

THERE'S NO PLACE
LIKE MY PLACE



WELCOME TO THE **NEXT GENERATION** OF MIDSACLE EXTENDED-STAY HOTELS.



LEGACY OF LEADERSHIP

Recognized by Our Roots

A South Dakota Legacy

BY MY PLACE STAFF WRITERS

A great story continues here in South Dakota. 43 years ago, it began, as many great stories do, with an idea. The idea was that travelers needed a clean, comfortable, and affordable place to stay. Coupled with the right timing and the right people that idea became Super 8 Motels. Today those same South Dakota values, work ethic, entrepreneurial spirit, and even some of the same people have engineered a new vision for a reasonably priced, high quality, and all brands are exciting hotel chain called My Place Hotels of America.

and a leader in a fast-growing segment, hotels, competition, and customers alike have put My Place on their wish list. For this expansion to be possible, My Place has leveraged the vertically integrated resources retained within its founder's organization since the days of Super 8. These resources encompass development, engineering, construction, cost, business services, operations management, whole-site procurement and supply, and graphic design and production. While supporting its franchisees.

University will provide career opportunities for South Dakota. In addition to bringing in people from around the country for a South Dakota experience, if only for a little while. In their pursuit of becoming America's Newest, Best and Fastest-Growing Extended Stay Hotel Franchise, the people of My Place have also committed resources to



My Place began selling franchises around the US in 2014, and just like Super 8 Motels, it was all started right here in Aberdeen, South Dakota by Ron Bostett. This time, however, he would be joined by his partner, Ron Bostett. Coupling Ron's track record and invaluable experience with Bostett's day-to-day leadership the Co-Founders of the new brand would form an unbeatable foundation while adding its most relevant component, and today's hottest hotel platform, extended stay.

In line with the vision to create a South Dakota-based extended-stay hotel chain and franchise it throughout the United States of America, My Place started close to home by making markets in the Dakota first. While you can find a My Place hotel from background to Shiloh, the harvest season remains right here with locations in Sioux Falls, Brookings, Aberdeen, Fort Pierre, and Rapid City. Past to the North, and you will find its more locations in Fargo, Bismarck, Grand Forks, Sisseton, Minot, and Dickinson. Other states surrounding are quickly filling in too. In fact, since the realization of the My Place concept, My Place and its affiliates have grown to more than 100 employees in our home state and over 400 employees nationwide. With more than 60 locations open nationwide by this time next year, My Place will employ nearly 900 people nationwide by year end 2019.



But that's not all. In 2018 My Place will launch, arguably, its most important resource component yet, My Place University. Recognizing that hotel operators are among the most important components in



being uniquely capable of achieving what they set out to do. With plans to continue growing from their roots on up, it's certain that the values, work ethic, and spirit embodying these South Dakota roots will be proportionally represented in the future continued. Learn more about the My Place story at myplacehotels.com.

100 HOTELS BY 2019

instilling success, My Place takes the initiative to formalize its Aberdeen-based manager training program into a platform for recruiting, training and pairing career-seekers with hotel management opportunities across the country. My Place University will accept motivated applicants from around South Dakota and throughout the US into its intensive 12-week training program. My Place University's mission is to support its franchisees and growth plans, in doing My Place



Plan Bostett joined CEO My Place operations-based.

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MY PLACE

Sunday, December 24, 2017

PAID ADVERTISING

A South Dakota Legacy

BY MY PLACE STAFF WRITERS @myplacehotels

A great story continues here in South Dakota. 43 years ago, it began, as many great stories do, with an idea. The idea was that travelers needed a clean, comfortable, and affordable place to stay. Coupled with the right timing and the right people that idea became Super 8 Motels. Today those same South Dakota values, work ethic, entrepreneurial spirit, and even some of the same people have engineered a new vision for a reasonably priced, high quality, and all brand-new hotel chain called My Place Hotels.



DEFINING MY PLACE

Operator tested, guest approved.

THE MY PLACE NICHE

[th uh mahy plays nich]
noun

A nascent space between aging economy and midscale hotels where underserved guests must choose between quality and price. Until now.

Ex. “Franchisees often refer to the My Place Niche as “the sweet spot!”

