THERE’S NO PLACE LIKE MY PLACE

WELCOME TO THE NEXT GENERATION OF MIDSCALE EXTENDED-STAY HOTELS.
A great story continues here in South Dakota. 43 years ago, it began, as many great stories do, with an idea. The idea was that travelers needed a clean, comfortable, and affordable place to stay. Coupled with the right timing and the right people that idea became Super 8 Motels. Today those same South Dakota values, work ethic, entrepreneurial spirit, and even some of the same people have engineered a new vision for a reasonably priced, high quality, and all brand-new hotel chain called My Place Hotels.
DEFINING MY PLACE
Operator tested, guest approved.

THE MY PLACE NICHE
[th uh mahy pleys nich] noun

A nascent space between aging economy and midscale hotels where underserved guests must choose between quality and price. Until now.

Ex. “Franchisees often refer to the My Place Niche as “the sweet spot.”"

Before establishing My Place as a hospitality franchise offering in 2014, industry pioneer Ron Rivett and his grandson Ryan Rivett made a full-scale investment in developing and testing their simple and refreshing concept into the well balanced niche competitor that it is today. Ever in search of cost/return balance for franchise operators and price/value balance for guests, My Place leverages its time-tested service and support mechanisms along with an all brand-new product to offer a quality that transcends price and an efficient operating model that defies containment.
RAPID GROWTH
But we’re just getting started!

MY PLACE HOTELS 76%

HOME 2 SUITES 34%

TOWNEPLACE SUITES 5%

MAINSTAY SUITES 2%

CANDLEWOOD 2%

Since opening its first property in 2012, My Place has grown to over 120 properties in the pipeline with more than 50 open across 26 states.

NO BOUNDARIES. NO BRAKES.
Pure Momentum

OVER
70%
REPEAT
FRANCHISEES
55 OPEN
26 STATES
120 PIPELINE HOTELS

Numbers are approximate, may fluctuate, and include hotels in development pipeline.
WE LOVE MY PLACE!
They love My Place too!

“My partners and I are very confident in the My Place franchise. The model hits a very targeted part of the hotel industry. Ryan Rivett’s vision for the future is something we want to be a part of.”
- Jim, My Place Hotel Owner

“It’s so great seeing how quickly My Place Hotels of America has burst onto the scene seemingly out of nowhere. This incredibly well-received extended stay brand is giving hoteliers opportunity to join an organization outside the constraints of the massive public companies, while giving them access to a highly experienced leadership team.”
- Glenn Hausmann, No Vacancy

“My Place’s all new construction product, relatively low per hotel development costs, and strong brand support are key competitive strengths in making My Place one of the fastest growing extended-stay hotel brands in the country.”
- Mark Skinner, Partner, The Highland Group

“Ryan Rivett Pushes Growth of Midwest-Based My Place Hotels Chain Across the Country.”
- Randyl Drummer, Commercial Real Estate Senior Editor

“My Place Hotels CEO Ryan Rivett’s views on hospitality are contrarian, but judging from the growth of his brand, he just might be onto something.”
- Deanna Ting, Hospitality Editor, Skift
“These people just come from the heart. I looked at the culture, the values, how they treat people, and everything aligned with exactly what Kimberly and I have aspired to do with Cornerstone.”
- Craig, My Place Hotel Owner

“We very much enjoyed our stay. The room was comfortable and very clean. The staff was friendly. Many channels to choose from. The ice maker in the freezer was a nice touch. Highly recommend this hotel!”
- TripAdvisor User, My Place Guest

“What do I love most about being a General Manager? I love all of it, even the challenges.”
- Lee, My Place GM

“I’m impressed by the totality of all the subtle, well-thought-out details put into the guest rooms. The generous room size, ergonomic furnishings, convenience of appliances and build quality all rival higher-end hotel brands, but at a much more competitive rate for the business traveler or vacationer. This mid-scale, extended-stay brand punches above its weight class.”
- Ray, My Place Hotel Owner
“Compared to other brands, we get better support from our franchisor. From marketing our hotel to training our staff - we get a whole lot more bang for our buck.”

- Craig, My Place Franchisee

“The My Place Team is much like our backbone - strong and always there.”

- Raja & Minnie, Multi-unit Owners and Developers

WELL ESTABLISHED SUPPORT SYSTEM
Simple, Streamlined Resources
“My Place is a great partner of AAHOA, and we are grateful for their support for our association and our members. We look forward to many more groundbreakings and My Place hotel openings by our membership.”

- Cecil Staton, AAHOA President & CEO

“AAHOA’s members eagerly anticipate the opportunity to work with the team at My Place because of their vision for scaling up the brand over the next five years. We appreciate their support of AAHOA, our members, and our advocacy efforts, and look forward to a lasting partnership.”

