



## November 2005

### In This Issue

- **2006 Tower of Excellence Awards – Call for Nominations – Deadline: November 7<sup>th</sup>!**
- **CHPA 2006 Annual Conference Update**
- **5<sup>th</sup> Annual Awards Dinner & Industry Event – February 9, 2006**
- **Calling All Interested Sponsors, Exhibitors, Advertisers**
- **Lead, Follow or Brand by Tom Traynor & Rosemary Breehl, Breehl, Taylor & Zehe**
- **Welcome New Members!**
- **Take Advantage of CHPA's Insurance Program**
- **CHPA Job Board – A Free Member Benefit**
- **What's New at CHPA?**
- **Members in the News**
- **President's Club Members**

### **2006 Tower of Excellence Awards – Nominations Due November 7<sup>th</sup>!**

Have you begun thinking about who you are going to nominate for the 2006 *Tower of Excellence Awards*? You can nominate your colleague, friend or even yourself. Do you have a colleague that consistently surpassed guest and company expectations and goals? Nominate them for the 2006 CHPA Awards. The process is simple! It is **free** to nominate someone, so nominate as many people you feel deserve to win one of the awards!

The simplified awards process starts by you nominating someone for one of the *Tower of Excellence Awards*. Simply complete the nomination form for the specific award, which you can download from the CHPA website at <http://www.chpaonline.org/meetings/awards.php>. Once the CHPA Office receives the nomination, we will contact the nominee and ask them to provide more detailed information on the award's criteria.

- **Individual Provider Member of the Year** is awarded to an outstanding employee, executive or owner who has demonstrated commitment and excellence within their company and the corporate housing industry as a whole.
- **Company Provider Member of the Year** is awarded to an outstanding member company who has demonstrated commitment and excellence in the corporate housing industry.
- **Associate Partner Member Company of the Year** is awarded to an outstanding associate member company who has shown commitment and excellence in the corporate housing business as a partner to providers.
- **Volunteer of the Year** is awarded to an outstanding provider or associate member who lends themselves to service in the corporate housing industry and/or CHPA.
- **Most Creative Marketing** recognizes an outstanding marketing program or concept in 2005 that had a measurable impact on the corporate housing side of your business.

Attached is a list of FAQs to help you with your nominations. Complete a nomination form at <http://www.chpaonline.org/meetings/awards.php> and send it to the CHPA Office today. **The nomination deadline is November 7, 2005.**

## **CHPA 2006 Annual Conference – February 7-9, 2006 – Newport Beach, CA**

CHPA's 2006 Annual Conference offers you *New Opportunities, New Ideas and New Perspectives* on corporate housing. Every component of this information-packed networking and educational event is designed to help you succeed in this dynamic industry. This is the conference for you, planned by providers for providers!

Join your colleagues and industry leaders from around the world in Newport Beach, CA, February 7-9, 2006. The event offers you:

- New insights on how to lead your company in a turbulent economy
- How to make a “winning brand” for your organization
- New strategies and techniques to maximize every sales inquiry call
- New perspectives on how to expand your business – locally, regionally, nationally and globally
- Tips for improving your communication skills to customers
- New information on today's technologies and why you should be using them
- Networking opportunities like no other show
- An expanded exhibit hall showcasing vital services for your company
- The 5<sup>th</sup> Annual Awards Banquet and Industry Event – a must attend closing event for the conference!

Don't let your competition get ahead of you! Register today for CHPA's 2006 Annual Conference at [www.chpaonline.org](http://www.chpaonline.org). Be on the look out for the full registration brochure, which you will receive in the mail soon.

### **Hotel Information**

Newport Beach Marriott Hotel & Spa

900 Newport Center Drive

Newport Beach, CA 92660

Phone: 949.727.3500

Web: [www.newportbeachmarriott.com](http://www.newportbeachmarriott.com)

The CHPA room rate is \$169/night\*. This rate is available February 6-11, 2006. To make your hotel reservation, call the Newport Beach Marriott directly at 949.729.3500 (mention CHPA 2006 to receive the discounted rate) or go online to [www.newportbeachmarriott.com](http://www.newportbeachmarriott.com). The online group code is CHPCHPA. **The discounted rate is available until January 17, 2006.**

The Newport Beach Marriott Hotel & Spa is approximately 7 miles from the John Wayne Airport Orange County Airport (code: SNA), Santa Ana, CA.