Before establishing My Place as a hospitality franchise offering in 2014, industry pioneer Ron Rivett and his grandson Ryan Rivett made a full-scale investment in developing and testing their simple and refreshing concept into the well balanced niche competitor that it is today. Ever in search of cost/return balance for franchise operators and price / value balance for guests, My Place leverages its time-tested service and support mechanisms along with an all brand-new product to offer a quality that transcends price and an efficient operating model that defies containment.



'Feeling' The Relationship Principle - The Secret To Hospitality Success

Perfecting My Place Hotels and the hospitality industry might seem like an unlikely combination, but one of the reasons guests would be more likely to choose My Place over other brands is the simple, refreshing concept. The traditional definition of a hotel is a place where people who are going to stay for the night will have a great time and feel like they are home.

It's not just about the room, it's about the service. The staff who make a guest's stay so enjoyable that they will be back again and again. It's about the quality of the product and the service that we provide to our guests. It's about the quality of the product and the service that we provide to our guests.



All Fun and Franchising

FRANCHISEES CAN BE SEEN SUPPORTING MY PLACE'S SUCCESS THROUGHOUT THE COUNTRY

MY PLACE HAS BEEN SUPPORTED BY FRANCHISEES SINCE HIS CHILDHOOD. Growing up in the family business, Ryan Rivett learned the value of customer service and the importance of providing a high-quality experience for guests. He was inspired by the success of his grandfather's business and wanted to continue the legacy. He saw the potential for a new brand that could offer a unique and refreshing experience for guests.

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The right time and place

While the hospitality industry is often seen as a saturated market, there is still a need for new brands that offer a unique and refreshing experience for guests. My Place Hotels is one such brand, offering a simple and refreshing concept that is perfect for the modern traveler.

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ALL IN THE FAMILY: SUPER 8 FOUNDER HOPES TO REPLICATE NATIONAL SUCCESS WITH MY PLACE HOTELS. Super 8 founder Ryan Rivett is looking to replicate the success of his grandfather's business with My Place Hotels. He believes that there is a market for a simple and refreshing concept that offers a unique and refreshing experience for guests.



RAPID GROWTH

But we're just getting started!

