



## A SMARTER HOTEL INVESTMENT





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Thank you for your interest in Microtel Inn & Suites by Wyndham, Canada's fastest growing new hotel brand. Through the stewardship of MasterBUILT Hotels and Wyndham Hotel Group, Microtel is uniquely designed and purpose built for the Canadian hotel owner and developer who is seeking a "Smarter Hotel Investment."

**As the territorial master developer for Microtel in Canada, MasterBUILT Hotels is here to provide you with the support and expertise you need at every stage of the hotel ownership process to maximize the value of your investment.**

This informational guide outlines the development process you will undertake with Microtel – from concept to opening – and how MasterBUILT Hotels is available to help. Thank you for the opportunity to begin this process with you.

Sincerely,

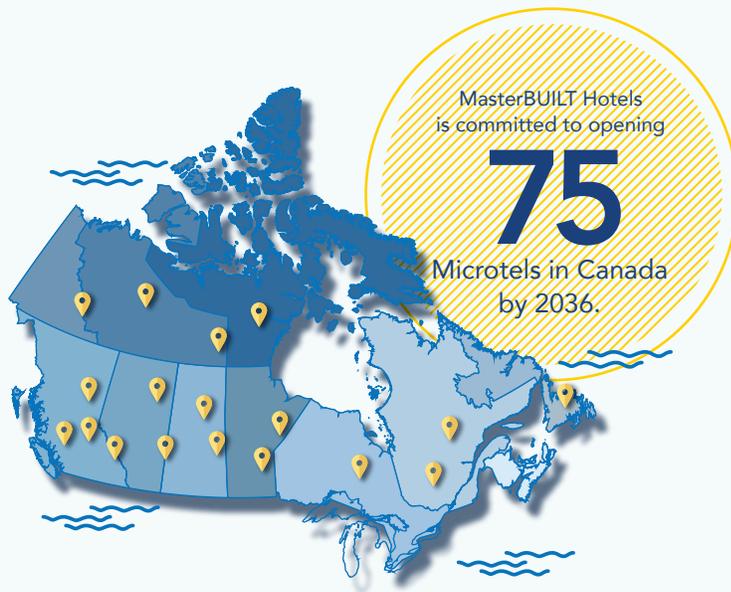
The MasterBUILT Hotels team





## THE MICROTEL BY WYNDHAM STORY

Microtel Inn & Suites by Wyndham is an award-winning prototypical, and all-new construction hotel brand servicing the midscale segment of the market.



The first Microtel opened in 1989 in Rochester, New York, and today the chain possesses more than 320 hotels worldwide, and counting.

In April of 2011, Wyndham Hotel Group signed a master territorial development agreement with MasterBUILT Hotels to open 75 Microtel Inn & Suites by Wyndham hotels within the Canadian marketplace by 2036. Today, MasterBUILT Hotels has established Microtel as one of the most dynamic and distinguishable new hotel brands within the industry.

By consistently delivering exceptional guest satisfaction and realizing superior investment returns for owners and developers, Microtel has become Canada's fastest growing hotel brand since the first prototype hotel opened in September 2012.



## MASTERBUILT HOTELS & WYNDHAM HOTEL GROUP

Wyndham Hotel Group and MasterBUILT Hotels work hand in hand to maximize the value of your Microtel investment at every stage of the ownership lifecycle.

# WYNDHAM

HOTEL GROUP



Wyndham holds the distinction of being Canada's largest hotel group with over 510 hotels and 40,000 rooms.

Microtel hotel owners receive the benefits of Wyndham's powerful central reservations system and loyalty rewards program combined with the support of Canada's leader in ground up hotel development:



MasterBUILT Hotels is a leading Canadian hotel company focused on creating enduring value for its stakeholders through an entrepreneurial, best-in-class approach to developing, building, operating and investing in hotels within Canada.

As an invested partner in your success, MasterBUILT Hotels is available to support you through every stage of the hotel development and ownership process. We understand that the needs of each hotel owner differ and our flexible service model offers as little, or as much assistance as you require.





