from 158 of those Properties. The historic performance data provided below in Table 1 only includes information for these 158 Stabilized Properties. "Stabilized Properties" for the purpose this Table 1 are those that were open and operating the entire 2024 calendar year.

Property Count	158	Avg	Median	Min	Max	# Exceeding Average	% Exceeding Average
Occupancy		79.6%	79.9%	56.1%	96.5%	84	53%
Average Daily Rate	\$ 60.42	\$ 58.66	\$ 35.96	\$ 100.45		73	46%
Revenue Per Available Room	\$ 48.05	\$ 46.51	\$ 24.42	\$ 86.76		72	46%
Extended Stay Occupancy 7+ Nights		88.3%	90.0%	51.8%	99.4%	97	61%
Average Length of Stay	14.9	13.2	2.9	76.9		61	39%
Average Length of Stay 7+ Nights	41.1	39.3	17.0	106.0		71	45%
	Avg	Median	Min	Max			
Revenue							
Rooms	\$ 2,126,506	\$ 2,074,971	\$ 1,003,163	\$ 3,874,199		73	46%
Other & Miscellaneous Income	\$ 61,850	\$ 57,840	\$ 11,367	\$ 147,198		65	41%
Total Revenue	\$ 2,189,787	\$ 2,150,933	\$ 1,049,826	\$ 3,950,196		72	46%
Rooms Departmental Costs	\$ 319,639	\$ 316,960	\$ 137,963	\$ 606,511		76	48%
Undistributed Operating Costs							
Administrative & General	\$ 174,342	\$ 166,640	\$ 85,793	\$ 333,902		67	42%
Information & Telecommunications	\$ 40,430	\$ 39,234	\$ 871	\$ 79,982		70	44%
Sales & Marketing	\$ 170,837	\$ 165,416	\$ 85,816	\$ 303,937		70	44%
Property Operating & Maintenance	\$ 137,769	\$ 129,395	\$ 54,431	\$ 277,976		65	41%
Utilities	\$ 127,542	\$ 119,491	\$ 59,133	\$ 269,315		66	42%
Total Undistributed Operating Costs	\$ 657,870	\$ 648,628	\$ 415,541	\$ 1,044,208		71	45%
Gross Operating Profit	\$ 1,212,278	\$ 1,189,379	\$ 266,678	\$ 2,512,025		74	47%
GOP %		54.3%	55.9%	23.7%	68.7%	88	56%
2024 (158 properties)							
Ratios	% of Total Revenue	Per Occupied Room					
Rooms	15%	\$ 9.09					
Administrative & General	8%	\$ 4.96					
Information & Telecommunications	2%	\$ 1.15					
Sales & Marketing	8%	\$ 4.86					
Property Operating & Maintenance	6%	\$ 3.92					
Utilities	6%	\$ 3.63					
Overall Payroll	16%	\$ 9.87					

Table 2: For the Year Ended December 31, 2024 – Purpose-Built Franchised WOODSPRING Properties

Table 2 below contains certain historic financial information and other data reflecting actual operations of hotels developed since late 2015 under our purpose-built WOODSPRING SUITES prototype. As of December 31, 2024, there were 84 hotels in the system open and operating under this prototype and that met the definition of “Stabilized Properties”. “Stabilized Properties” for the purpose of this Table 2 are those that were open and operating the entire 2024 calendar year, provided a Full Year Operating Statement, and excludes those Properties developed under the older “Value Place” prototype.

