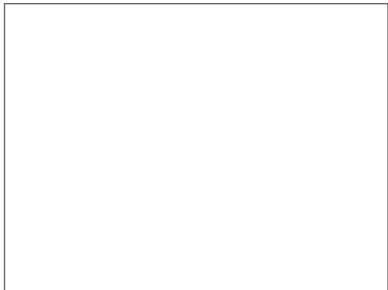
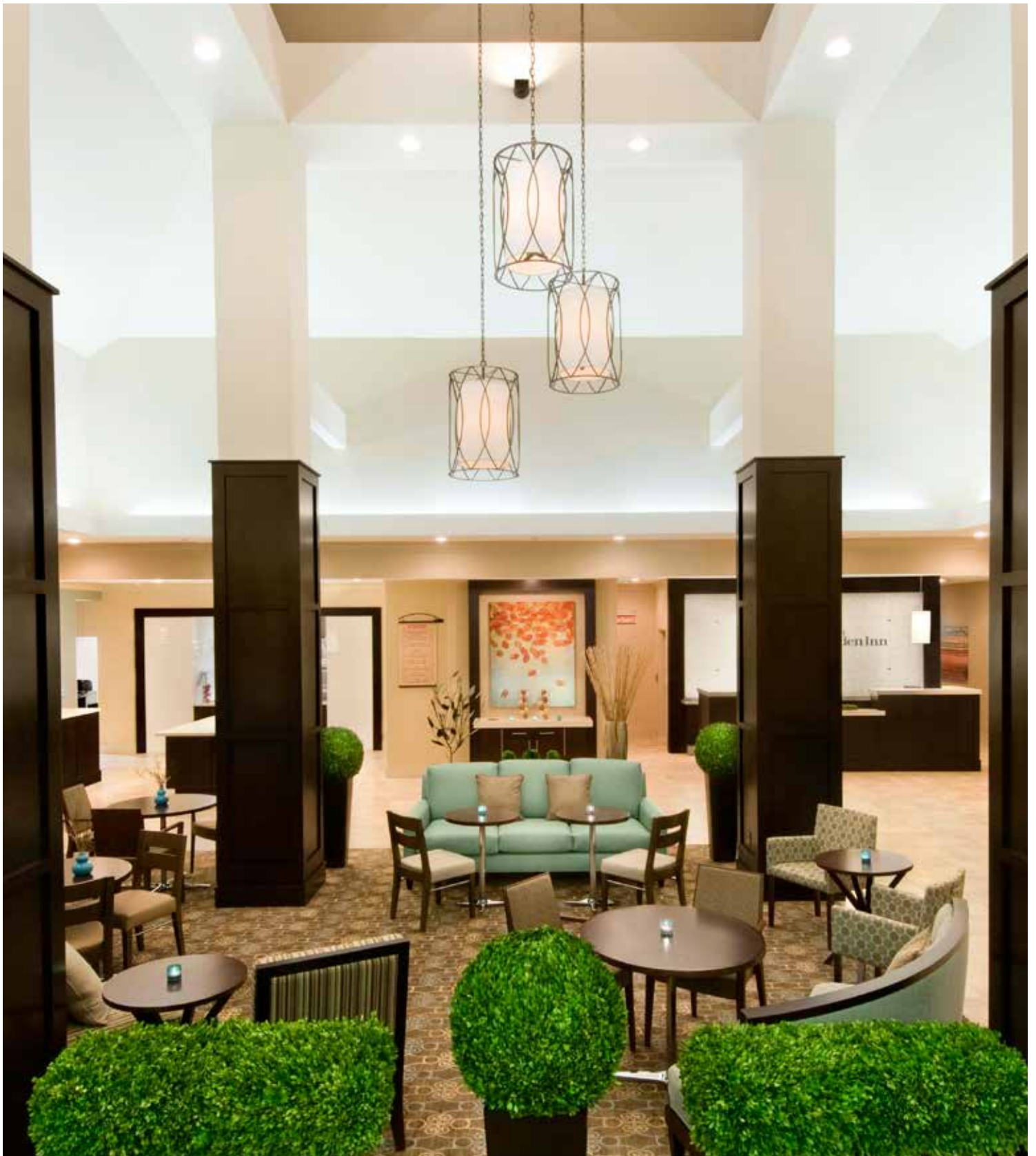


GRIFFIN STAFFORD HOSPITALITY

REFINING HOSPITALITY. REDEFINING SERVICE.