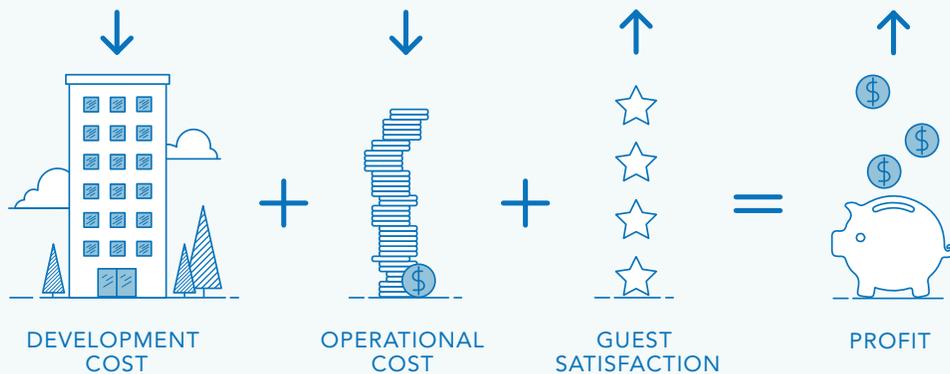
## MICROTEL: A SMARTER HOTEL INVESTMENT

Microtel's explosive growth in Canada can be attributed to the common sense of smarter hotel owners and developers who value a dollar.

At Microtel, "designed for a better hotel stay™" always means starting from the ground up rather than attempting to refresh a building created for a different era. Through an intelligent, prototypical design that is purpose built for the Canadian marketplace, Microtel delivers the most modern and consistent guest experience in the midscale segment.

For hotel owners, Microtel's smarter design equates to lower upfront development costs and superior operating margins resulting from reduced cleaning and maintenance, and lower per room utility costs.

The net result is powerful: a higher operating profit per buildable square foot and an exceptional guest experience you can take to the bank.



## WHY MICROTEL

With Microtel, you are making a Smarter Hotel Investment.



### 1. SMARTER DESIGN

Microtel's smart, prototypical design is value engineered to deliver a superior operating profit per buildable square foot and an award winning guest experience.



### 2. MODERN COMFORT + RELIABILITY

Microtel provides unparalleled consistency, comfort and connectivity across its Canadian brand portfolio.



### 3. SUSTAINABLE + RESPONSIBLE

With Microtel, you are invested in a brand that is a leader in environmental sustainability and social responsibility.



### 4. DESIGNED FOR CANADA

Microtel has been expertly designed and programmed for Canadian hotel owners by Canadian hotel owners.



### 5. MASTERBUILT SUPPORT

MasterBUILT Hotels offers you the experience, expertise and financial support you need to be successful.