MY PLACE HOTELS 76%

HOME 2 SUITES 34%

TOWNEPLACE SUITES 5%

MAINSTAY SUITES 2%

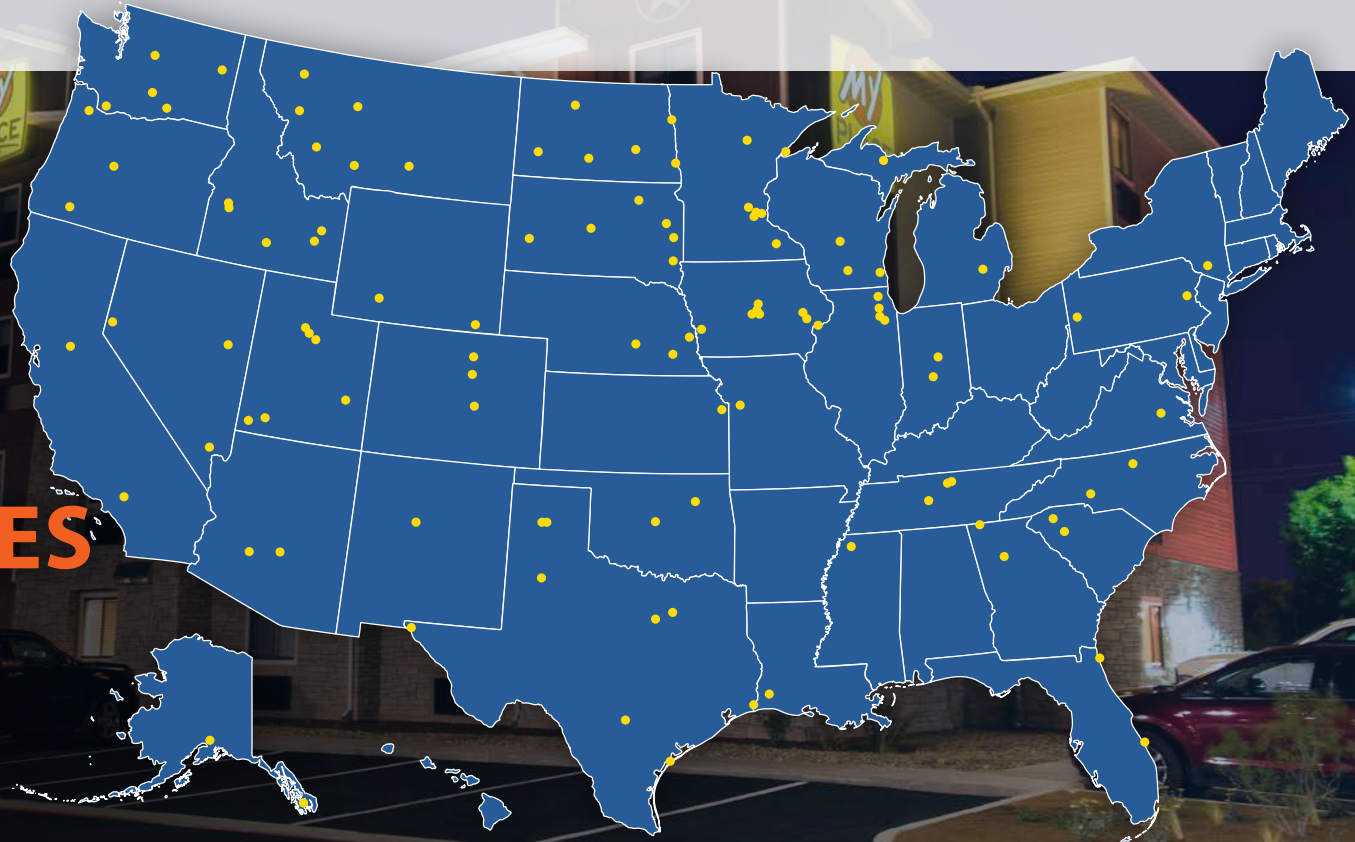
CANDLEWOOD 2%

Since opening its first property in 2012, My Place has grown to over 120 properties in the pipeline with more than 50 open across 26 states.



NO BOUNDARIES. NO BRAKES.
Pure Momentum

OVER
70%
REPEAT
FRANCHISEES
55 OPEN
26 STATES
120 PIPELINE HOTELS



Numbers are approximate, may fluctuate, and include hotels in development pipeline.



WE LOVE MY PLACE!
They love My Place too!



“My partners and I are very confident in the My Place franchise. The model hits a very targeted part of the hotel industry. Ryan Rivett’s vision for the future is something we want to be a part of.”

- Jim, My Place Hotel Owner



“It’s so great seeing how quickly My Place Hotels of America

has burst onto the scene seemingly out of nowhere. This incredibly well-received extended stay brand is giving hoteliers opportunity to join an organization outside the constraints of the massive public companies, while giving them access to a highly experienced leadership team.”

- Glenn Hausmann, No Vacancy



“Ryan Rivett Pushes Growth of Midwest-Based My Place Hotels Chain Across the Country.”

- Randal Drummer, Commercial Real Estate Senior Editor

Skift.

Rooms, Hotels

My Place Hotels CEO: The Economy Hotel of Yesteryear Is Dying

Deanna Ting, Skift - May 21, 2018 2:00 am



My Place Hotels CEO Ryan Rivett’s views on hospitality are contrarian, but judging from the growth of his brand, he just might be onto something.
— Deanna Ting

“My Place Hotels CEO Ryan Rivett’s views on hospitality are contrarian, but judging from the growth of his brand, he just might be onto something.”

- Deanna Ting, Hospitality Editor, Skift



“My Place’s all new construction product, relatively low per hotel development costs, and strong brand support are key competitive strengths in making My Place one of the fastest growing extended-stay hotel brands in the country.”

- Mark Skinner, Partner, The Highland Group



WELL ESTABLISHED SUPPORT SYSTEM

Simple, Streamlined Resources



"These people just come from the heart. I looked at the culture, the values, how they treat people, and everything aligned with exactly what Kimberly and I have aspired to do with Cornerstone."

- Craig, My Place Hotel Owner



"What do I love most about being a General Manager? I love all of it, even the challenges."

- Lee, My Place GM

"We very much enjoyed our stay. The room was comfortable and very clean. The staff was friendly. Many channels to choose from. The ice maker in the freezer was a nice touch. Highly recommend this hotel!"