### **Complimentary Shuttle/Taxi Information**

Complimentary Shuttle transportation from John Wayne/Orange County Airport to the Hotel:

The hotel's airport shuttle picks up and drops off from John Wayne/Orange County Airport regularly from 6:30 a.m. to 10:30 p.m.

Taxi service from the John Wayne Airport is approximately \$15 each way.

## **CHPA 5<sup>th</sup> Annual Awards Dinner & Industry Networking Event – A Must Attend Event!**

**Thursday, February 9, 2006, 7:00 p.m.**

The last night of the conference is a celebration of the networking and connections made throughout the meeting. This year's theme is formal and includes the presentation of the *Tower of Excellence Awards*. Walk the red carpet into the “Academy Awards” themed dinner banquet, which will be a “star-studded” and must attend event for all attendees. Honor the nominees for the prestigious *Tower of Excellence Awards*, network with friends and colleagues and end the conference in high style!

Be sure to have a premier table for your friends and colleagues by reserving a banquet table today for the 5<sup>th</sup> Annual Awards presentation. Gold and Silver Table Sponsorships are available. Tables are available by company, by region, by city – organize your table today! View the 2006 Marketing Opportunities Brochure to see all the benefits of sponsoring a banquet table – [www.chpaonline.org/marketing/sponsorship.php](http://www.chpaonline.org/marketing/sponsorship.php)

The dress code for this “star-studded” event is black tie optional. Live it up, dress to impress and celebrate the “Academy Awards” themed dinner banquet like a star! Men can rent tuxes locally. Simply indicate your interest in renting a tuxedo on the registration form and the tuxedo company will contact you directly.

### **Calling All Interested Sponsors, Exhibitors, Advertisers**

The CHPA Annual Conference is your single most effective way to reach the maximum number of providers with dedicated, unopposed “face” time. Build powerful relationships by partnering with CHPA to reach these people and make the most out of your marketing dollars!

CHPA has added new and exciting sponsorship opportunities, as well as an expanded exhibit floor. View the 2006 Marketing Opportunities brochure at [www.chpaonline.org/marketing/sponsorship.php](http://www.chpaonline.org/marketing/sponsorship.php). Sponsorships and booths are reserved on a first-come, first-serve basis, upon receipt of contract and payment. So, be sure to reserve your sponsorship or booth today!

**Make a wise marketing investment for 2006 – exhibit, sponsor and/or advertise with CHPA!**

### **Lead, Follow or Brand.**

**By Tom Traynor & Ro Breehl, *Breehl, Traynor & Zehe***

*Following is the third of six brand development articles.*

Great brands continue to thrive for years after their introductions. Others don't. The great ones control their categories. They set examples for others to try and mimic. Brands like *Hallmark*, *Maytag* and *GE* are emblematic of great brands. *Woolworth*, *Mademoiselle* and most recently *Oldsmobile* represent the fallen. So why are there great, enduring brands and deceased brands? We believe it is brand leadership. Now, granted, there are other factors like brand management, operational efficiencies and market gyrations that can affect long term performance, but the starting point for almost every great brand is the leadership position taken at inception or assumed at some later point of enlightenment. The instant an advertiser begins the brand development process, they inherit the leadership position in their category or industry – guaranteed. How's that you ask? Review the definition of a brand: A claim of distinction. Once successfully differentiated, through brand development and branding, they've separated themselves from their competitors and thus, assumed a leadership role. That same differentiation will help determine the most deliverable role and the underpinnings of long-term success are almost immediately put into place. When *Maytag* proclaimed quality and reliability as their brand differentiation, it was not because all their competitors were claiming the low quality slot; everyone said they were high quality. But *Maytag* assumed the quality leadership position by suggesting that their quality was so high that their washing machines didn't break down! What a leadership spot to claim. Then, they created the loneliest repairman to communicate their leadership and internalized the brand position with delivery mechanisms like better quality control and manufacturing processes to ensure the endurance of their leadership.

Brand leadership tends to land in one of four major categories:

- *Price*. The price leader is that brand that owns the position. Two obvious leaders here are *WalMart* at the low price end of the spectrum and *Rolls Royce* at the high end.

