



August 2005

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Irvine, CA Regional Luncheon

Local members in Irvine and CHPA are partnering together to offer you another great Regional Luncheon. Join us on **Wednesday, September 14 in Irvine, CA** for this unique networking opportunity over lunch. Past attendees of Regional Luncheons have raved that these luncheons are a great opportunity to learn how to make the most out of every sales inquiry call, build relationships, share valuable information and listen to great speakers. You will not want to miss this Regional Luncheon!

Wednesday, September 14, 2005

11:00 – 11:30 a.m. Registration & Networking
11:30 a.m. – 1:30 p.m. Program & Lunch
1:30 – 2:00 p.m. Networking

Location:

Marriott Irvine

18000 Von Karman Avenue
Irvine, CA 92612-1004

Price:

Members: \$40 per person
Non-Members: \$50 per person

Plan to attend this meeting to:

- Discover how to make the most out of every sales inquiry call.
- Network with your peers.
- Learn what's new in the only association dedicated to corporate housing

Featured Speaker:

Mark Milani, President, *Shop Call Solutions, Inc.*

"Turn your calls to GOLD." Mark will focus your attention on the importance of the role of the Inside Sales Associate in a corporate housing office and how Sales Associates can best maximize their opportunities on every sales inquiry call. Gain expert strategies and techniques for successfully conducting and controlling each call, such as:

- Steering callers to your vacant apartments;
- Digging for additional opportunities;
- Garnering a commitment on the initial call; and,
- Identifying and controlling the follow-up and next-step needed.

Please complete the attached registration and fax it to the CHPA office by Wednesday, September 7, 2005.

Welcome New CHPA Members!

Provider Member:

Omaha Corporate Housing, Inc., Omaha, NE
Dawn Morse, dmorse@omahacorporatehousing.com

Associate Member:

Northeast Furniture Rental, Akron, OH
Jerry Krakowski, Phone: 330.733.8322

Share the membership benefits of CHPA with your friends or colleagues who are not yet members of CHPA. Invite them to join CHPA and begin to receive the same great benefits. Please feel free to forward any potential CHPA members to Lori Justin at ljustin@chpaonline.org.

End-of-Summer Selling: The Guest Informant Program

By **Elaine Quiroz**, *Corporate Housing Strategies*

For many corporate housing providers, the end of summer means that our apartments are full...not only full of guests, but also full of "information." And when those guests move out, your best chance of accessing that information moves out with them.

What information, you ask? Every corporate guest is a walking "information source" on their company. They know about projects going on, names of decision-makers, other people traveling, and more. When they're under our roof – as our guest - they're often more relaxed about sharing a bit of this information with us. Nothing confidential, mind you. We're just trying to provide corporate housing options to more people inside their company, and we need their help!

Having a year-round Guest Informant program for "interviewing" your guests can work wonders for your sales program, and August is the perfect time to begin. Although the program can be more detailed, here are a few tips for getting started:

- Consider having your Account Executive place the calls, rather than Inside Sales or Customer Service. It's the AE's job to grow their accounts, and every corporate resident has the potential to help as a Guest Informant.
- For monthly guests, wait until they've been with you for awhile. They'll feel more comfortable discussing things with you.
- Make a quick review of their file before calling, to learn of any unusual issues or circumstances.
- Always begin the call by thanking them for staying with you, then ask for three or four minutes of their time to review some information. Another time may be more convenient for the guest.

- Let them know you would like to accommodate more guests from (their company name), and that you'd like their input.
- Ask a series of specific questions regarding other projects in the company, others coming in, their relocation program, training programs that go on, how corporate housing fits into their travel policy, and more. If applicable, ask about other areas of the country and not simply your city.
- How did they find out about your company? Specifically why did they choose your company? What other options did they consider? Did their employer take an active role in the housing selection?
- Consider a small token of thanks for their time, such as a gift card to Amazon.com. (Mention upfront if you feel it would encourage better participation.) If a strong salesperson works this program well, and has a real art for conversation, you'll find the information gathered to be worth far more than what you give them as a token "thank you."