HOSPITALITY

SERVICE THAT MAKES PEOPLE FEEL VALUED AND WELCOME.

SUCCESS

BRINGING THE RIGHT PEOPLE, SKILLS AND SERVICES TOGETHER TO ACHIEVE A GOAL.



People who work in the service industry often lose sight of what service really means. At Griffin Stafford Hospitality, we think about that definition every day. For us, service symbolizes an unyielding commitment to surpassing expectations, 365 days a year. It means bringing enthusiasm to each facet of our business (and yours), thoughtful solutions to problems and easy accessibility, from our project managers to our principals.

A nationally recognized, privately owned hospitality company, we specialize in high-performance hotel management, development, project management and receivership for upscale and midscale focused service and extended stay hotels across the Southeast. We're proud to have worked with some of the most esteemed brands such as Hilton Worldwide, Choice Hotels and Wyndham Worldwide. Yet whether we're working with a global hospitality provider or an independent flag, we treat clients like we treat hotel guests - with respect and sincere appreciation for their business. Isn't that what hospitality is all about?

What Service Means to Me

"Our company expects its business partners to be as passionate about our brand as we are, and that's what we've experienced with Griffin Stafford"

-Owner, Homewood Suites By Hilton

EXPERIENCE

KNOWLEDGE AND INSIGHT GAINED AND DEMONSTRATED OVER TIME.



Established in 2003 by Joel Griffin and Doug Stafford, Griffin Stafford Hospitality has quickly grown to become one of the nation's top hospitality management companies. Collectively, our team has amassed decades of experience in multiple markets, plus we own hotels so we understand the inherent challenges and risks that owners face.

Our turnkey approach to hotel management combines astute business practices, strategic marketing, and uncompromising service to encourage brand loyalty and high satisfaction. So from sales to capital improvements, you can trust that we'll manage your property as if it were our own.



**JOEL GRIFFIN,
PRINCIPAL**

A 28-year veteran of the industry, Joel has extensive financial, operational and development experience with countless full-service, resort, focused service and extended stay hotels. Known for his industry

leadership roles and mentoring, his associates have garnered numerous awards and played key roles in leading franchises. Throughout his career, Joel has transformed vulnerable assets into top performers, transitioned properties to new flags, and developed highly profitable new hotels.



**DOUG STAFFORD,
PRINCIPAL**

An expert at location analysis, real estate acquisition, architectural and engineering oversight, credit underwriting, and cost containment, Doug guides development, acquisition and financing of projects. His extensive

financial experience includes managing commercial real estate and capital development, co-founding a community bank, and securing financing for projects, even during a struggling economy. Doug also has played a key role in developing North Carolina's travel and tourism industry.

Operations

Successful hotel management integrates a welcoming environment, keen attention to detail and efficient revenue management, and our professionals manage all three on a daily basis. We understand the importance of making guests feel at home, while assuring your asset and your bottom line remain in peak condition. This involves:

- Managing daily operations, personnel, and property inspections
- Handling purchasing, supplies and vendor negotiations on your behalf
- Coordinating asset maintenance, capital improvements and contractors
- Isolating efficiencies that can contain costs without reducing services

Sales and Marketing

Aggressive sales and marketing not only boost profits, but can increase guest satisfaction and awareness. Using custom marketing plans and a broad range of tools such as social media, email blasts, promotions and cold calls, our team identifies prospective leisure and business clients to increase your share of business. To reinforce quality and retention, they also conduct follow-up calls to evaluate each client's experience.

Food and Beverage

From managing restaurants to providing full-service catering, our culinary experts can help turn food and beverage service into a valuable profit center and guest amenity.

Financial Management

Extensive financial experience sets Griffin Stafford Hospitality apart. Whether developing an annual operating budget and benchmarks or managing accounts receivable and daily expenses, we make hotel management effortless. We also keep you up-to-date with detailed reports summarizing sales, average rates, RevPAR, cash flow projections, competitor analyses, etc.

