

KEY WEST INNS VS. THE COMPETITION

Some claim to be the best, but we're the fairest!

	US	THEM	ADVANTAGE	
INITIAL FEES:	\$5,000.00 regardless of room count	\$5,000.00 up to 50 rooms, 51+rooms	KWI	
APPLICATION FEE:	\$500.00	\$1,500.00	KWI	
MONTHLY MEMBERSHIP FEES:				
2007	1st 50 Rooms	\$16.00	\$20.00	KWI
	51-99 Rooms	\$14.00	\$16.00	KWI
	100+ Rooms	\$12.00	\$15.00	KWI
2008	1st 50 Rooms	\$16.00	\$21.00	KWI
	51-99 Rooms	\$14.00	\$17.00	KWI
	100+ Rooms	\$12.00	\$16.00	KWI
2009	1st 50 Rooms	\$17.00	\$22.00	KWI
	51-99 Rooms	\$15.00	\$18.00	KWI
	100+ Rooms	\$13.00	\$17.00	KWI
<i>Regardless of inception, fees adjust January 1 of the new year.</i>				
ORGANIZATION:	Franchise*	Membership	KWI	
TERMS:	10 year agreement with annual Exit Windows**	1 year agreement	KWI	
CONFERENCE FEES:	\$50.00/Month (1 person attendance)***	\$60.00/Month (1 person attendance)	KWI	
TRANSFER FEES	\$500.00	\$2,000.00	KWI	
AVERAGE YEARLY FRANCHISE FEE COST:				
2007	50 Room Property	\$9,600.00	\$12,000.00	KWI
	75 Room Property	\$13,800.00	\$16,800.00	KWI
	125 Room Property	\$21,600.00	\$25,800.00	KWI
2008	50 Room Property	\$9,600.00	\$12,600.00	KWI
	75 Room Property	\$13,800.00	\$17,700.00	KWI
	125 Room Property	\$21,600.00	\$27,300.00	KWI
2009	50 Room Property	\$10,200.00	\$13,200.00	KWI
	75 Room Property	\$14,700.00	\$18,600.00	KWI
	125 Room Property	\$21,900.00	\$28,800.00	KWI
HOW MUCH YOU WILL LOSE IN THREE YEARS BY CHOOSING THE COMPETITION:				
50 Room Property	\$8,400.00		KWI	
75 Room Property	\$13,800.00		KWI	
125 Room Property	\$16,800.00		KWI	
On site revenue management training	yes	???	KWI	
On site operational assistance	yes	???	KWI	
On site associate development	yes	???	KWI	
Local sales development	yes	???	KWI	

* For SBA loan purposes, we are an approved franchise.

** We feature the benefits of a franchise with the flexibility of a membership.

*** Also includes room night accommodations