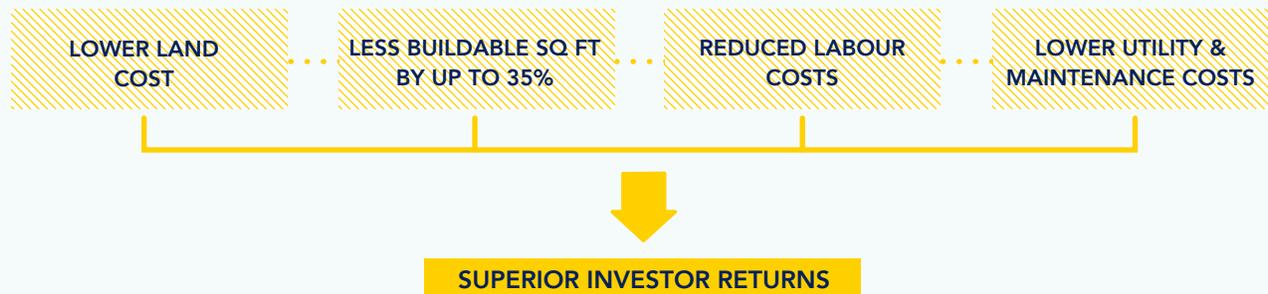


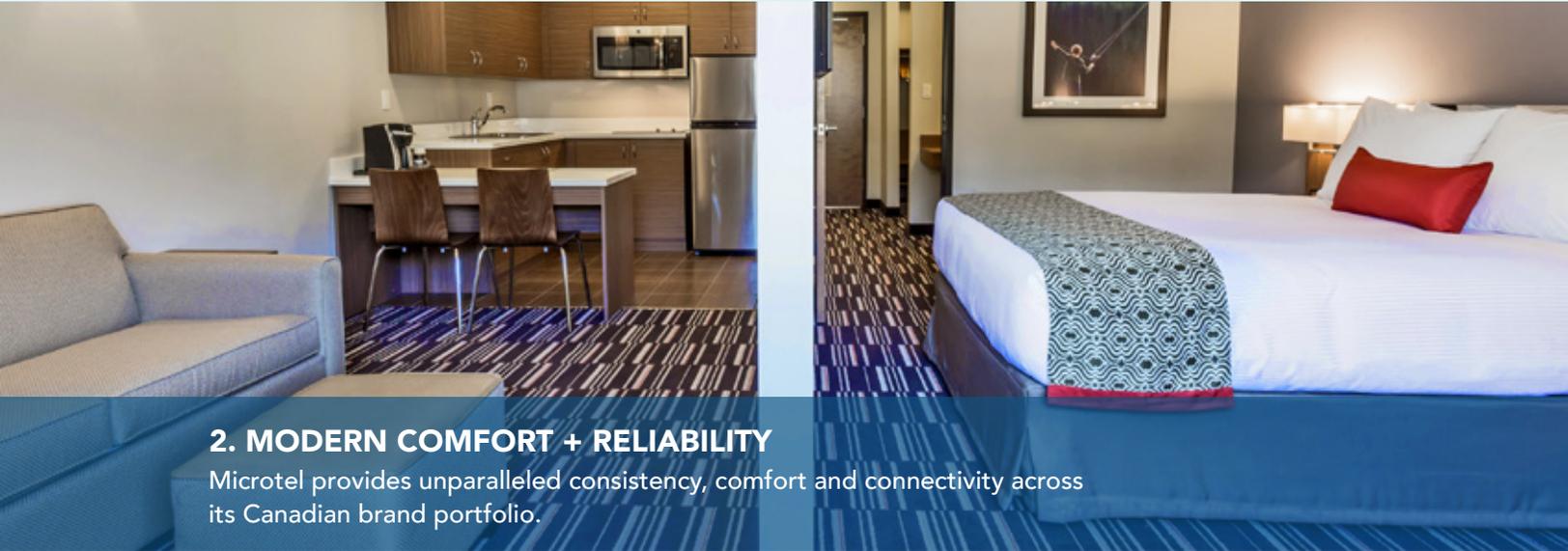
## 1. SMARTER DESIGN

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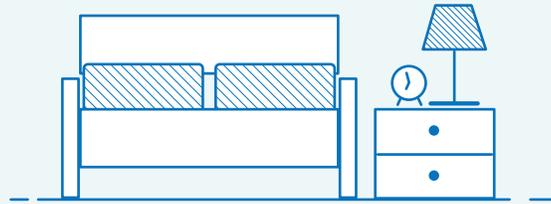
Microtel separates itself from the crowd with a chic, contemporary design that is fresh, functional, resourceful, efficient and purpose built to impress your guests and your investors. With up to a 35% space efficiency advantage over our competition, Microtel is designed for macro profits by providing the lowest total investment and cost of ownership in its segment.





## 2. MODERN COMFORT + RELIABILITY

Microtel provides unparalleled consistency, comfort and connectivity across its Canadian brand portfolio.



The newest and most modern limited service hotel chain in Canada, Microtel's prototypical design and ground up construction caters to today's savvy business and leisure travellers who value connectivity, comfort, and consistency.



