

## FRANCHISE DISCLOSURE DOCUMENT



SureStay, Inc.  
an Arizona corporation  
6201 N. 24<sup>th</sup> Parkway  
Phoenix, AZ 85016  
Tel: (602) 957-5842  
www.surestayhotels.com  
Corporate@SureStayHotels.com

The franchise offered is for the right to construct, or convert an existing hotel to, a hotel that utilizes the “SureStay Hotel by Best Western®”, “SureStay Plus Hotel by Best Western®”, or “SureStay Collection by Best Western®” name and proprietary system.

The total investment necessary to begin operation of a newly constructed 60-room SureStay Hotel by Best Western ranges from \$4,616,225 to \$6,836,900. This includes \$40,500 to \$47,500 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of a 60-room SureStay Hotel by Best Western that has been converted from an existing hotel ranges from \$184,725 to \$742,900. This includes \$40,500 to \$47,500 that must be paid to the franchisor or its affiliate.

The total investment necessary to begin operation of a newly constructed 80-room SureStay Plus Hotel by Best Western ranges from \$6,889,725 to \$9,254,400. This includes \$40,500 to \$47,500 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of a 80-room SureStay Plus Hotel by Best Western that has been converted from an existing hotel ranges from \$254,725 to \$980,400. This includes \$40,500 to \$47,500 that must be paid to the franchisor or its affiliate.

The total investment necessary to begin operation of a newly constructed 200-room SureStay Collection Hotel by Best Western ranges from \$18,547,725 to \$24,332,400. This includes \$50,500 to \$57,500 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of a 200-room SureStay Collection Hotel by Best Western that has been converted from an existing hotel ranges from \$909,825 to \$2,577,400. This includes \$50,500 to \$57,500 that must be paid to the franchisor or its affiliate.

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least fourteen (14) calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Lawrence M. Cuculic, Secretary of SureStay, Inc. at 6201 N. 24<sup>th</sup> Parkway, Phoenix, AZ 85016, and (602) 957-5842.

SureStay, Inc.  
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The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "[A Consumer's Guide to Buying a Franchise](#)," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance date of this Franchise Disclosure Document: April 19, 2019.

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A for information about the franchisor or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN MARICOPA COUNTY, ARIZONA. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY COST YOU MORE TO SUE US IN MARICOPA COUNTY, ARIZONA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT REQUIRES THAT ARIZONA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date: See the next page for state effective dates.

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