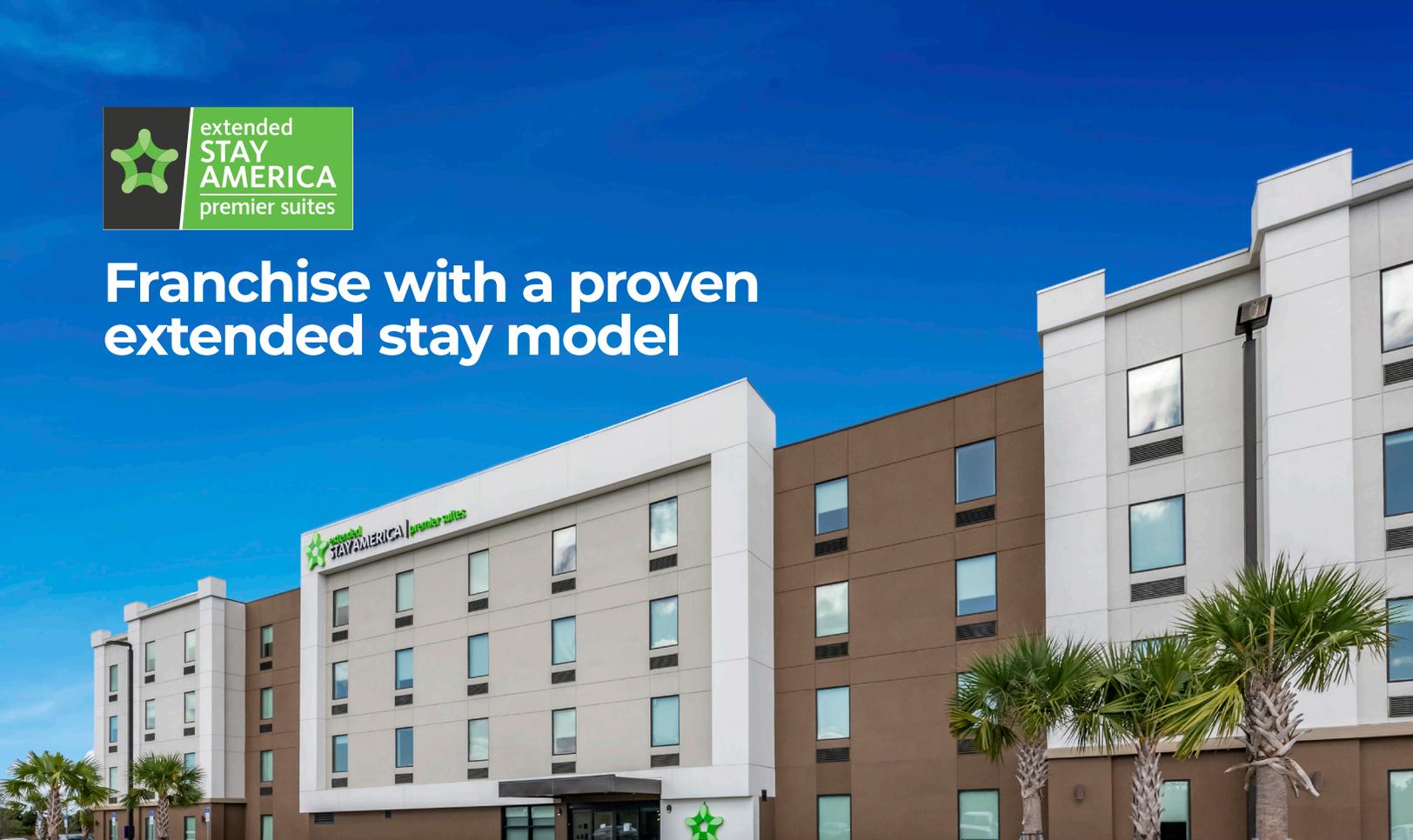




Franchise with a proven extended stay model



71.6%
of reservations come from
ESA direct channels ¹

\$93.84
Average
daily rate²

71%
Consumed room nights
from 7+ length of stay³

Fastest Growing Midscale Extended Stay Brand

Over 50 locations open since launching in 2021.

Efficient New Construction Prototype

Designed to command a midscale ADR with an economy operating model.

An Unrivaled Commercial Engine

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

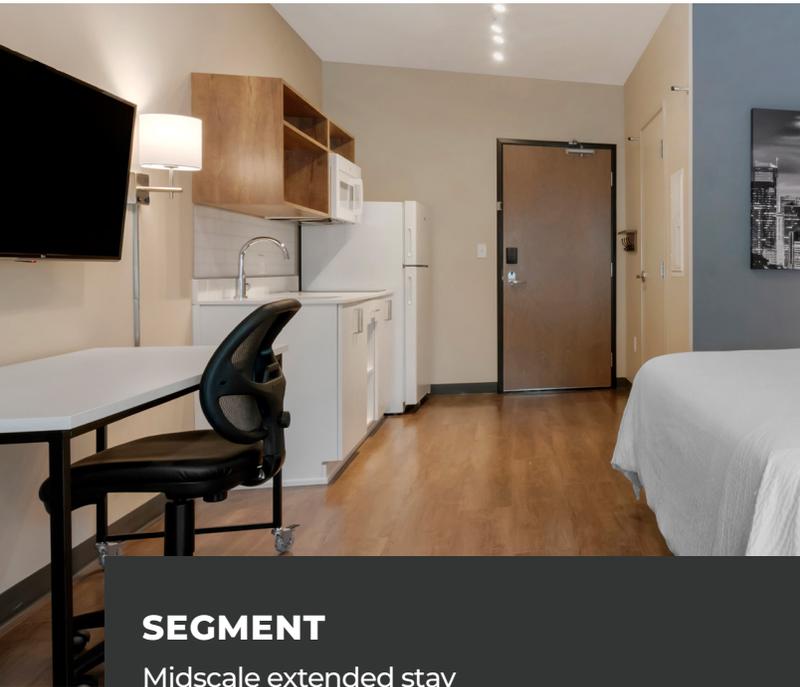
Streamlined Operating Model

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

“
Over the past six years, we have experienced great success with our Extended Stay America hotels, maintaining high occupancies, strong profit margins and consistent performance. Their national sales accounts along with their distribution helps drive business to our hotels as a franchisee. ESA’s efficient operating model, geared toward true extended stay business, maximizes flow through to the bottom line.
”

Mason Miller, Managing Director
Provident Hospitality

See Item 19 of the 2025 ESA Premier 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. 20 or 49% of the Brand Hotels in the 2024 survey had an ADR amount at or above this amount. 3. This 2024 length of stay information represents the combined percentages of consumed room nights at two benchmarked intervals.



SEGMENT

Midscale extended stay

TYPES

New construction & conversion

AMENITY HIGHLIGHTS

Fully equipped kitchens

On-site guest laundry

Weekly housekeeping



CONTACT US

 844.542.4148

 franchise.esa.com

 franchise@esa.com



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

Over the last 30 years, we've pioneered the extended stay business model based on experience in efficiently operating our own properties and attracting 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. ©ESH Strategies Franchise LLC, 13024 Ballantyne Corporate Place, Suite 1000, Charlotte, NC 28277 (844) 542-4148. MN #F-9576