- TripAdvisor User, My Place Guest



"I'm impressed by the totality of all the subtle, well-thought-out details put into the guest rooms. The generous room size, ergonomic furnishings, convenience of appliances and build quality all rival higher-end hotel brands, but at a much more competitive rate for the business traveler or vacationer. This mid-scale, extended-stay brand punches above its weight class."

- Ray, My Place Hotel Owner



WELL ESTABLISHED SUPPORT SYSTEM

Simple, Streamlined Resources



"Compared to other brands, we get better support from our franchisor. From marketing our hotel to training our staff - we get a whole lot more bang for our buck."

- Craig, My Place Franchisee

CONSTRUCTION & PROTOTYPE MANAGEMENT

FRANCHISE OPERATIONS & TRAINING

REVENUE MANAGEMENT

MARKETING DEPARTMENT

SOCIAL MEDIA SUPPORT



"The My Place Team is much like our backbone - strong and always there."

- Raja & Minnie, Multi-unit Owners and Developers

COMMUNICATIONS & PR

DESIGN DEPARTMENT

NATIONAL SALES

QUALITY ASSURANCE

I.T. SUPPORT PROVIDER



AAHOA

Asian American Hotel Owner & Lodging Association



“AAHOA’s members eagerly anticipate the opportunity to work with the team at My Place because of their vision for scaling up the brand over the next five years. We appreciate their support of AAHOA, our members, and our advocacy efforts, and look forward to a lasting partnership.”

- Rachel Humphrey, AAHOA COO & VP of Franchise Relations

“My Place is a great partner of AAHOA, and we are grateful for their support for our association and our members. We look forward to many more groundbreaking and My Place hotel openings by our membership.”

- Cecil Staton,
AAHOA President & CEO





AHLA

American Hotel & Lodging Association



“The My Place public relations efforts show us exactly how to market within the hospitality industry. Not only do they comprehensively promote their properties and products, but they also build relationships to encourage strong communication among their industry partners,”

- AHLA President & CEO Chip Rogers





STAY
Rewarded[®]

IT'S NOT ABOUT GETTING REWARDED

It's about Staying Rewarded[®]

Integral to My Place's long-term growth strategy is its loyalty program. While the brand introduced Irene Roberts, its first-ever Director of Brand Loyalty, to the team in 2017, she is no stranger to the hospitality industry or the former Super 8 headquarters My Place resides in.

From growing one of the world's largest loyalty clubs, to being an integral part of the team that merged all of the Wyndham loyalty programs, she understands the value of loyalty and what it takes to help guests **STAY REWARDED[®]**



"Stay Rewarded[®] brings balance to the rewards program value proposition, where guests and franchisees are both rewarded."

