



## COMPANY PROFILE

### COMPANY HISTORY

Key West Inns, Inc. was founded by Cory G. Jackson, Sr. in 1989 with a vision to develop a limited-service hotel chain projecting a relaxed, inviting personality. Mr. Jackson's desire was to grow a hotel chain that would stand out against the existing chains. Inspired by the architecture and design elements found in Key West, Florida. Key West Inns was created as a unique chain that would serve economy and middle market business. Each property's exterior aesthetics of a silver tin roof, white ginger bread woodwork and soft pastel colors lends to its curb appeal. While the theme is thoughtfully carried through all of the interior appointments, it is the commitment to service and attention to detail that makes the chain best in its class. Now in 2007, Key West Inns welcomes conversion hotels into the system.

As third generation hoteliers, the Jackson Family is dedicated to building a quality brand while remaining focused on their overall objective of total customer satisfaction. In order to achieve customer satisfaction, however, the Jackson's understand that they must first ensure satisfaction at the franchisee level. Interacting with their owners in an honest and straightforward manner is what makes this chain rare. It is this integrity and personal service that is attributable to the chain's success and longevity.

In 1989, the first location was developed in Boaz, Alabama. Today there are multiple locations in Alabama, Georgia, Mississippi, and Tennessee. Recently, an aggressive growth plan has been laid out for the future.

### CURRENT LOCATIONS

- Boaz, Alabama
- Clanton, Alabama
- Childersburg, Alabama
- Fairhope, Alabama
- Foley, Alabama
- Millbrook, Alabama
- Tuscumbia, Alabama
- Wetumpka, Alabama
- Chatsworth, Georgia
- LaFayette, Georgia
- Tunica Resort, Mississippi
- Bay. St. Louis, Mississippi
- Cookeville, Tennessee
- COMING SUMMER 2007: Rome, Georgia

### I. JOIN THE KEY WEST INN TEAM

Being a part of the KWI team includes many services and benefits. The following overview gives a quick look at the KWI program and all that ownership has to offer.

- Strong Growth Initiative, 60 locations by 2009
- New Competitive Flat Fee Program,  
(See breakdown on next page)
- Industry unique support: Visit from Franchisee Success Coach every 90 days. (min.)
- Great Curb Appeal – Look and Feel of Key West, Florida
- Low Maintenance Costs
- Twelve-month License Agreement
- Competitively Priced Application and Entry Fee
- Strong Reservation System
- National and Regional Marketing
- Annual Meeting
- Easy to use Standards Manual
- Marketing Fee included in Royalty Fee
- Focus is on Southeastern Growth
- Talk to current franchisees-Use any Key West Inn location as a reference.
- Interior and Exterior Corridor buildings accepted for new build and conversions.
- Single Story buildings will be accepted for conversions.

*Enjoy the benefits of a membership with the security of a franchise.*

[www.keywestinnfranchise.com](http://www.keywestinnfranchise.com)

## II. ROYALTY FEE AND RESERVATION SYSTEM

KWI offers a new competitive flat fee royalty program, while at the same time providing unique industry support and services. The program resembles hotel membership programs, but it also offers the strength and security of a franchise.

Number of Rooms X \$1.00 per room per day.

### A. Royalty Fee Structure:

- Application Fee: **\$500.00**, Entry Fee: **\$5000**
- \$16.00 per room per month for up to the first 50 rooms
- \$14.00 per room per month for rooms 51-99
- \$12.00 per room per month for 100 rooms and above.
- \$50 per month annual conference fee

### B. Key West Inns offers a state of the art seamless GDS and reservation services.

- Comprehensive toll-free voice reservation services
- 24/7 voice call center
- Seamless connectivity to all major, worldwide Global Distribution Systems
- (GDS) for travel agents
- Gateway services through Wizcom® and Pegasus®
- Connection to Internet-based, travel web sites for consumers
- Rate, Inventory, and Yield Management Controls for Revenue
- Maximization
- Worldwide Internet access to hotel property information.
- Group Sales Management Assistance
- Customer Comment and Relationship Center
- Hotel listed on over 1200 Travel Websites, through GDS systems
- Internet-accessed productivity reports
- Customized reservation production reports
- Ongoing training provided by Key West Inn, Franchisee Success Coach

## III. FRANCHISEE SUCCESS COACH

The Key West Inn Franchisee Success Coach (FSC), a new management-level position is an integral element of Key West Inn's aggressive approach to franchising and franchisee support. Franchisee Success Coach will visit each property every 90 days overseeing and providing customized support on the following: revenue management, capital improvement, sales and marketing strategies, overall value generation, and training. Site visits are less about the typical inspection criteria, but more about ensuring that the property has every resource they need to satisfy the customer.

### Summary of training and support services:

- Yield Management, Rate Maximization
- Telephone Skills
- Housekeeping Training
- Cash Handling Procedures
- Payroll Expenditure
- Monthly review and summary of Smith Travel Research data
- Human Resource
- Key West Inn Standards
- Customer Relations

## IV. SALES AND MARKETING

### A. Franchise Success Coach:

The FSC will conduct a detailed competitive analysis of your property's sales and marketing efforts. Product and service issues will be examined and recommendations (such as how to approach a sales call) will be made for improvements. Rates and internet presence (on travel web sites) will be researched and revenue management suggestions will be provided. Once these issues are addressed, a comprehensive sales and marketing action plan will be presented. Marketing focus will include:

- Brochure and billboard review
- Local Marketing, (Chamber of Commerce, Local Businesses)
- Internet Presence
- Identifying new business leads

### B. Web Presence:

Key West Inn connects your hotel to major GDS providers who in turn connect your hotel to thousands of travel related websites. Your FSC will examine your internet presence and will guide you to ensure the best possible ranking and exposure.

### C. Blizzard Internet Marketing, Inc.

For the last 2 years, Key West Inns has used Blizzard Internet Marketing to promote the [www.keywestinn.net](http://www.keywestinn.net) website. Using aggressive and comprehensive strategies such as key words and pay per click advertising, Blizzard has dramatically increased the internet presence of Key West Inns on major search engines. Using the tracking service, Blizzard can adjust and maximize marketing efforts. This service is part of the KWI sales and marketing support program and is offered at no additional cost to the franchisee.