



# HELP US GROW

## HELP US GROW OUR OPPORTUNITIES

Let's grow Sonesta together! When speaking with a hotel owner, a general manager or a friend who shares they are looking for a strong brand hotel franchise opportunity, fill out this form and share with the Lodging Development team. We are looking for anyone:

- *BUILDING A HOTEL*
- *CONVERTING TO A NEW BRAND*
- *BUYING A HOTEL*
- *UNHAPPY WITH CURRENT AFFILIATION*
- *WANTS TO LEARN MORE ABOUT SONESTA*

## LEAD REFERRAL PROGRAM

- Lead can be generated by any Sonesta franchise owner, real estate broker or hospitality consultant
- Lead must be a new opportunity and not a transfer of brands from an existing Sonesta system hotel
- Lead must be verified and approved on the attached Lead Referral Form
- Lead Referral Form must be submitted to **Franchise@Sonesta.com** to be eligible for referral award. Submissions by other means will not be accepted
- Lead Referral award is earned upon execution of a Franchise Agreement
- Lead Referral award is **\$2,500** payable within 45 days of Franchise Agreement execution

## QUALIFYING LEAD EXAMPLE

- Example: If Lead executes a Franchise Agreement in March 2023, the referral bonus is paid in April 2023

## PROGRAM TERMS & CONDITIONS:

Lead Referral program commences on 9/15/2022 and ends on 12/31/2023. Referrals must be received, and time marked between the commencement and end date, and the Franchise Agreement for the development or conversion of a new hotel must be fully executed by the Lead within two years of the Referral Date to be eligible. The Referral Date will be stated in the confirmation email as outlined below. Sonesta franchise owners, real estate brokers and hospitality consultants ("Participants") can participate and receive \$2,500 for each referral that results in a fully executed Franchise Agreement and meets the conditions of the program. Participants are responsible for the payment of any and all applicable income or other federal, state and local taxes and fees associated with Participants' receipt of the Lead Referral award.

Lead Referral Form must be fully completed and submitted to Franchise@Sonesta.com to be eligible for referral award. Submissions by other means will not be accepted and will not be eligible for the referral award. Upon receipt of the form, Lodging Development will send an email to the referring party confirming the date the submission was received (the "Referral Date").

Lead Referral program can be modified, amended, or terminated at any time without notice, but eligible referrals received prior to any such modification, amendment or termination will be handled in accordance with the terms of the program as of the Referral Date.

Referral award available for any Sonesta upscale or select service brand. Lead Referral not valid for the site the sales team is already pursuing.

Sonesta RL Hotels Franchising Inc. ("SRLHF") through its Lodging Development team will decide in its sole discretion whether or not it approves of the referral lead candidate and location and under what terms a franchise will be offered. SRLHF will not pay more than one referral award per Franchise Agreement executed. Should a candidate/location be referred by more than one Participant, the award will be paid to the individual with the earliest eligible submission date and time.

Franchise sales are regulated. The Lead Referral Program is not for the purpose of enlisting Participants to help sell franchises. Participants are not sales agents of SRLHF and are not authorized by SRLHF to qualify franchise candidates or to make statements on behalf of SRLHF relating to financial performance or prospects for success in owning or operating a Sonesta-branded hotel. Participants are merely referring candidates with locations to SRLHF. In due course, SRLHF through its Lodging Development team will proceed from the point of referral, through the qualification process and, if applicable, the sales process.

**PARTICIPATION & APPROVAL PROCESS:** Please send completed Lead Referral Program form and additional information regarding the lead to: **Franchise@Sonesta.com**

# LEAD REFERRAL PROGRAM FORM

To submit a lead referral, please complete all information on this form for the Lodging Development Teams to evaluate this lead referral.

## REFERRER CONTACT INFORMATION

Referrer Name: \_\_\_\_\_

Referrer Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## LEAD INFORMATION

Referee Lead Name: \_\_\_\_\_

Lead Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Brand of Interest: \_\_\_\_\_ Key Count: \_\_\_\_\_

Property Address: \_\_\_\_\_

Current Hotel Owner / Franchisee?  YES  NO

Brand(s) Currently Franchised / Managed: \_\_\_\_\_

Project Timing: \_\_\_\_\_

Additional Information: \_\_\_\_\_

### PARTICIPATION & APPROVAL PROCESS:

Please send completed form and additional information regarding the program to:

**Franchise@Sonesta.com**

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