- Irene Roberts, Director of Brand Loyalty, My Place Hotels



MY PLACE GUEST DISTRIBUTION

People who stay at My Place

AVERAGE LENGTH OF STAY

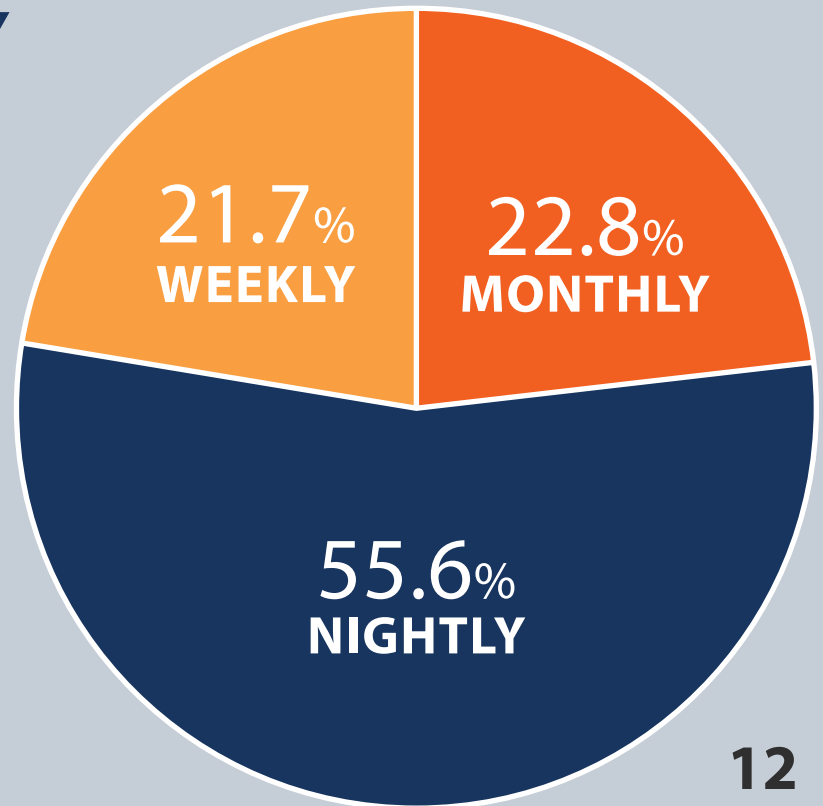
NIGHTLY RESERVATIONS 1.65 Days

WEEKLY RESERVATIONS 11.78 Days

MONTHLY RESERVATIONS 73.57 Days

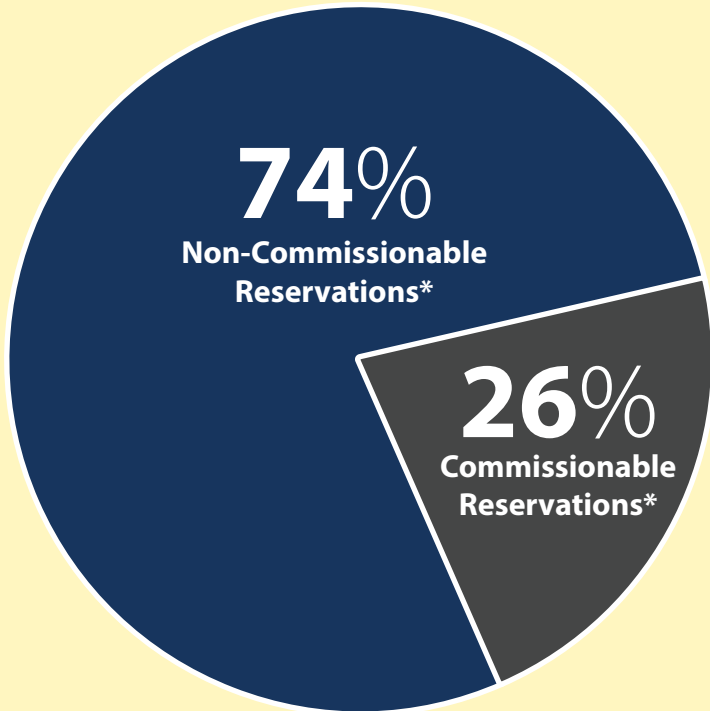
**TOTAL AVERAGE
LENGTH OF STAY**

2.92





CAN'T GET MUCH BETTER THAN THIS



47% Brand Contribution

4.4 TripAdvisor Brand Average

67% Occupancy*

\$80.01 ADR*

*These results were achieved between January 1, 2018 and December 31, 2018. See Franchise Disclosure Document for complete details. Your results may differ from the represented performance.



HOTELS POWERED BY PEOPLE

Just not too many.