- *Innovation.* Lots of folks like to stake this claim. *Apple* in technology and *GE* in home products are perfect examples.
- *Cultural connection.* *Harley Davidson* is king in this category. There could be an argument made for *Starbucks* here, maybe even *Ben and Jerry's*.
- *Quality.* *Maytag* started this category thirty-some years ago.

From these four, we can drill down further and find leadership in sub or smaller leadership positions like safety – we think *Volvo*. Convenience – *Amazon.com*. Courageous – (When it absolutely, positively has to be there) *FedEx*, and Irreverence – *Virgin* tops the list. We could continue to go deeper and deeper. Today, **Kevin Roberts**, Worldwide CEO at *Saatchi & Saatchi* has created a category called “Lovemarks.” (He’s published a book called *Lovemarks*, available from; you guessed it the leader in convenience, *Amazon.com*). These brands are adored or loved brands. They include *Alfa Romeo*, *OshKosh*, *Air New Zealand* and a long list of other brands. But for our tastes, *Ben and Jerry's* could cross over here too. We think *Volkswagen* and certainly *Mini Cooper* fit here as well. And there are many others.

What's the importance of brand leadership? It's the added value good brand positioning offers. It also allows consumers to adopt the brand as their own – like a badge. It also allows for better brand management, internal brand adoption and crystal clear communication.

What's the downside of brand leadership? Well, living up to your claim is one. Having the guts to advertise like a leader, not a follower is another. Having the vision of the future is mandatory. But, the benefits far out weigh the downside.

OK, how do we go about claiming a leadership position? Start with a good discovery session. It's called “Turning the Telescope™,” and it's magic how well it works. The reason? We're simply looking inside and finding the essence of the advertiser's brand. It's always there. Or, at least the seeds are there. Here's how it works:

The process starts with listing facts by examining the company, its history, origins of business, markets served, the founders, traditions, legacies, innovations, values, ethics, customers, the people, and culture. In this first stage, we uncover literally hundreds of facts.

Through a series of three other stages, we eliminate the non-unique characteristics, extrapolate potential truths, and finally, distill the remaining information until we have a prioritized list of three to five absolutely unique and deliverable selling points about our client's company.

From this, we can establish the foundation for a proprietary brand franchise, unique branding concept and a leadership position they are capable of controlling.

We know we've simplified this process for the sake of space but don't underestimate the power of brand discovery – the deeper you dig and the more thorough the analysis the more obvious the essence of the brand and its leadership capabilities will become. And the easier it will be to assume a long- term brand leadership position.

*Tom Traynor, C.B.S. & Ro Breehl, C.B.S. are, respectively, Chief Brand Officer and President of Breehl, Traynor & Zehe in Cleveland, Ohio. They are frequent lecturers, consultants, seminar leaders, and teachers and the only Certified Brand Strategists in the Cleveland MSA. When it comes to the value of brands and brand development, the trademarked brand discovery process “Turning the Telescope™ is second-to-none. It's part of a larger brand development process Breehl, Traynor & Zehe calls Brand Engineering™. For more information on how you can build more value into your brand, call Tom or Ro at 440.895.1200...or to receive upcoming issues of The Long View newsletter via email, email [tom@btzbrand.com](mailto:tom@btzbrand.com). Visit the Breehl, Traynor & Zehe website at [www.btzbrand.com](http://www.btzbrand.com).*

## Welcome New Members to CHPA!

Provider Members:

**Eagle Pointe Golf Resort**, Bloomington, IN

Bob Richey, Phone: 317.356.2451 x 13

**Kitsap Hospitality Service, LLC**, Silverdale, WA  
Ronald Johnson, Email: [info@kitsaphospitality.com](mailto:info@kitsaphospitality.com)

**Redac, Inc.**, New York, NY  
Charles Olsen, Jr., Email: [colsen@redacinc.com](mailto:colsen@redacinc.com)

**Reliable Corporate Housing**, Stow, OH  
Jennifer Adams & Stephanie Gardner, Phone: 800.908.4724

**Associate Member:**

**Apartment Outfitters**, La Mirada, CA  
Don Chance, Email: [dchance@apartmentoutfitters.com](mailto:dchance@apartmentoutfitters.com)

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 forward any potential CHPA members to Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