### CONNECTIVITY

Best-in-class high speed Internet

Multiple connections and charge points for personal devices



### CONSISTENCY

Professional hotel management across entire brand

The only prototypical, all new construction hotel brand



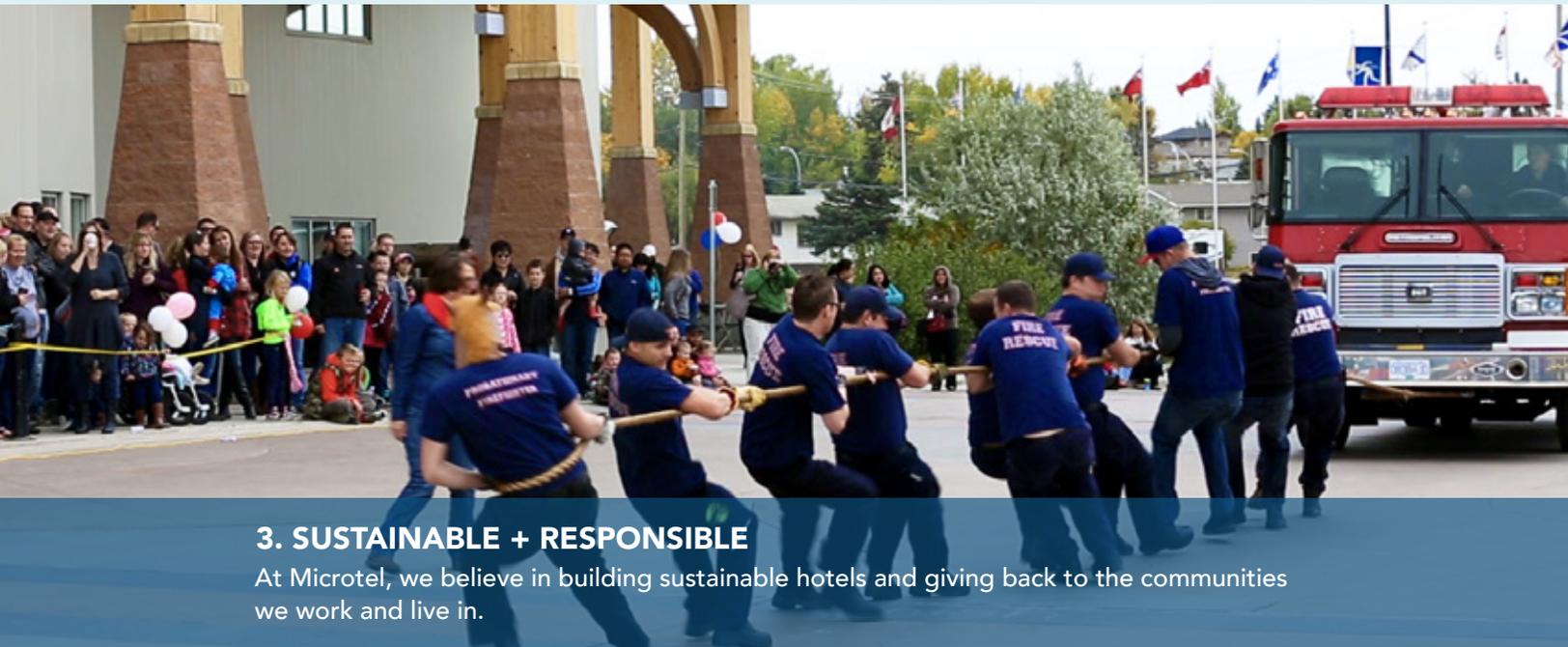
### COMFORT

Best-in-class fitness centres

Hot breakfast 7 days a week

DreamWell beds





### 3. SUSTAINABLE + RESPONSIBLE

At Microtel, we believe in building sustainable hotels and giving back to the communities we work and live in.



At Microtel, we believe in employing sustainable and responsible business practices in every one of our hotels without sacrificing guest satisfaction or investor returns.

Microtel gives back to communities in a meaningful way through a combination of community volunteering and our innovative Common Ground program that positions the brand as leader in social responsibility.

#### THE 4 COMMON GROUND™ BY MICROTEL PILLARS

ACCESSIBILITY

HEALTH + COMMUNITY WELLNESS

ACTIVE YOUTH

ENVIRONMENTAL SUSTAINABILITY



## COMMON GROUND

Become a leader in social responsibility in your community.

# common ground

by:  
**MICROTTEL**  
BY WYNDHAM

Common Ground by Microtel is an innovative program dedicated to demonstrating social responsibility aligned with Microtel's core values. The Common Ground program promotes local community engagement, grassroots volunteering initiatives, accessibility and environmentally sustainable business practices making Microtel the community's responsible hotel of choice.

For more information on the  
Common Ground Program, visit  
[www.commongroundmicrotel.ca](http://www.commongroundmicrotel.ca)





#### 4. DESIGNED FOR CANADA

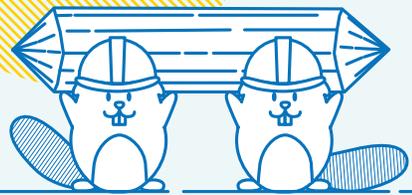
Through the stewardship of MasterBUILT Hotels, Microtel is uniquely designed and programmed for the specific needs of the Canadian marketplace.

Canadian specific  
brand operating  
standards



Negotiated pricing with  
regional and national  
suppliers with a track record  
of delivering in Canada

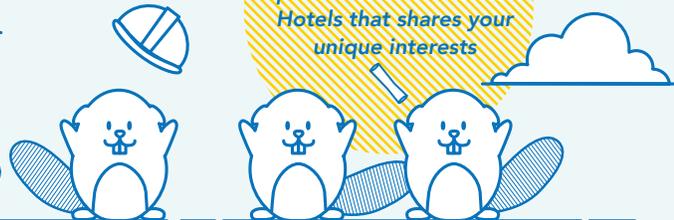
Canadian  
construction and  
design specification  
& standards



A Canadian brand  
marketing program  
managed by  
Canadians



A Canadian-based  
partner in MasterBUILT  
Hotels that shares your  
unique interests





## 5. MASTERBUILT SUPPORT

MasterBUILT Hotels: An invested partner in your success.



MasterBUILT Hotels provides you with an unparalleled level of ground up development support and access to financial resources to make your project a reality. From site acquisition to hotel management, our experience and support will help to streamline the development process, improve operational performance and ultimately increase the value of your asset.

