



General Information

“Thank you for your interest in Key West Inn and Key West Inns and Suites. We have developed what we think is the most helpful and competitive franchise program in the industry today. Our new mission for the future will be to provide benefits of a membership with the security of a franchise.”

NEAL B. JACKSON, PRESIDENT
KEY WEST INNS, INC.

KEYS TO SUCCESS

- Founded in 1989, well established in Southeastern United States
- **Strong reservation system**, seamless with all GDS connectivity.
- One year annual contracts (min)
- No liquidated damages
- Interior or Exterior styles accepted.
- No structural changes required in conversions
- **Prototype assistance** provided in new construction available upon request
- Regular visits from Key West Inn / **Franchisee Success Coach:**
 - *Seasoned Hotel Professional assigned to your hotel*
 - *Assist your hotel in revenue maximization*
 - *Teach bottom line management objectives*
 - *Provide onsite housekeeping and front desk training programs*
 - *Develop local marketing initiatives and sales objectives*

LAND REQUIREMENTS

- Interior Corridor, 2 Acres of Land, Building Size 239' x 82' (60 Rooms)
- Exterior Corridor, 1 Acre of Land, Building Size 215' x 105' (44 Rooms)

ROYALTY FEE STRUCTURE

- Application Fee \$500, 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.