

FRANCHISE DISCLOSURE DOCUMENT



SureStay, Inc.
an Arizona corporation
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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[®]”, “SureStay Studio by Best WesternSM”, 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 \$4,618,720 to \$6,843,395. This includes \$41,495 to \$52,495 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 \$186,225 to \$749,395. This includes \$42,995 to \$53,995 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 \$6,892,220 to \$9,260,895. This includes \$41,495 to \$52,495 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 \$256,225 to \$986,895. This includes \$42,995 to \$53,995 that must be paid to the franchisor or its affiliate.

The total investment necessary to begin operation of a newly constructed 100-room SureStay Studio by Best Western ranges from \$6,892,220 to \$9,291,935. This includes \$41,495 to \$52,495 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of a 100-room SureStay Studio by Best Western that has been converted from an existing hotel ranges from \$256,225 to \$987,935. This includes \$42,995 to \$53,995 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 by Best Western ranges from \$18,550,220 to \$24,338,895. This includes \$51,495 to \$62,495 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of a 200-room SureStay Collection by Best Western that has been converted from an existing hotel ranges from \$911,325 to \$2,583,895. This includes \$52,995 to \$63,995 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. 24th Parkway, Phoenix, AZ 85016, and (602) 957-5842.

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 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 6, 2020.

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit G.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit E includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only SureStay Hotel by Best Western, SureStay Plus Hotel by Best Western, SureStay Studio by Best Western or SureStay Collection by Best Western hotel business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a SureStay Hotel by Best Western, SureStay Plus Hotel by Best Western, SureStay Studio by Best Western or SureStay Collection by Best Western hotel franchisee?	Item 20 or Exhibit G lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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