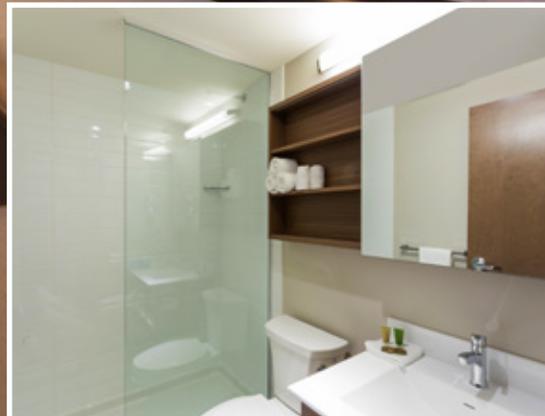
### MASTERBUILT PROVIDES HOTEL OWNERS WITH:

EXPERTISE AND SUPPORT AT EVERY STAGE

ACCESS TO CAPITAL

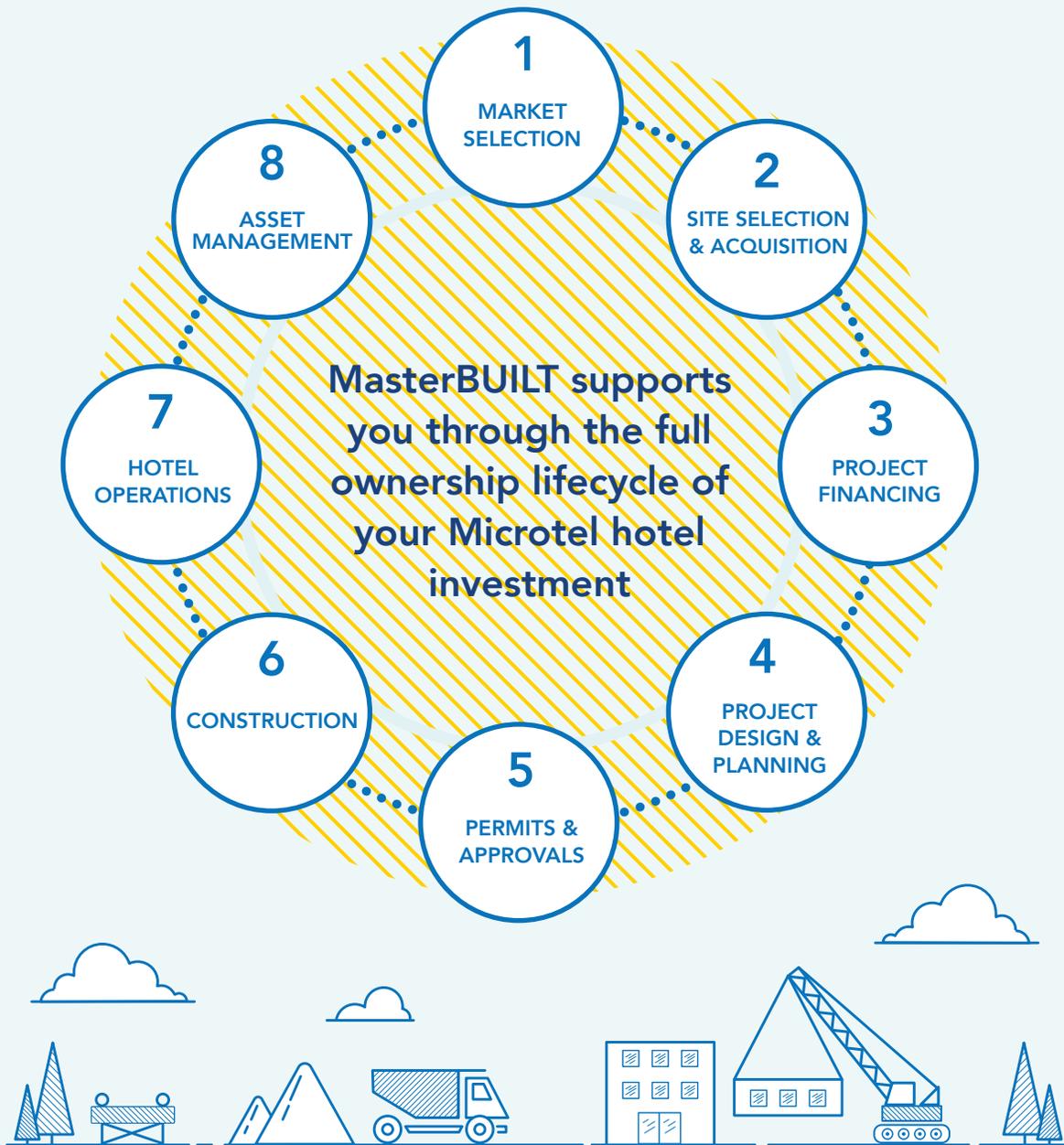
PURCHASING POWER





## BRINGING YOUR MICROTEL TO LIFE

Whether you are looking for an a la carte or full-turnkey solution, MasterBUILT Hotels is available to support you at every stage of the hotel development and ownership process.