### **Take Advantage of CHPA's Insurance Program**

As was introduced at the conference in New Orleans, CHPA has undertaken the task of working with various underwriters in developing an insurance program for our members. The worth of this program will increase as more members participate. Our members met the introduction with great enthusiasm, and since the conference Michael George of Benefit Resourcing, Inc and Partners USA, Inc. has been busy assisting members with their insurance needs. **To date, members have saved a total of \$160,000. The average savings has been between 25% and 40% depending on location and their current coverage!**

You can also take advantage of these great savings! Contact Michael George at (317) 328-4518 ext.172 or [mgeorge@benefitresourcing.net](mailto:mgeorge@benefitresourcing.net) to take part in this CHPA membership benefit.

### **The CHPA Job Board – A Free Member Benefit!**

One of the many benefits of being a CHPA member is the Member Connections! CHPA Members can post a job opening on the CHPA Online Job Postings Board for **FREE**, where everyone can see it! Advertise any job openings available within your company on the CHPA Website today.

Posting a job on the CHPA Job Board is easy. Log in to the CHPA Members Only section of the website at [www.chpaonline.org](http://www.chpaonline.org). Once you are in the Members Only section, click on the CHPA Members tab on the left hand side, then click Member Connections. Simply enter your information and the job information and your job will be posted for everyone to see.

Once your job is posted, anyone can view your posting by going to the home page [www.chpaonline.org](http://www.chpaonline.org) and clicking on the About CHPA tab in the left hand column, then clicking on Job Postings.

Take advantage of this great CHPA member benefit today!

### **What's New at CHPA? Spotlight on Committees**

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

The Education Committee is actively collecting printed publications to be used as reference documentation for the Corporate Housing Professional Designation. We continue to compile this data, which will be condensed into an industry specific best practices manual to be used as the printed reference for the certification program.

A list of Industry Specific Terms is available on the CHPA website – [http://www.chpaonline.org/volunteer/get\\_involved.php](http://www.chpaonline.org/volunteer/get_involved.php). You can download the list under the Education Committee section. These Industry Specific Terms are the suggested standardized terminology for our industry.

The Education Committee is currently looking for additional members. In November and December, the Education Committee will review the remaining elements to complete the certification program. If you have been interested in the certification program process and want to get involved but just did not have the extra time, this is an excellent opportunity to get your feet wet as we enter into our traditionally slower time of the year.

To get involved, volunteer, contribute to the Silent Auction or suggest educational sessions, please contact Tami Crump, CRP, Education Committee Chair, at [tcrump@chpaonline.org](mailto:tcrump@chpaonline.org) or 205-987-7797, ext: 226.

### **Industry Relations Committee**

By **Pat Hinch**, *Equity Corporate Housing*

The Industry Relations Committee just hosted eight very successful Network Connection Luncheons in Denver, CO, Houston, TX, New York City, Richmond, VA, San Diego, CA, San Francisco, CA, Tampa, FL and Washington DC. A special thank you to the facilitators, sponsors, speakers and attendees! The committee will continue the luncheons in 2006, so be on the look out for the future luncheons in your area.

The second project on the agenda for the Industry Relations Committee is the development of a CHPA Membership Directory. Our goal is to have the directory on the CHPA website by November 30th. We will also be creating a Membership Directory for the 2006 Annual Conference. If you are interested in volunteering your creative talents to the Membership Directory Sub-Committee, please email Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

As we approach 2006, we have established several new goals for the Committee. We will expand our Network Connection Luncheons to include affiliated industries and identify potential associate members. We will also build stronger relationships with related industries and associations to advance the CHPA vision and purpose. If you are interested in joining us and making our 2006 goals a reality, please email Pat Hinch, Industry Relations Chair at [PHinch@EQRWORLD.com](mailto:PHinch@EQRWORLD.com) and we will include you on our next conference call.