- Rachel Humphrey, AAHOA COO & VP of Franchise Relations
“The My Place public relations efforts show us exactly how to market within the hospitality industry. Not only do they comprehensively promote their properties and products, but they also build relationships to encourage strong communication among their industry partners,”

- AHLA President & CEO Chip Rogers
Integral to My Place’s long-term growth strategy is its loyalty program. While the brand introduced Irene Roberts, its first-ever Director of Brand Loyalty, to the team in 2017, she is no stranger to the hospitality industry or the former Super 8 headquarters My Place resides in. From growing one of the world’s largest loyalty clubs, to being an integral part of the team that merged all of the Wyndham loyalty programs, she understands the value of loyalty and what it takes to help guests STAY REWARDED®

“Stay Rewarded® brings balance to the rewards program value proposition, where guests and franchisees are both rewarded.”
- Irene Roberts, Director of Brand Loyalty, My Place Hotels
MY PLACE GUEST DISTRIBUTION
People who stay at My Place

AVERAGE LENGTH OF STAY

- NIGHTLY RESERVATIONS: 1.65 Days
- WEEKLY RESERVATIONS: 11.78 Days
- MONTHLY RESERVATIONS: 73.57 Days

TOTAL AVERAGE LENGTH OF STAY: 2.92

Based on data collected in 2019.
CAN’T GET MUCH BETTER THAN THIS

47% Brand Contribution
4.4 TripAdvisor Brand Average
67% Occupancy*
$80.01 ADR*

*These results were achieved between January 1, 2018 and December 31, 2018. See Franchise Disclosure Document for complete details. Your results may differ from the represented performance.
HOTELS POWERED BY PEOPLE
Just not too many.

Average of 13 employees.

Effective cross training for efficient staffing.

Extended-stay housekeeping program.

My Place University – Curriculum based training
TYPICAL 3 STORY 64 UNIT

- 1.5 Acres
- 10,000 SqFt Building Footprint
- 12,000 SqFt Grass / Landscaping
- 38,000 SqFt Parking Area (69 Stalls)
While the My Place product is prototypical in nature and all locations abide by strict design and quality assurance standards, each My Place location considers the atmosphere, aesthetic, and demographic profiles of the community it will operate in and adapts to ensure a high-amplitude cohesion with its market.

Adaptations include:
- outdoor lifestyle areas
- pools
- shuttles
- exterior and structural elements

**4 STORY 63 UNIT**

- 1.2 Acres
- 7,500 SqFt Building Footprint
- 10,000 SqFt Green Space
- 30,000 SqFt Parking (68 Stalls)

**3 STORY 64 UNIT**

- 1.5 Acres
- 10,000 SqFt Building Footprint
- 12,000 SqFt Green Space
- 38,000 SqFt Parking (69 Stalls)

**4 STORY 85 UNIT**

- 1.8 Acres
- 10,000 SqFt Building Footprint
- 15,000 SqFt Green Space
- 48,000 SqFt Parking (94 Stalls)
Since completing our proof of concept and catapulting into franchise development, My Place has assembled:

- A loyal staff dedicated to facilitating every franchisee’s development objectives and every operator’s need for support,
- A substantial network of franchisees, over 70% of whom have executed more than one franchise agreement,
- And a group of hotel operators committed to maintaining the highest guest review scores in the industry and phenomenal organic brand loyalty.

My Place knows that the success of its franchise system and the ability to reach its initial goal of 1,000 franchises, is all about the people. Our commitment to our people is unwavering.
MY PLACE
Service & Quality Done With Style
MY PLACE
Home, Away From Home
MY PLACE PEOPLE
Join the Family

Rapidly growing & we’re just getting started!


“When you have the backing of this company, and even more so from this family who is supporting you, you just feel more at ease because you know the power of what’s behind you. It’s a fact, I’ve built one, and it’s open. The support of the Rivett family was everything to us.”

- Frank, Franchisee

Simple, Streamlined Resources.

Designed to fit in the best hotel markets.
LOW FEES, BETTER ROI
A Real Partnership

Initial Investment $4.3 to $5.3M
Franchisees are our stockholders • At My Place, we recognize that regardless of the validity of our concept; we are only as successful as our franchisees.

Graduating Royalties 0% to 4.5%
Measuring our recommendations • We are committed to always measuring our recommendations and input as a franchisor in terms of dollars and cents to your bottom line.

Integrated Central Reservations & Marketing 2.5%
We hold our staff and our properties to the highest standard • At My Place, we embrace a fervent commitment to hold our staff and our properties to the highest standard so our franchisees can rely on confident and competent leadership.

Stay Rewarded® 1%

20 Year Franchise Agreement
BEGIN THE JOURNEY
Become a Franchisee Today

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There’s more to our story.
Read it all at myplacehotels.blog!