Property Count	84	Avg	Median	Min	Max	# Exceeding Average	% Exceeding Average
Occupancy		80.2%	81.4%	56.2%	92.3%	44	52%
Average Daily Rate	\$	67.00	\$ 65.13	\$ 46.36	\$ 100.45	35	42%
Revenue Per Available Room	\$	53.66	\$ 51.90	\$ 35.88	\$ 86.76	39	46%
Extended Stay Occupancy 7+ Nights		86.4%	88.9%	51.8%	99.4%	52	62%
Average Length of Stay		13.0	11.5	2.9	46.3	35	42%
Average Length of Stay 7+ Nights		39.3	38.3	17.0	87.8	39	46%
	Avg		Median	Min	Max		
Revenue							
Rooms	\$	2,394,121	\$ 2,337,422	\$ 1,602,231	\$ 3,874,199	40	48%
Other & Miscellaneous Income	\$	67,120	\$ 61,433	\$ 19,856	\$ 147,198	33	39%
Total Revenue	\$	2,462,855	\$ 2,414,236	\$ 1,645,087	\$ 3,950,196	40	48%
Rooms Departmental Costs	\$	351,055	\$ 344,583	\$ 170,439	\$ 606,511	40	48%
Undistributed Operating Costs							
Administrative & General	\$	187,800	\$ 185,721	\$ 101,244	\$ 317,326	41	49%
Information & Telecommunications	\$	43,068	\$ 41,134	\$ 19,690	\$ 74,549	39	46%
Sales & Marketing	\$	192,000	\$ 189,877	\$ 126,738	\$ 303,937	38	45%
Property Operating & Maintenance	\$	142,289	\$ 131,728	\$ 54,431	\$ 277,976	34	40%
Utilities	\$	132,396	\$ 121,626	\$ 59,133	\$ 266,101	36	43%
Total Undistributed Operating Costs	\$	707,436	\$ 686,177	\$ 429,477	\$ 1,044,208	40	48%
Gross Operating Profit	\$	1,404,364	\$ 1,370,126	\$ 559,737	\$ 2,512,025	40	48%
GOP %		56.3%	57.7%	33.2%	68.7%	47	56%
2024 (84 properties)							
Ratios	% of Total Revenue	Per Occupied Room					
Rooms	14%	\$ 9.82					
Administrative & General	8%	\$ 5.25					
Information & Telecommunications	2%	\$ 1.20					
Sales & Marketing	8%	\$ 5.37					
Property Operating & Maintenance	6%	\$ 3.98					
Utilities	5%	\$ 3.70					
Overall Payroll	15%	\$ 10.50					

Table 3: For the Year Ended December 31, 2024 – Former Value Place Properties That Rebranded to Woodspring Suites

Table 3 below contains certain historic financial information and other data reflecting actual operations of franchised hotels formerly offered under the name “Value Place” during the period of 2004 to April 2015. While these hotels rebranded to “WOODSPRING SUITES” in late 2015, these hotels were developed under the older Value Place prototype. As of December 31, 2024, there were 76 hotels in the system that were developed under this older prototype and that met the definition of “Stabilized Properties”. “Stabilized Properties” for the purpose of this Table 3 are those that were open and operating the entire 2024 calendar year, provided a Full Year Operating Statement, and excludes those Properties that were developed under the newer, purpose-built WOODSPRING SUITES prototype.

Property Count	76	Avg	Median	Min	Max	# Exceeding Average	% Exceeding Average
Occupancy		78.8%	79.5%	56.1%	96.5%	40	53%
Average Daily Rate	\$	52.94	\$ 52.61	\$ 35.96	\$ 74.39	35	46%
Revenue Per Available Room	\$	41.64	\$ 42.36	\$ 24.42	\$ 59.62	43	57%
Extended Stay Occupancy 7+ Nights		90.2%	91.3%	70.8%	99.3%	45	59%
Average Length of Stay		16.8	14.4	4.6	76.9	24	32%
Average Length of Stay 7+ Nights		42.7	40.6	17.7	106.0	33	43%
		Avg	Median	Min	Max		
Revenue							
Rooms	\$	1,821,956	\$ 1,861,552	\$ 1,003,163	\$ 2,640,258	42	55%
Other & Miscellaneous Income	\$	55,804	\$ 50,246	\$ 11,367	\$ 116,376	34	45%
Total Revenue	\$	1,878,953	\$ 1,908,490	\$ 1,049,826	\$ 2,697,518	41	54%
Rooms Departmental Costs	\$	285,373	\$ 287,974	\$ 137,963	\$ 450,033	39	51%
Undistributed Operating Costs							
Administrative & General	\$	160,459	\$ 147,393	\$ 85,793	\$ 333,902	31	41%
Information & Telecommunications	\$	37,242	\$ 37,530	\$ 871	\$ 79,982	40	53%
Sales & Marketing	\$	146,666	\$ 147,872	\$ 85,816	\$ 225,640	39	51%
Property Operating & Maintenance	\$	132,960	\$ 127,185	\$ 66,215	\$ 247,504	33	43%
Utilities	\$	121,600	\$ 115,229	\$ 63,083	\$ 269,315	33	43%
Total Undistributed Operating Costs	\$	602,455	\$ 594,519	\$ 415,541	\$ 941,103	34	45%
Gross Operating Profit	\$	991,125	\$ 1,024,940	\$ 266,678	\$ 1,553,705	42	55%
GOP %		51.8%	52.7%	23.7%	64.4%	45	59%
2024 (76 properties)							
Ratios	% of Total Revenue	Per Occupied Room					
Rooms	15%	\$ 8.28					
Administrative & General	9%	\$ 4.66					
Information & Telecommunications	2%	\$ 1.08					
Sales & Marketing	8%	\$ 4.26					
Property Operating & Maintenance	7%	\$ 3.86					
Utilities	6%	\$ 3.53					
Overall Payroll	17%	\$ 9.18					