### **Members in the News...**

#### **ABODA, Formerly Northwest Suites & Housing Services, Hires Several New Employees!**

ABODA, formerly Northwest Suites & Housing Services, recently hired Deborah Santee as sales manager, Linda Pickles as reservation and sales consultant, Allyn Allshouse as carpet cleaning technician, and Christine Meister as warehouse specialist, President Dave Caple announced today. The company also hired the following eight employees:

- Chinh Akers—Laundry Services
- Erik Bruhl—General Warehouse
- Christina Dederer—Reservations
- Michael Goodwin—General Warehouse
- Alexandra Matthews—Reservations

- Carmela Ocegüera—Housekeeping Services
- Hope Sekisuei—Laundry Services
- Elisa Willman—Housing Services

#### **About Deborah Santee**

Santee brings 16 years of property management industry experience to her role. Prior to joining ABODA, formerly Northwest Suites & Housing Services, she was an account executive at *For Rent* magazine. She was also an account executive at CORT Furniture. At both companies, Santee earned the President's Sales Award for her nationally ranked sales performance. Santee is on the education committee for the Washington Multi-Family Housing Association (WMFHA) where she serves as a leasing certification instructor. She resides in Maple Valley with her husband and their 7-year-old daughter.

#### **About Linda Pickles**

Pickles brings more than nine years of customer service and reservations experience to her new position. Prior to joining ABODA, formerly Northwest Suites & Housing Services, she served as reservations supervisor for Clipper Navigation, Inc. She is also a former pro shop assistant for Seattle Tennis Club and a former restaurant support clerk for Food.com. Pickles earned an Associate of Arts Degree from South Seattle Community College. She resides in Mountlake Terrace.

#### **About Allyn Allshouse**

Allshouse brings solid experience to his new position, working locally as a floor service technician for several years prior to joining ABODA. He attends Lake Washington Technical College and resides in Kirkland with his family.

#### **About Christine Meister**

Prior to joining ABODA, Meister was an office assistant at North Seattle Community College. She also spent nine months in China teaching English to fourth grade students. Meister earned a Bachelor of Arts Degree from the University of Washington. She resides in Snohomish.

---

### **BridgeStreet Worldwide Partners with Rebuilding Together to Help Less Fortunate**

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, recently joined forces with Rebuilding Together, a national organization of volunteers that preserves and revitalizes houses and communities, in a unique community outreach effort during BridgeStreet's annual convention in Las Vegas. More than 80 associates from the BridgeStreet Worldwide family, including global and vendor partners, who went to Las Vegas to build teamwork and learn new skills, spent part of their time helping a local senior citizen restore her most prized possession, her home.

"Conventions usually inspire attendees for a couple of weeks after the event, but we wanted to do something that had a more enduring legacy," said Lee Curtis, BridgeStreet president. "Rather than use the convention as an opportunity to participate in such team-building activities as cooking contests or scavenger hunts, we chose to volunteer our time to help one elderly Las Vegas resident named Ofelia maintain her independence by doing major work around her house to make it a lot more livable. Partnering with Rebuilding Together in a community outreach with BridgeStreet associates was a great decision that yielded tremendous rewards for everyone involved."

Working with a local chapter of Rebuilding Together, BridgeStreet associates from 35 states and three foreign countries rolled up their sleeves to build a wheelchair ramp, rebuild the front walkway, clean out overgrown brush, and fill an entire dumpster with accumulated trash. What remained of nearly \$5,000 in materials BridgeStreet purchased for the project was later donated to Rebuilding Together.

"I've lived in this house since 1953, but at my age, I haven't been able to keep up with it like I used to," Ofelia said. "I am overwhelmed! The wheelchair ramp and the cleaning up of the outside is like a miracle. You folks have truly touched me," said the former social worker.

Curtis noted that when the company was planning this event nearly a year ago, it decided the best way to build teamwork was by helping others. "You forget about the fun and games after a couple of weeks, but the smile on Ofelia's face will last a lifetime." He added that the program with Rebuilding Together will be a permanent part of all future BridgeStreet conferences.

"We were a little skeptical about getting up at six in the morning, especially after a transatlantic flight, to start on the project," said Amanda Stewart, assistant general manager of BridgeStreet's United Kingdom office. "When it was all over, I was happy to say that it was one of the best conference experiences of my life."

"As far as we know, this may have been the first time, or one of the first, that a convention was used as an opportunity to participate in this sort of revitalization project," Curtis said. "We hope other companies will start their own traditions of giving something back to their communities."

---

### **Buehner-Fry, Inc. Changes Name to Navis**

After almost 20 years in business, Buehner-Fry, Inc. (BFI) is changing its name to Navis. Originally known as the source for long-distance toll phones for vacation rental units, BFI has recently reinvented itself introducing revolutionary technologies that merge phone and internet capabilities to benefit vacation rental managers.