These tips are simply an overview. Over time, a strong Guest Informant program will contain more structure, with an actual Guest Informant profile sheet completed with each call. But don't miss this end-of-summer selling opportunity. Putting the program into place now, while we are at peak occupancy, can provide your sales team with some great information to build on in the slower months ahead!

NOTE: *An expanded article on this same topic will be published in the upcoming issue of Corporate Choices magazine (Fall 2005), and will provide more detail on how to implement a successful Guest Informant program. Look for their Fall 2005 issue to be mailed September 8th, or call 1-800-643-1175 for a free subscription.*

Elaine Quiroz, CRP is President of *Corporate Housing Strategies*, a leading sales training organization in the corporate housing industry. Elaine can be contacted at 540-772-4345 or Elaine@CHStrategies.com.

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What's New at CHPA? Spotlight on Committees

Education Committee

By **Tami Crump, CRP**, *AHI Corporate Housing*

Attention CHPA Membership – The Education Committee needs your help. The committee is currently working on the collection of reference sources that can be used in the validation phase of the Certification Program. Many of these references will have to be created specifically for our industry. This is an excellent opportunity for you to take an active role in creating the first Industry Standards Reference Manual for corporate housing. This is a tremendous task, and with everyone's input we can make this a reality.

The Education Committee is hopeful that the 1st Industry Specific Certification Program exam will be offered at the CHPA 2007 Annual Conference. To accomplish this goal the Industry Standards Reference Manual will have to be compiled, validated, printed and ready for distribution as part of the study guide and educational sessions that will be geared toward the key elements of the certification exam, no later than February 2006 for the 2006 Annual Conference.

The Education Committee would like to thank all of those members who have been involved in this ongoing development process. We are very proud of the progress that has been made to date. We are still well ahead of schedule due to the dedication of the CHPA Education

Committee, the Job Analysis Panel, the CHPA Board of Directors, the CHPA Executive Staff, the Executive Committee and the Item Writing Panel. Thanks again, to all you.

To get involved, volunteer, contribute to the 2006 Silent Auction or make suggestions of educational sessions desired please contact **Tami Crump, CRP**, Education Committee Chair, at tcrump@ahicorporatehousing.com or 205-987-7797, ext:226.

Upcoming CHPA Events

Date	Event
September 14, 2005	Irvine, CA, Regional Luncheon
October	Networking Connections Events TBD
Early December	Dallas, TX, Regional Luncheon
TBD	New York, NY, Regional Luncheon
February 7-9, 2006	<i>New Opportunities, New Ideas, New Perspectives... in Newport Beach, CHPA 2006</i>

CHPA 2006 Annual Conference Exhibit Opportunities

Meet face-to-face with hundreds of corporate housing professionals during the 2006 CHPA Annual Conference while you expand your market, generate leads and introduce new products or services. We have added two new food and beverage stations to the Annual Conference floor plan, and booths are being reserved quickly. (You can view the updated floor plan at <http://www.chpaonline.org/meetings/06conference.php>.) This is great news for everyone. If you have not yet reserved your booth for the 2006 Annual Conference, be sure to reserve it soon while spaces are still remaining. Download the exhibitor contract at <http://www.chpaonline.org/meetings/06conference.php> and fax it to 317.280.8527. To discuss the floor plan and available booths, please contact Lori Justin at ljustin@chpaonline.org or 317.328.4631.

Prices	Member	Non-Member
Booth Size: 8' x 10'	\$850	\$1,150

Booth prices include an onsite program listing and one complimentary full conference pass that allows access to education sessions. Additional registrations can be purchased at the member rates. Space is assigned on a first-come, first-serve basis, upon receipt of contract and payment. *Please note: No CHPA Associate members or non-members may attend the conference without purchase of booth space.*

Members in the News...