Notes: We used the following definitions in the above Tables:

1. “Occupancy” was calculated by dividing the total rooms occupied by guests by the total rooms available.
2. “Average Daily Rate” was calculated by dividing room revenue by the number of rooms occupied by guests.
3. “Revenue per Available Room” was calculated by dividing room revenue by the total rooms available.
4. “Extended Stay Occupancy 7+ Nights” was calculated by dividing the total number of 7+ stay room nights by the total number of room nights.
5. “Average Length of Stay” was calculated by dividing the total number of room nights by the total number of stays.
6. “Average Length of Stay 7+ Nights” was calculated by dividing the total number of 7+ stay room nights by the total number of 7+ night stays.
7. “Rooms Revenue” is all revenues derived from the rental of guestrooms, including revenue from no shows and late checkout fees.

8. “Other Revenue” is composed primarily of pet fees, laundry, vending, telephone, sales of dish packs, linen charges and internet fees.

9. “Rooms Departmental Expenses” include labor costs such as salaries and wages for front desk, housekeeping, transportation and laundry, plus employee benefits and payroll taxes. Other operating expenses in the rooms department include linen, cleaning supplies, guest supplies, uniforms, central or franchise reservation fees and travel agent commissions.

10. “Other Departmental Expenses” comprise of those expenses which offset the revenue generated from such departments such as the cost of dish packs or gift shop items sold at the hotel.

11. “Administrative & General” costs include payroll and related expenses for the general manager, human resources & training, security, clerical staff, controller and accounting staff, as well as regional and/or corporate wages allocated back to a hotel. It also includes the cost of office supplies, computer services, accounting & legal fees, cash overages & shortages, bad debt expenses, travel insurance, credit card commissions, transportation (non-guest) and travel and entertainment.

12. “Information & Telecommunications” costs include all system-related technology expenses, including the cost of internet services, local & long distance calls, software licenses, uncapitalized hardware costs, system costs for property management systems and electronic platforms for accounting, energy management, human resources, facilities management and sales & marketing.

13. “Sales & Marketing” costs include direct sales expenses, advertising & promotion, travel expenses for the sales staff and civic and community projects. The royalty fees and advertising assessments fees charged by franchise companies are also included in this department.

14. “Property Operation & Maintenance” costs include payroll and related expenses for maintenance personnel, cost of maintenance supplies, cost of repairs and maintenance of the building, furniture & equipment, the grounds and the removal of waste matter.

15. “Utilities” costs include the hotel's cost for electricity, fuel, water and sewage.

16. “Salaries & Wages” are defined as earnings paid to an employee, such as regular pay, overtime, severance, incentive, holiday, sick vacation and bonus pay. Benefits include all other payroll-related expenses, such as employer-paid health insurance expenses, cost of meals furnished to employees and pension contributions. Payroll Taxes include FICA, FUTA & SUTA, SDI and other mandated payroll-related taxes or social insurance items.

17. “Gross Operating Profit” is Total Revenue less Total Departmental Costs and Total Undistributed Operating Costs. “GOP %” is the Gross Operating Profit divided by Total Revenue.

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The data presented in the above tables relate to historical performance of franchised WOODSPRING SUITES hotels in the United States and represent average performance of WOODSPRING SUITES branded hotels in a specific performance sample.

The data presented in the above tables are based on information that individual franchise owners provided to us. Written substantiation of the financial information that forms the bases for our financial performance representations will be made available to you within a reasonable period of time following receipt of your written request.

Some WOODSPRING SUITES hotels have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting our General Counsel at 915 Meeting Street, Suite 600, North Bethesda, Maryland 20852 and at (301) 592-5000; the Federal Trade Commission; and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

TABLE 1

System-wide Outlet Summary for Years 2022 to 2024*

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised Outlets	2022	302	212	-90
	2023	212	235	+23
	2024	235	256	+21
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	302	212	-90
	2023	212	235	+23
	2024	235	256	+21

*As of December 31, for each year.

TABLE 2

Transfers of Outlets from Franchisees to New Owners (Other than the Franchisor) For Years 2022 to 2024*

State**	Year	Number of Transfers
Alabama	2022	1
	2023	1
	2024	0
California	2022	1
	2023	0
	2024	0
Colorado	2022	2