As Navis, the new product line offers solutions for vacation rental managers large and small. Specifically tailored to the vacation rental industry, their web-based management and marketing solutions feature point-and-click ease, intuitive interfaces, and instantaneous usage reports that give new visibility into what were once dark areas of these businesses.

"We've really grown up with the vacation rental industry over the past two decades," remarks CEO and founder, Milton Buehner. "Now we've evolved far beyond our original mission of providing long distance phone service for vacationers and can apply our accumulated knowledge and developed technologies directly into helping property managers grow and maintain their business." It is this evolution that demanded a new name that better reflected what the company is offering today.

Although the name is changing, the superb customer service and unique value partnership with clients that BFI is known for will not change. "If anything, our customer service will be better than before," emphasizes President Kyle Buehner. "Now, instead of simply offering individual products for sale, we provide an entire consultative experience. We'll stand beside you every step of the way as you implement our solutions and realize the rewards in your own business."

From the company's premier Narrowcast marketing tool, which provides hard data on customers and prospects as well as on marketing and agent effectiveness, to their pay-for-success reservations fulfillment service, RezForce, Navis can help property managers profitably navigate the rapidly changing waters of the vacation rental industry.

---

### **BridgeStreet Worldwide Chicago Office Receives Record-Setting Fourth Consecutive "CAMME" Award from Chicagoland Apartment Association**

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, today announced that its Chicago office has received for an unprecedented fourth consecutive year the prestigious CAMME Award for "Best Corporate Suite Program" from the Chicagoland Apartment Association (CAA). CAMME awards recognize excellence in marketing and management within the Chicago area apartment management community, based

on a range of operating statistics. The prize was presented recently at the 2005 CAA annual awards banquet at the Chicago Hilton and Towers in downtown Chicago.

In addition to being cited for "Best Corporate Suite Program" in the Chicago market, BridgeStreet Chicago also received a CAMME award in the "Associate Member Brochure—Print Form" category, for its new sales catalog and brochure. The new printed materials reflect BridgeStreet's stated mission to be "the easiest corporate housing provider to do business with in the industry."

"Winning the Best Program CAMME award for the fourth time in as many years, truly speaks to the work ethic and dedication of our Chicago office," said H. Lee Curtis, BridgeStreet Worldwide president. "Even more impressive, our Chicago office has received this prestigious award every year since we opened it in 2001."

"We are particularly proud of also winning a CAMME for marketing excellence this year, for our new 'Corporate Housing Made Easy' sales materials," said Kevin Killoren, BridgeStreet Worldwide regional manager. "Our collateral succinctly communicates our 'whatever it takes' attitude, which we apply to everything we do in order to positively impact our guests' experience."

The annual black-tie event was attended by property management companies and corporate housing companies throughout the Chicagoland area. Winners were selected by a group of more than 100 judges, who rated each candidate in a variety of categories, including marketing strategy, overall program design, services offered, implementation, results, professionalism, property design and how it reflects current trends, and guest satisfaction.



**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](http://www.aaronrents.com)

**Brook Furniture Rental, Inc.** is the leading provider of high quality residential furniture and housewares to the industry- [www.bfr.com](http://www.bfr.com)

**Buehner-Fry, Inc.** - Proven Telephone Long Distance Solutions for Corporate Housing Units – [www.buehner-fry.com](http://www.buehner-fry.com)

**Bruce White Galleries** – The Professional Picture People – [www.brucewhite.com](http://www.brucewhite.com)

**Corporate Choices** - The International Directory of Corporate Housing- [www.corporatechoices.com](http://www.corporatechoices.com)

**CORT Furniture Rental** - Quality. Service. Guaranteed. Furniture rental solutions from the Industry's Leader – [www.cort1.com](http://www.cort1.com)

**Instant Furniture Rental** - Furniture Rental & Sales in an instant – [www.instantfurniture.com](http://www.instantfurniture.com)

**Lodging Kit Company** – [www.lodgingkit.com](http://www.lodgingkit.com)

**Roseland Management Company** - Experience. Expertise. Excellence.  
[www.roselandproperty.com](http://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](http://www.softwareanswers.com)