BridgeStreet Worldwide Unveils Totally Revamped Web Site, Enhanced BridgeStreet.com Another Step in "Making Corporate Housing Easy"

BridgeStreet Worldwide, a leading international provider of corporate housing, today unveiled a new Web site for business and leisure travelers. The revamped site, www.BridgeStreet.com, is designed to make researching and booking reservations at BridgeStreet's international network of more than 8,700 corporate apartments in some 91 metropolitan markets the easiest in the corporate housing industry.

Robust searching of properties and metropolitan areas, detailed property descriptions, and helpful local area information have all been upgraded on BridgeStreet.com. Consumers now are able to search for properties by city, state or within miles or kilometers of a postal code; check for special discounts and promotions; and obtain maps and driving directions. There also is an educational section for visitors unfamiliar with corporate housing that details its advantages over conventional hotels, including more space, better rates, resort-like amenities and fully outfitted kitchens.

"This new Web site launch represents BridgeStreet's continued commitment to becoming the easiest corporate housing company to do business with," said Jon Wohlfert, senior vice president of sales and marketing at BridgeStreet. "Compared to our original Web site, we have greatly enhanced our search functionality, allowing visitors to more easily find and reserve accommodations within specific communities or within a geographic area. We've also increased the amount of information on communities and destinations, which ultimately helps our guests make more informed decisions about their accommodations choices. Our goal was to make BridgeStreet.com as information-rich and user-friendly as possible.

"Going forward, we plan to continue expanding our site with additional functionality. In the coming months we plan to roll out a suite of technology that further supports our mission of streamlining and simplifying the corporate housing experience for our guests and clients.

"The significant increase in Web site visitors we have seen so far this year and the fact that nearly one-third of U.S. travel in 2005 will be booked online indicates that more and more of our guests are doing their travel research online," Wohlfert added. "With this new Web site, our guests will have more information at their fingertips and be able to book easier and faster."

A+ Accommodations Receives Women's Business Enterprise Certification

A+ Accommodations & Relocation, Inc., a leading provider of corporate housing and temporary accommodations, announced today that the Women's Business Enterprise National Council in partnership with Women's Business Enterprise Council – Southeast has certified that A+ Accommodations has satisfied the eligibility standards and criteria for certification as a Women's Business Enterprise. A+ Accommodations has been operating as a woman owned and operated business in Charlotte since 1997. The Company helps corporations, human resource professionals, real estate firms, relocation companies, insurance companies, relocating executives and their families and others by providing fully furnished corporate apartment homes that are convenient, cost effective and distinctively decorated.

"Receiving this certification is an exciting step for A+ Accommodations, its employees and staff who have worked diligently to build and establish a reputation as a high quality, cost effective corporate housing company," said Belinda Thomas, President of A+ Accommodations & Relocation, Inc. "We are confident that being certified as a Women's Business Enterprise will open doors and give us an opportunity to serve companies who recognize the benefits of supporting minority and women owned business enterprises."

"We see corporate housing as more than just providing a furnished apartment. Many of our clients are relocating or on temporary assignment from all over the country and world. We see our job as helping them transition to Charlotte and other areas in North and South Carolina which starts with a welcoming place to stay which is conveniently located to their job, future community and lifestyle needs. We have the advantage over our larger competitors by providing "*pride of ownership*" quality at significantly lower prices. Our business has been successful by building long-term relationships with clients and partners based on service, trust and quality. We understand the importance of providing clean, comfortable, convenient and consistent quality accommodations."

BridgeStreet Worldwide and Global Partner, Furnished Quarters, Expand Florida Presence, Four New Locations Enlarge Florida Corporate Housing Inventory

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, today announced that it has opened new properties in southeast Florida in partnership with Furnished Quarters, a member of BridgeStreet's Global Partner program. The apartments extend BridgeStreet's reach into four additional cities: Boca Raton, Ft. Lauderdale, South Miami Beach and Miami, Florida. When added to BridgeStreet's current inventory of corporate accommodations in Tampa, Orlando and Panama City, the company now offers a total of 450 apartments in the state.