## 1. MARKET SELECTION & FEASIBILITY ANALYSIS



First, we'll assess your market and ensure it's the right fit for Microtel.

MasterBUILT Hotels has extensive access to market intelligence to assess the financial merit of a Microtel hotel development prior to you expending valuable resources on a market feasibility study. If you decide to partner with MasterBUILT Hotels, we will conduct a detailed market and financial analysis using our proprietary systems and processes that will give you, and us, the solid ground to make an informed investment decision.



## 2. SITE SELECTION & ACQUISITION



Securing the right site location within the right market is critical.

Access, visibility, proximity to demand generators, proximity to restaurants and other complementary retail services, land use entitlements, and other site influences can ultimately make or break your project. As an industry leader in developing new build hotels, MasterBUILT Hotels' experts can advise you on the site attributes that will make your project a success.

As your development partner, MasterBUILT can oversee the entire site selection and acquisition process, ensuring you secure the best site on the most competitive terms.

### SECURE YOUR FRANCHISE RIGHTS WITH MICROTEL



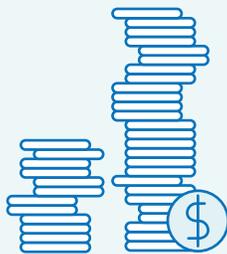
With the market selected, we'll help you finalize the franchise agreement with Wyndham.

Once we've determined the feasibility of the project, the next step is to review the Microtel franchise disclosure document (FDD) and secure your market through a franchise application with Wyndham Hotel Group. In order to make this application, you will need to have control over the specific development site you are proposing to build on. If you decide to partner with MasterBUILT Hotels on the development of the project, MasterBUILT will spearhead this application process on your behalf with Wyndham.





### 3. INVESTMENT STRUCTURING & PROJECT FINANCING



Save valuable time and money by leveraging our extensive experience in structuring hotel investments.

We recommend starting the financing process as early as possible, but before you do, you will need to have the franchise rights secured and an initial indication of the size and cost of the hotel. As your development partner, MasterBUILT Hotels can guide you through and execute on every step of the investment structuring and project financing process for the hotel.

As an invested partner in the Microtel brand, MasterBUILT Hotels can invest equity into your project, putting “skin in the game.” As equity partners, we will lend our balance sheet and industry credibility to negotiate the most favourable debt financing terms.

### PROJECT OVERSIGHT & ACCOUNTING

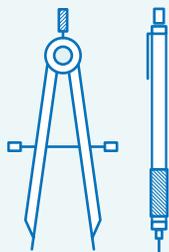


MasterBUILT can oversee all aspects of your hotel investment.

Having an experienced partner representing your interests as an owner can be invaluable in navigating the vagaries of hotel development. MasterBUILT Hotels can oversee and manage all aspects of the development process including project accounting, preparation of draw packages, contract negotiation, cash management, and investor reporting.



#### 4. PROJECT DESIGN & PLANNING



The most efficient design and planning process in the industry.

By tailoring Microtel's prototype plans and design specifications specifically for the Canadian market, we've made the design and planning process the most cost-effective and efficient in the industry. MasterBUILT Hotels will review and provide recommendations on your site plan, architectural drawings, and working drawings with the objective of optimizing project costs, streamlining timelines, ensuring brand compliance and improving long-term hotel performance. As your development partner, we will support or oversee the entire process, lending our full experience and expertise to the project.

#### 5. PERMITTING & APPROVALS



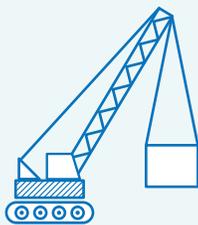
MasterBUILT Hotels can streamline your permitting process, saving time and money.

MasterBUILT Hotels offers its experience and support to assist you in acquiring the required permits and approvals for your new hotel on the most efficient basis possible. Together, we'll ensure everything is in order before we begin construction on your new Microtel.





## 6. CONSTRUCTION MANAGEMENT



**MasterBUILT Hotels helps you build the highest quality Microtel, at the lowest cost, in the shortest amount of time.**

MasterBUILT Hotels is available to manage all aspects of construction including project oversight, project estimating, project tendering, product sourcing and procurement, contract negotiation and supplier / contractor evaluation. As your project manager, we will extend you our nationally negotiated supply arrangements, identify opportunities for cost savings through product selection and construction best practices, and provide tangible advice based on our extensive experience building Microtels across Canada.