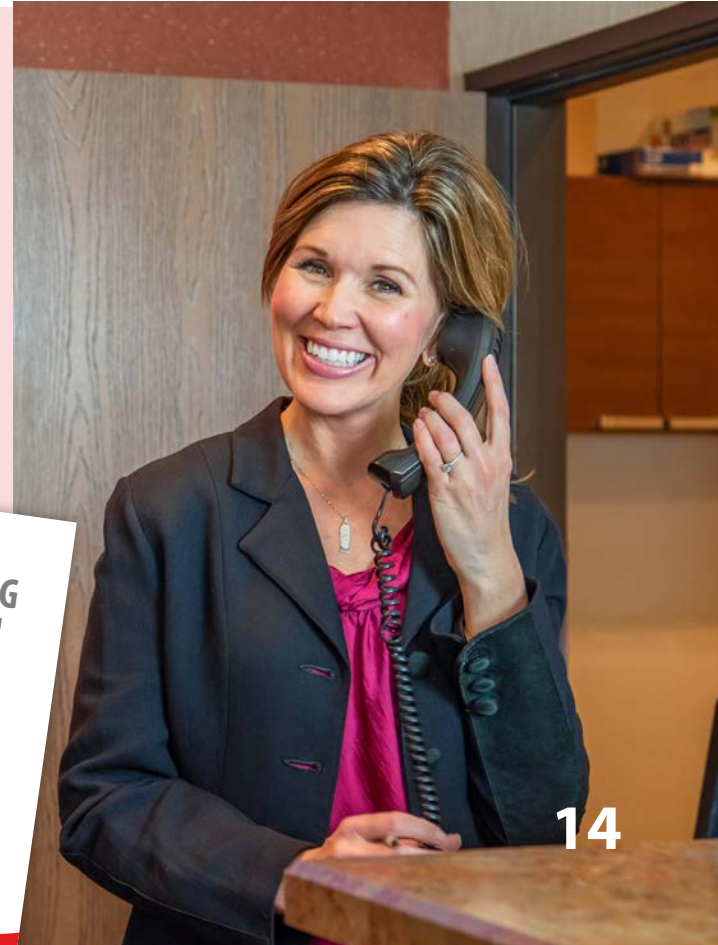


Average of 13 employees.

Effective cross training for efficient staffing.

Extended-stay housekeeping program.

My Place University – Curriculum based training



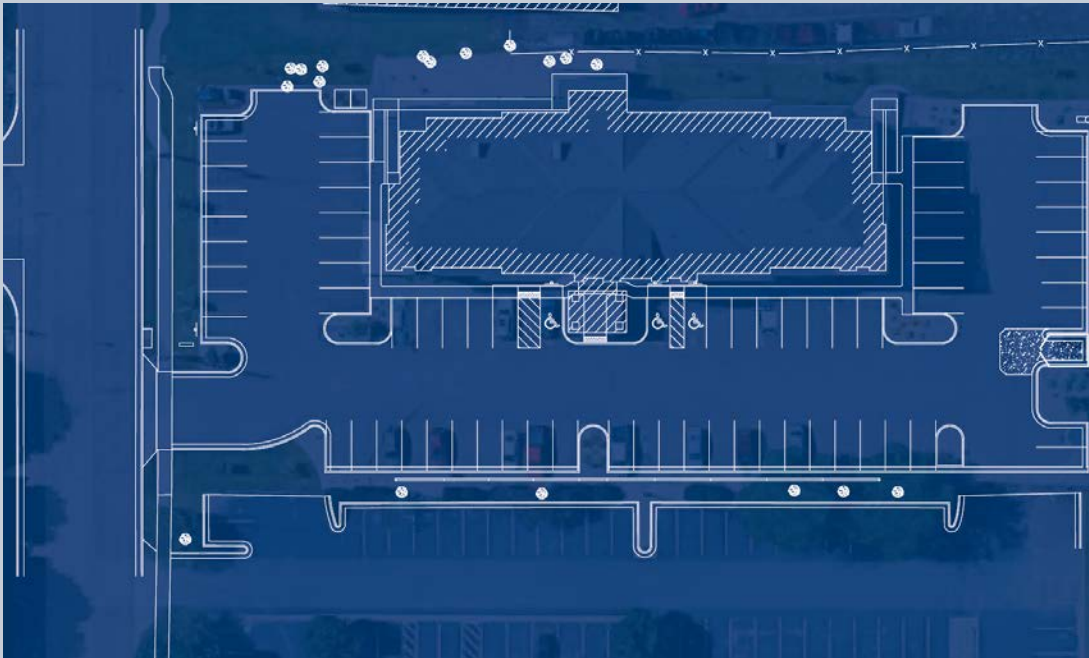




BREAKING DOWN BARRIERS TO ENTRY

Designed to fit in the most promising markets.

TYPICAL 3 STORY 64 UNIT



1.5 Acres

**10,000 SqFt
Building Footprint**

**12,000 SqFt
Grass / Landscaping**

**38,000 SqFt
Parking Area (69 Stalls)**

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BREAKING DOWN BARRIERS TO ENTRY

Designed to fit in the most promising markets.