Human Resources

Even the most exclusive property cannot thrive without a superb staff. So we hire the best talent, empower employees to solve guest problems on their own, and build loyalty through open communication, interactive team building, and recognition of achievement.



VISION

THE ABILITY TO NOT ONLY SEE POTENTIAL, BUT TO SEE SOMETHING TO FRUITION.



In addition to hotel management, Griffin Stafford Hospitality offers expertise in hotel development. By pairing the ideal location and team with top-rated hotel brands, we consistently offer an exceptional return-on-investment. You can play a hands-on role if preferred or leave the details to us, including: feasibility studies, site selection, financing, specification review, construction and the final walk-through.

If you're considering a hotel purchase or ready to upgrade your existing property, we also provide stress-free project management, helping you:

- Select a hotel or brand and acquire a franchise license
- Create a development plan, procure project financing and hire a general contractor
- Assure all brand specifications and flag requirements are met
- Manage the project from ground-breaking to a certificate of occupancy

What Service Means to Me

"Given the challenges that hotel owners have faced, I have been overwhelmed by Griffin Stafford's commitment to achieving the best possible top line and bottom line results"

-Owner, Comfort Suites

TRUST

THE CONFIDENCE THAT ONE ACCRUES AFTER YEARS OF HONEST AND ETHICAL SERVICE.

When a hotel faces crisis, you need proven, innovative solutions to preserve the property's value and ultimately, its future. Because we're skilled in management, finance, marketing and insurance, we have served as a court-appointed receiver and are uniquely qualified to handle the challenges that arise from foreclosure, loan default or bankruptcy. We begin by securing, auditing and managing accounts and transitional operations to restore confidence. Using our effective sales techniques, we launch a targeted marketing program to grow revenue. Concurrently, we:

- Identify short- and long-term cost containment measures and operating efficiencies
- Evaluate the property and schedule required maintenance and repairs
- Confirm satisfactory property and liability insurance coverage
- Assess current staff skills and training needs, hiring personnel as needed
- Provide continual financial analyses and reports

What Service Means to Me

"For almost ten years Griffin Stafford Hospitality has excelled as our management company, recruiting talented sales managers and motivating them to book business."

-Partner, Wingate by Wyndham



RESULTS

HIGH PERFORMANCE AND RETURNS REALIZED
THROUGH HARD WORK AND EXCEPTIONAL PERSONNEL.

Over the years, we've garnered accolades, stellar customer testimonials, and a solid reputation for integrity. But the honor that matters most is throughout our history, we've never lost a client.

We invite you to review our portfolio of properties and hope to add yours to the list.



EMBASSY SUITES CHARLOTTE/AYRSLEY

1917 Ayrsley Town Boulevard, Charlotte, NC 28273
GUEST ROOMS/SUITES: 170
MEETING SPACE: 13,000 sf, including 7,000 sf ballroom
Located in the Ayrsley mixed-use development in southwest Charlotte with good access to Charlotte-Douglas International Airport. Convenient to Charlotte Premium Outlets, Billy Graham Library and Carowinds theme park.



HILTON GARDEN INN CHARLOTTE/AYRSLEY

1920 Ayrsley Town Boulevard, Charlotte, NC 28273
GUEST ROOMS/SUITES: 120
MEETING SPACE: 5,000 sq. ft.
Part of a mixed-use development located in the Town of Ayrsley near Charlotte's second largest cluster of industries, the US National Whitewater Center, Billy Graham Library and Daniel Stowe Botanical Garden. Features The Lodge Restaurant.



HILTON GARDEN INN CHARLOTTE/CONCORD

7831 Gateway Lane, Concord NC 28027
GUEST ROOMS/SUITES: 118
MEETING SPACE: 4,000 sq. ft.
Conveniently located between Charlotte and Concord, one mile from Charlotte Motor Speedway and Concord Mills. Includes Garden Grille & Bar.