## HOTEL PRE-OPENING PLANNING & COMMISSIONING

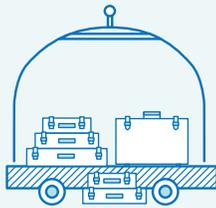


**As your partner in bringing your Microtel to life, MasterBUILT Hotels ensures the hotel opening process is seamless.**

Opening a hotel with the right foot forward is critical. MasterBUILT Hotels is available to support you through the entire pre-opening process including initial planning and budgeting, FF&E and OS&E procurement, implementation of policies and procedures, systems set-up, staff recruitment, onboarding and training, compensation and benefits design and implementation, pre-sales and marketing, and hotel set-up and commissioning.



## 7. HOTEL OPERATIONS



MasterBUILT Hotel's operations group delivers exceptional guest experiences and exceptional financial returns.

MasterBUILT's mission is to provide an unparalleled level of consistency and professionalism across the Microtel brand that benefits all hotel owners and investors. Our best-in-class approach to all aspects of hotel operations delivers happy guests and superior financial returns to each and every one of our hotel owners.

If you are an experienced operator with a track record of delivering exceptional guest experiences, we welcome you to join our exclusive group of operators that share a common vision for the Microtel brand in Canada. As part of this group, you will receive access to MasterBUILT's dedicated team with a singular focus on optimizing the ongoing performance of your Microtel investment.

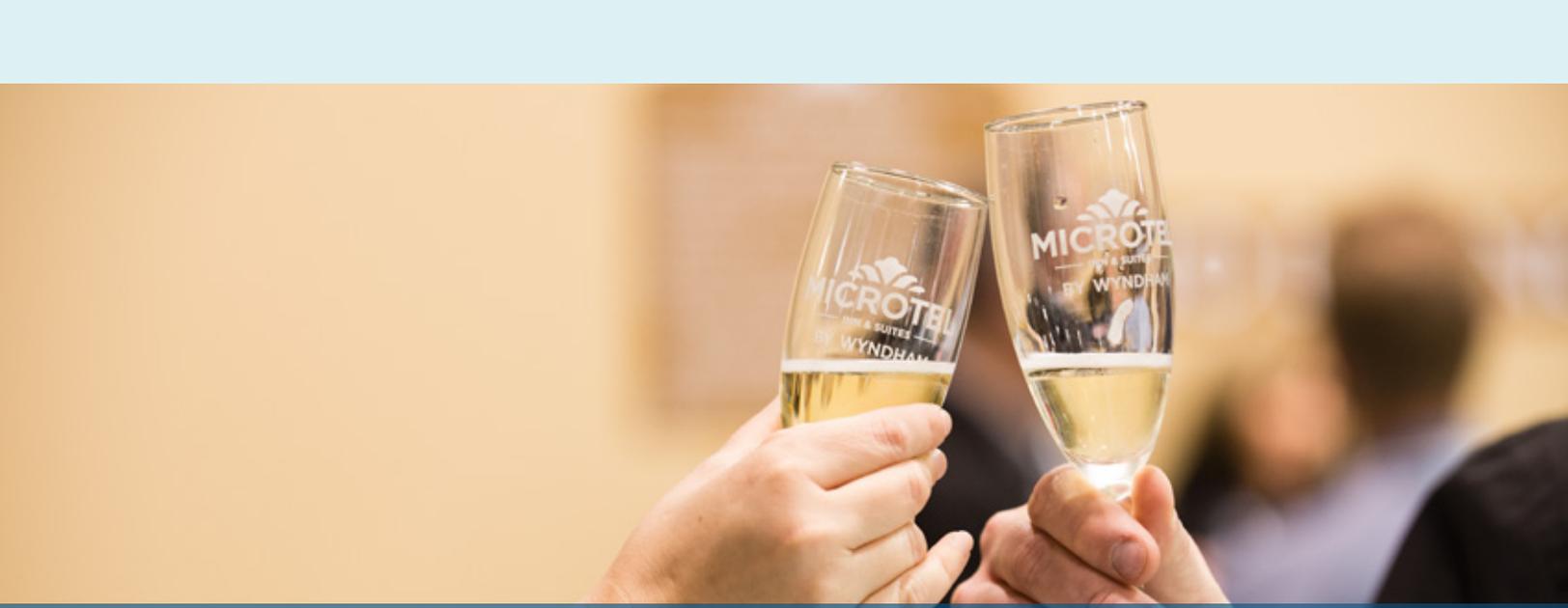
## 8. ASSET MANAGEMENT



Let our experience and expertise be your advantage.

Maximizing the value of your asset is an ongoing process. MasterBUILT is available to provide support or full oversight over capex planning and execution, asset value optimization strategies, major contract negotiations, investor reporting, financing negotiations, and dispositions. As an invested partner, we share a common goal of creating long-term wealth for Microtel owners and investors.





## THE MICROTEL MARKETING ADVANTAGE

Microtel's Canadian marketing initiatives focus on grassroots, geo-targeted methods that deliver direct results to your hotel.

