

EARN
\$2500
PER REFERRAL!

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*
- *CONSIDERING A NEW AFFILIATION*
- *CONVERTING TO A NEW BRAND*
- *WANTS TO LEARN MORE ABOUT SONESTA*
- *BUYING A HOTEL*

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 **\$2,500** payable within 45 days of the hotel opening date.

PROGRAM TERMS & CONDITIONS:

Lead Referral program commences on 1/1/2025 and ends on 12/31/2025. 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. Eligible employees of Sonesta International Hotel Corporation can participate and receive \$2,500 for each referral that results in a fully executed franchise agreement for a hotel that opens in the Sonesta system and meets the conditions of the program. Lead referral bonus will be paid within 45 days of the hotel opening date. Eligible employees must be SIHC employees at time referral bonus is paid to be eligible for bonus. Lead Referral Form must be fully completed and submitted to Franchise@Sonesta.com to be eligible for referral bonus. Submissions by other means will not be accepted and will not be eligible for the referral bonus. Upon receipt of the form, Lodging Development will send an email to the referring employee 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 available for any Sonesta upscale or select service brand. Lead Referral not valid for any 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 bonus per Franchise Agreement executed. Should a candidate/location be referred by more than one employee, the bonus 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 non-franchise sales employees to help sell franchises as such employees 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. Eligible employees 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.

ARTICIPATION & 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: _____

Your Signature: _____ Date: _____

PARTICIPATION & APPROVAL PROCESS:

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

Franchise@Sonesta.com

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