



Franchise with a proven extended stay model



90.1%

of reservations come from ESA direct channels¹

\$55.89

Average daily rate²

89.2%

Consumed room nights from 7+ length of stay³

Fastest Growing Economy Extended Stay Brand

Over 200 locations open since launching in 2022.

Efficient New Construction Prototype

Designed to drive greater operational efficiencies, featuring only essential amenities.

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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We were initially attracted to Extended Stay America given their track record in providing enhanced long term guest experiences and satisfaction, as well as solid returns for its investors. It has been a pleasure to work with such a collaborative and supportive team during the planning phases of this project.

Nikesh Shah, President
Southern Hospitality

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See Item 19 of the 2025 ESA Select 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. 62 or 49% of the Owned 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

Economy extended stay

TYPES

New construction & conversion

AMENITY HIGHLIGHTS

Full kitchens

On-site guest laundry

Bi-weekly housekeeping



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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-10521