



A proven performer for 30+ years



80%
of reservations come from ESA direct channels¹

\$75.53
Average daily rate²

78.4%
Consumed room nights from 7+ length of stay³

Viable Conversion Options

Reposition existing extended stay or transient assets to capitalize on unmet market demand.

An Unrivaled Commercial Engine

Industry-leading revenue contribution from most profitable central proprietary channels.

Streamlined Operating Model

An economical labor approach that minimizes overhead to drive stronger returns.

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The Extended Stay America franchise model has been a game-changer in our portfolio growth. The brand's strong market recognition and operational support have made entering new markets seamless and successful. The model's flexibility in property design allows us to tailor locations to diverse markets while maintaining operational efficiency, which keeps costs down and margins strong.

Nick J. Esterline, CEO/President
TGC Group

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See Item 19 of the 2026 ESA Suites FDD for additional information. A new franchisee's results may differ from these results. 1. This represents a combined total of property direct, call center and esa.com reservations. 2. 175 or 44% of the Brand Hotels in the 2025 survey had an ADR amount at or above this amount. 3. This 2025 length of stay information represents the combined percentages of consumed room nights at two benchmarked intervals.



SEGMENT

Midscale extended stay

TYPE

New construction & conversion

AMENITY HIGHLIGHTS

Fully equipped kitchens

On-site guest laundry

Weekly housekeeping



CONTACT US

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Why play follow the leader when you can be the leader.

We've spent more than 30 years perfecting the extended stay business model, running our own properties with precision and earning the loyalty of long-term guests. Leverage our strong brand equity and proven business model as a foundation for strong returns. Extended stay isn't part of what we do, it's ALL we do.

This information is not intended as an offer to sell or the solicitation of an offer to buy a franchise. It is for information purposes only. The offering is by prospectus only. Certain states regulate the offer and sale of franchises. This communication is not directed by us to the residents of any of those states. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration (or obtained an applicable exemption from registration) and disclosure requirements in your state. ©2026 ESH Strategies Franchise LLC, 13024 Ballantyne Corporate Place, Suite 1000, Charlotte, NC 28277 (844) 542-4148. MN #F-8939