While the My Place product is prototypical in nature and all locations abide by strict design and quality assurance standards, each My Place location considers the atmosphere, aesthetic, and demographic profiles of the community it will operate in and adapts to ensure a high-amplitude cohesion with its market.

Adaptations include:

- outdoor lifestyle areas
- pools
- shuttles
- exterior and structural elements

4 STORY 63 UNIT



1.2 Acres

**7,500 SqFt
Building Footprint**

**10,000 SqFt
Green Space**

**30,000 SqFt Parking
(68 Stalls)**

3 STORY 64 UNIT



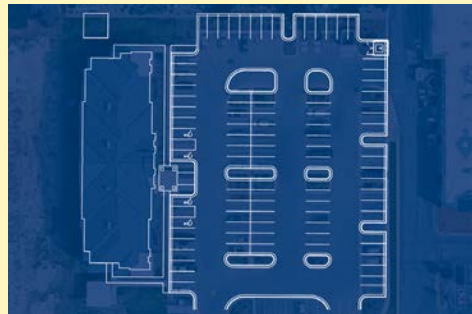
1.5 Acres

**10,000 SqFt
Building Footprint**

**12,000 SqFt
Green Space**

**38,000 SqFt Parking
(69 Stalls)**

4 STORY 85 UNIT



1.8 Acres

**10,000 SqFt
Building Footprint**

**15,000 SqFt
Green Space**

**48,000 SqFt Parking
(94 Stalls)**



A WELL EXECUTED LAUNCH

Made possible by the greatest people on earth



Since completing our proof of concept and catapulting into franchise development, My Place has assembled:

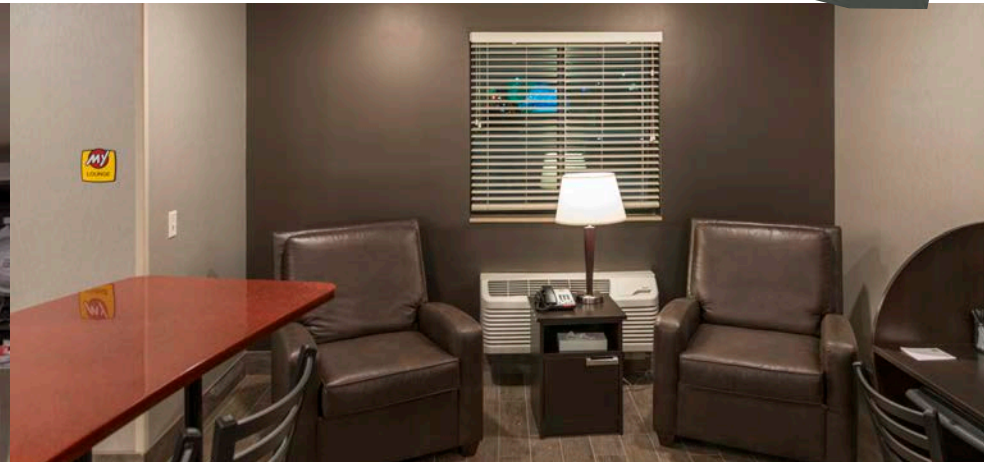
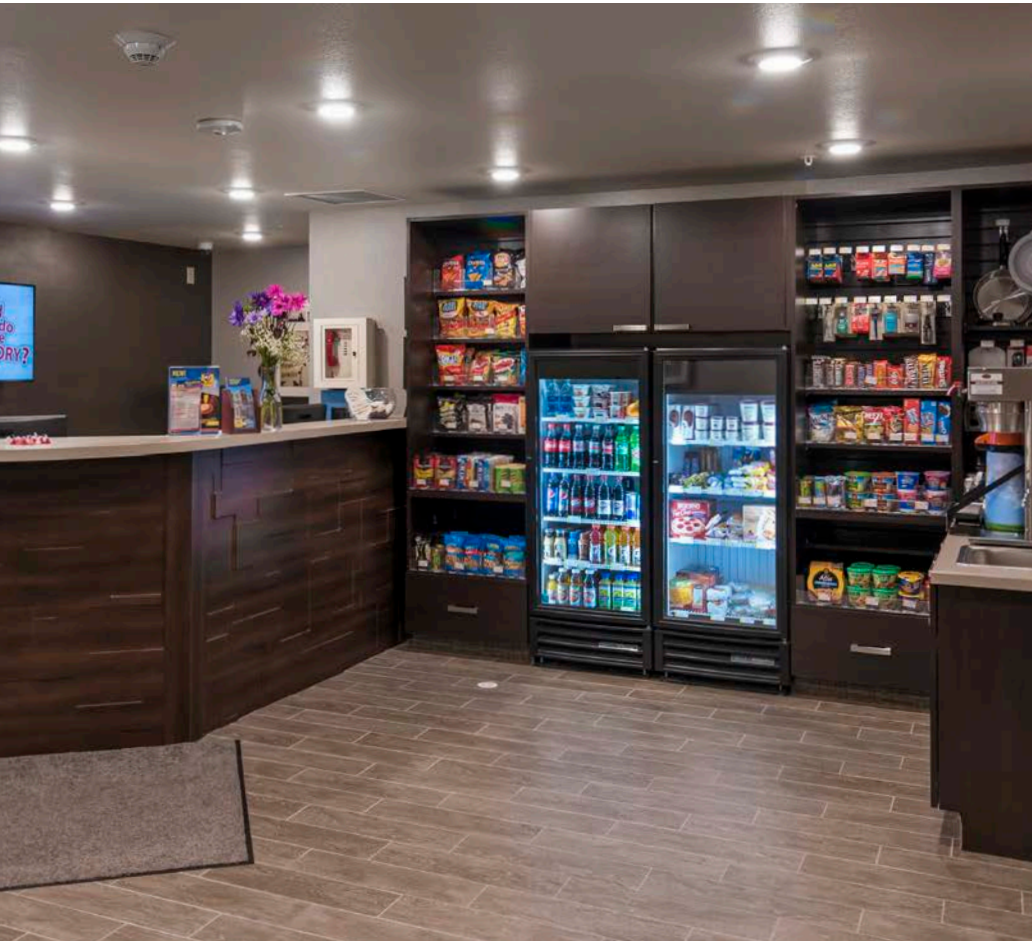
- A loyal staff dedicated to facilitating every franchisee's development objectives and every operator's need for support,
- A substantial network of franchisees, over 70% of whom have executed more than one franchise agreement,
- And a group of hotel operators committed to maintaining the highest guest review scores in the industry and phenomenal organic brand loyalty.