HOMEWOOD SUITES BY HILTON CHARLOTTE/AYRSLEY

1921 Ayrsley Town Boulevard, Charlotte, NC 28273
GUEST SUITES/STUDIOS: 122
Situated in the Town of Ayrsley mixed-use development, near restaurants, shopping and offices, close to Carowinds theme park, U.S. National Whitewater Center, Billy Graham Library and Daniel Stowe Botanical Garden.



COMFORT SUITES MT. PLEASANT | CHARLESTON, SC

1130 Hungryneck Boulevard, Mt. Pleasant, SC 29464
GUEST ROOMS/SUITES: 81
Near historic Charleston, Sullivan's Island and Fort Moultrie. Includes on-site breakfast and close proximity to restaurants, gardens, museums, shopping, beaches and recreation.



BAYMONT INN & SUITES BOONE

1075 Highway 105, Boone, NC 28607
GUEST ROOMS/SUITES: 96
Located near Appalachian State University and the Blue Ridge Parkway. Convenient to Tweetsie Railroad, Appalachian Ski Mountain and Daniel Boone Native Gardens.



HOME 2 SUITES BY HILTON DURHAM | CHAPEL HILL, NC

3305 Watkins Rd., Durham, NC 27707

GUEST SUITES/STUDIOS: 103

Designed as an upper mid-scale extended stay hotel just minutes from Duke University, University of North Carolina at Chapel Hill, shops, restaurants, gardens, museums and sporting events.



HAMPTON INN MEBANE, NC

105 Spring Forest Dr., Mebane, NC 27302

GUEST ROOMS: 63

Located in one of the fastest growing communities in North Carolina and strategically positioned between Durham/Chapel Hill and Greensboro. Close to shopping, restaurants and historic downtown Mebane.



MAINSTAY SUITES CAMP LEJEUNE | JACKSONVILLE, NC

2201 North Marine Blvd., Jacksonville, NC 28546

Guest Suites/Studios: 96

Upper midscale extended stay hotel minutes away from Marine Corps Base Camp Lejeune and Air Station New River. The property is located near shopping, restaurants and recreation.



FAIRFIELD INN & SUITES BY MARRIOTT MEBANE, NC

111 Spring Forest Dr., Mebane, NC 27302

PROJECTED OPENING: LATE 2017

GUEST ROOMS: 83

Upper midscale transient hotel, located near shopping, restaurants and historic downtown Mebane. Strategically situated between the Piedmont Triad and Research Triangle Park.



SUBURBAN EXTENDED STAY AIRPORT | CHARLESTON, SC

7582 Stafford Road, North Charleston, SC 29406

GUEST SUITES/STUDIOS: 112

A midscale extended stay property near Charleston Air Force Base and Boeing Aircraft, the property is minutes from shopping, restaurants and recreation.



TRU BY HILTON CHARLOTTE/AYRSLEY

North Kings Parade Blvd., Charlotte, NC 28273

Projected opening: late 2017

Guest rooms: 98

Hilton's new midscale brand, located in the Town of Ayrsley mixed-use development. Near restaurants, shopping and entertainment. Convenient to Carowinds theme park and the U.S. National Whitewater Center.



COMMITMENT

COMBINING TALENT, ENERGY AND DEDICATION
TO SURPASS EXPECTATIONS DAILY.



Clients often comment on our passion for the hospitality business and the energy we bring to every property. This starts with our principals and carries over to every employee we hire. We retain outstanding team members, inspire them to achieve great things, and above all, instill a mission of always putting client interests above our own. This philosophy has laid the blueprint for our success and the foundation for a burgeoning future.

