

Welcome  
To



If your faith in franchise contracts has been shaken,  
we can restore your faith!

# What Is A Hotel Franchise All About? *It's about confidence.*

Your confidence in the franchisor to deliver the service and the services you need, want, and deserve – at a cost you can afford.

Our confidence in owners to operate properties that build value for them – and that offer value for guests.

And together, our confidence in America.

We invite you to join our family of fine hotels and satisfied owners.

Because in a world filled with uncertainty, there's nothing uncertain about our commitment to help you succeed!



***At a time when many brands are rigid, we are flexible!***

# 10 Reasons Our Brands Mean *More Success, Less Stress*

We give our member partners unmatched control over their pocketbook – and their destiny.

It starts with a straight-forward, easy-to-understand contract that focuses on delivering results, rather than promises or penalties.



- 1.** Low initial licensing fee of \$5,000 is reasonable & realistic
- 2.** \$20 per room per month royalty and marketing fee is modest & fixed
- 3.** One-year contract with less restrictions provides an annual exit opportunity & considerable financial peace of mind
- 4.** Fewer mandated amenities mean more profit
- 5.** Online reservations are delivered at much lower cost than by brands or OTAs
- 6.** Brand website gives travelers convenient access on desktop, laptop & mobile devices
- 7.** Computerized rate & inventory management help achieve higher ADR & higher RevPAR
- 8.** Proactive “hands on” brand support services translate into higher visibility & higher occupancy
- 9.** Fresh, new options for comfortable, attractive & affordable accommodations – especially in markets saturated by other brands
- 10.** SBA-approved brands for easier financing of property improvement & furnishings

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



Some hotel brands meet expectations.  
**Ours exceed them.**

Each is a fresh, new name that helps you compete better – especially in markets saturated with other brands.

Each is an alternative for owners who need some administrative and marketing help, but who want the freedom to operate in their own way.

With solid support services for reservations and revenue management – but without the mandated style changes and amenity upgrades that drive up costs.

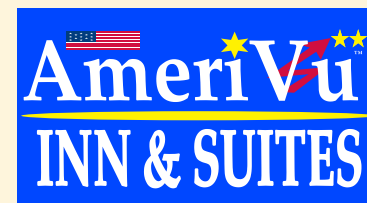
It's a return to the basics that are often forgotten by the big franchisors.



*This great brand name has been refreshed and reimagined, but it still says "quality at a reasonable price" – for travelers as well as for owners*



*A soft brand introduced in late 2014*



*A brand founded by owners to serve owners*

Started in Wisconsin in 2015 by Nick Rai, CEO of Vishav Hotels – who entrusted growth of the brand to us as of March, 2016



**Nick Rai**

**Your guests depend on you. You can depend on us!**





**Chairman  
Doug Collins  
(right) and  
President  
Neil Collins**

You may not immediately recognize the name  
**“Hospitality Lodging Systems”** –  
but you’re familiar with many of our  
experienced  
hospitality professionals.

### ***Doug Collins, Chairman***

- Formerly Chairman and CEO of America’s Best Franchising responsible for almost 300 properties under multiple brands in the United States, as well as in China, India, Canada, Nigeria, and Belize
- Formerly President of Days Inn of America, one of the world’s largest franchise systems with more than 1,800 properties
- Formerly President of Imperial Hotels Corporation, responsible for ownership, operation, and growth of about 60 properties for this publicly held firm

### ***Neil Collins, President***

- Almost 20 years of experience in all phases of hotel operations, including sales, marketing, and support services while serving in senior management positions with America’s Best Franchising and Cornerstone Hospitality

*Plus our management and Board of Directors includes proven, respected industry veterans.*

***The team at Hospitality Lodging Systems thinks like hotel owners  
because they have been hotel owners!***



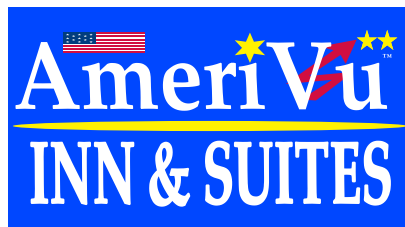
Hotel ownership can be complicated,  
so people look for complicated solutions.

However, sometimes the  
answers are simple – and they work.

Our answers for owners are simple – and they work.

Surprised? Fascinated? Curious?

**Contact us today!**



Nick Rai  
Founder, AmeriVu

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*More than 17 years of experience in the hospitality industry, notably in all phases of owning and managing both franchised as well as independent hotels – from day-to-day operations and marketing to “hands on” negotiation of franchise agreements, PIP plans, capital expenditures, and bank loan workouts.*