My Place knows that the success of its franchise system and the ability to reach its initial goal of 1,000 franchises, is all about the people. Our commitment to our people is unwavering.



MY PLACE

Service & Quality Done With Style





MY PLACE

Home, Away From Home





MY PLACE PEOPLE

Join the Family



Rapidly growing & we're just getting started!



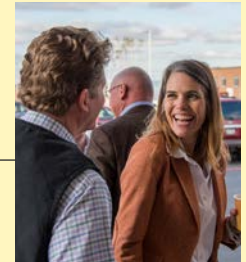
Clean. Simple. Friendly.



Simple, Streamlined Resources.

"When you have the backing of this company, and even more so from this family who is supporting you, you just feel more at ease because you know the power of what's behind you. It's a fact, I've built one, and it's open. The support of the Rivett family was everything to us."

- Frank, Franchisee



Designed to fit in the best hotel markets.





LOW FEES, BETTER ROI

A Real Partnership

Initial Investment \$4.3 to \$5.3M

Franchisees are our stockholders • At My Place, we recognize that regardless of the validity of our concept; we are only as successful as our franchisees.

Graduating Royalties 0% to 4.5%

Measuring our recommendations • We are committed to always measuring our recommendations and input as a franchisor in terms of dollars and cents to your bottom line.

Integrated Central Reservations & Marketing 2.5%

We hold our staff and our properties to the highest standard • At My Place, we embrace a fervent commitment to hold our staff and our properties to the highest standard so our franchisees can rely on confident and competent leadership.

Stay Rewarded® 1%

20 Year Franchise Agreement





BEGIN THE JOURNEY

Become a Franchisee Today



Terry Kline

EVP of Franchise Development
(605) 229-8684 • franchising@myplacehotels.com
1910 8th Avenue Northeast • Aberdeen, SD 57401



Eric Myers

VP of Franchise Sales & Development
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There's more to our story.
Read it all at [myplacehotels.blog!](https://myplacehotels.blog)