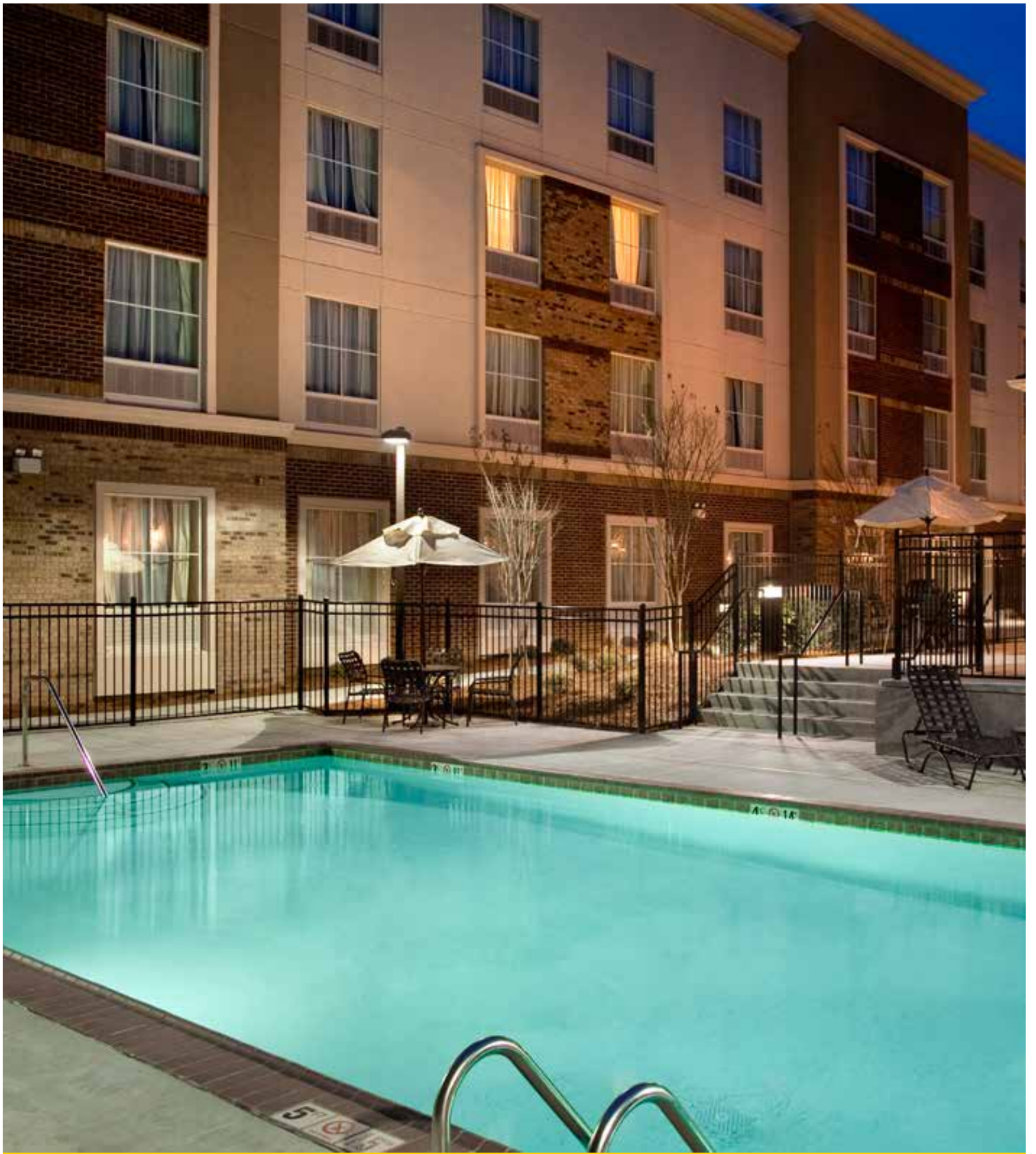
To meet our entire team and learn more about our company and the properties we serve, we invite you to visit www.griffinstafford.com. Or call us anytime at 980.335.0040. We look forward to building a longterm relationship with you.

What Service Means to Me

"We're a company of firsts. That is, we always place the needs of our guests and owners first"

-Joel Griffin, Principal,
Griffin Stafford Hospitality

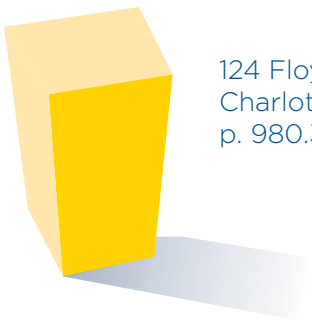




PARTNERSHIPS



MUTUALLY BENEFICIAL RELATIONSHIPS THAT LEAD TO LONG-TERM GAINS



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