BridgeStreet's Global Partner program is a unified alliance of corporate housing providers who meet BridgeStreet's consistently high product and service standards. The program attracts top local and regional providers of corporate housing who share a deep commitment to consistently exceeding client and guest expectations and to simplifying the corporate housing experience.

"Our Global Partner program continues to be an important engine of growth for us," said Lee Curtis, BridgeStreet president. "We already had a successful relationship with Furnished Quarters in New York, together offering fantastic locations throughout Manhattan. This winning alliance continues to grow with the opening of corporate apartments in these four key Florida markets. This brings our accommodations coverage worldwide to over 90 metropolitan locations.

"Our goal is to continue expanding the location choices we provide to our clients, another example of our total commitment to being the easiest corporate housing provider to work with in the industry," Curtis added.

Based in New York City, Furnished Quarters joined the BridgeStreet Global Partner program in 2003 and has since expanded the number of apartments in the program in New York City and Florida. "By joining the BridgeStreet Global Partner program, we have been able to provide dramatically improved geographic and product diversification for our customers," said Gary Brown, Furnished Quarters' chief executive officer.

Marriott ExecuStay Promotes John Fenton, Elizabeth Karp to Headquarters Sales, Operations Positions

Marriott ExecuStay, the corporate housing division of Marriott International, Inc. (NYSE:MAR), has promoted Marriott veteran John Fenton to vice president of sales and operations, and long-time ExecuStay associate Elizabeth Karp to director of operations. Both will assume their new positions at Marriott International's headquarters in August.

Fenton is currently regional director of Marriott Global Sales, with responsibility for the Philadelphia, New York and New Jersey offices. He began his career with Marriott in Greensboro, N.C., in 1986 and has since served as director of sales at Marriott Seaview Resort, director of marketing at the Philadelphia Airport Marriott, director of public relations and marketing communications at the Philadelphia Downtown Marriott, national account executive for Marriott National Accounts, and associate regional director for Marriott Strategic Accounts.

Fenton has been recognized as Sales Manager of the Quarter for the Mid-Atlantic Region, is a two-time recipient of the distinguished Tiefel Award, and has been recognized with Marriott's prestigious Chairman's Award, President's Award and Golden Circle Awards. He holds a Certified Meeting Professional (CMP) certification from the Convention Industry Council and serves on the CMP board of directors.

Elizabeth Karp is currently general manager for the Washington, D.C., metropolitan region of Marriott ExecuStay. She joined ExecuStay in 1996, when it was a privately-held business operating in five markets. She helped transition the business through its acquisition by Marriott in 1999; today, Marriott ExecuStay operates in 45 U.S. markets.

Karp, who earned her Certified Property Management designation from the Institute of Real Estate Management (IREM) in 1996, currently serves as president-elect and will serve as 2005-2006 president of a local chapter of IREM. She is a two-time winner of Marriott ExecuStay's General Manager of the Year Award (2002, 2003), earned Super Goal Achiever Awards in 1997 and 1998, and received ExecuStay's Most Successful Operations Integration Award in 2001.



The following CHPA members are ready to serve your corporate housing needs today!

Aaron's Corporate Furnishings - Furniture The Easy Way. Your Way. - www.aaronrents.com

Brook Furniture Rental, Inc. is the leading provider of high quality residential furniture and housewares to the industry- www.bfr.com

Buehner-Fry, Inc. - Proven Telephone Long Distance Solutions for Corporate Housing Units - www.buehner-fry.com

Corporate Choices - The International Directory of Corporate Housing- www.corporatechoices.com

CORT Furniture Rental - Quality. Service. Guaranteed. Furniture rental solutions from the Industry's Leader - www.cort1.com

Instant Furniture Rental - Furniture Rental & Sales in an instant - www.instantfurniture.com

Lodging Kit Company - www.lodgingkit.com

Roseland Management Company - Experience. Expertise. Excellence. www.roselandproperty.com

Software Answers, Inc. - Leading provider of Property Management, Call Accounting and Credit Card Processing Software to the corporate housing industry. www.softwareanswers.com