### HEADS IN BEDS

Microtel combines the lowest total cost of ownership with a proven sales and marketing engine that puts heads directly in the beds of our Canadian hotels. In collaboration with MasterBUILT Hotels, and Wyndham, Microtel's Canadian marketing programs are focused on local, grassroots and geo-targeted online initiatives that ensure your hotel sees direct results. As a Microtel owner, you will also benefit from Wyndham's umbrella marketing campaign and MasterBUILT's national sales and marketing support which is 100% focused on our Canadian markets.

### INVESTING IN THE SUCCESS OF YOUR HOTEL THROUGH LOCALIZED:



*print and online advertising*



*highway and airport signage*



*social media marketing*



*corporate and large group sales*



*full integration of the Common Ground program*









## TO DO LIST

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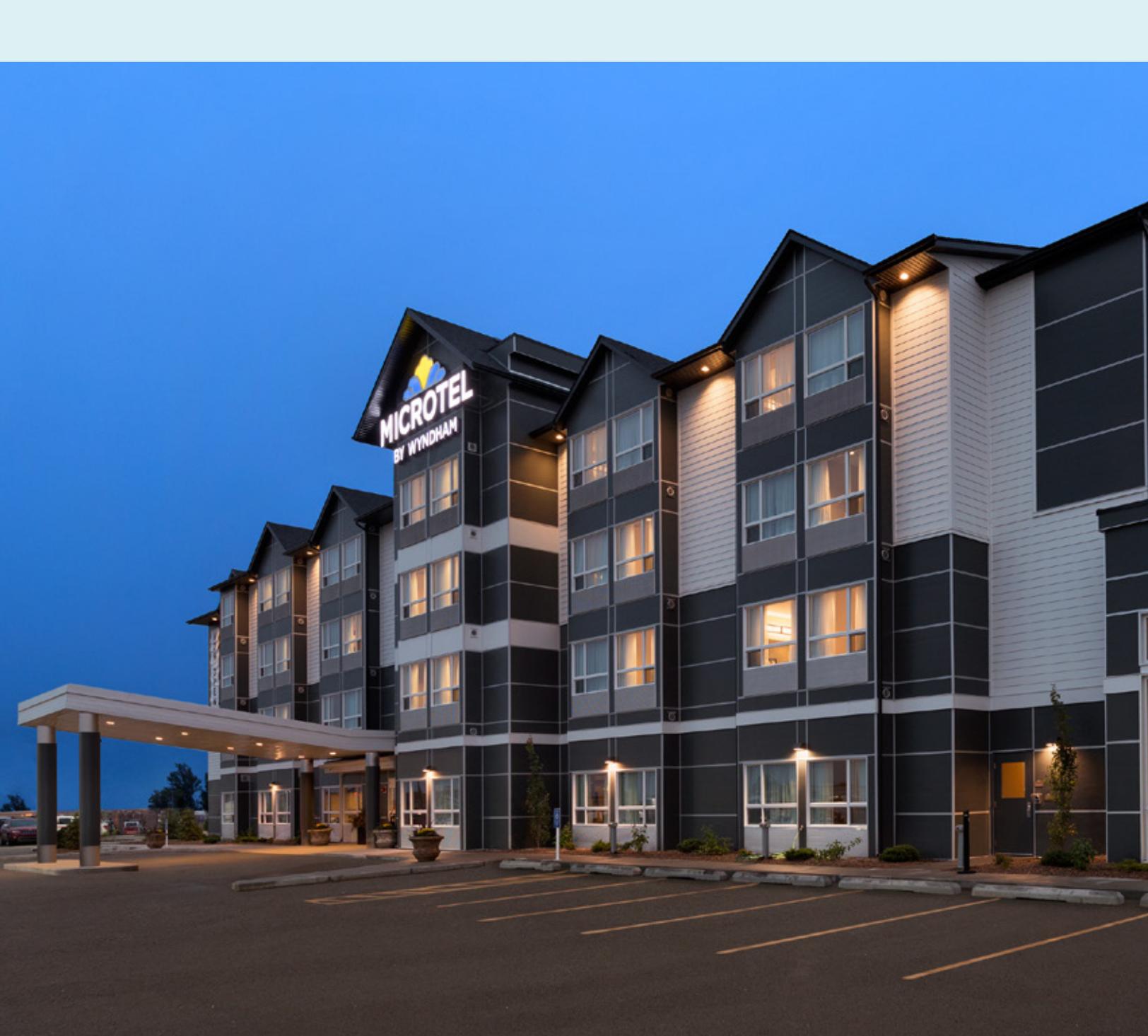
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TO EXPLORE OWNERSHIP  
WITH MICROTEL INN & SUITES  
BY WYNDHAM, CONTACT:

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