

Welcome  
To The



This great brand name has been  
refreshed and reimagined –  
and we invite you to join our growing family  
of fine properties.



Some hotel brands meet expectations.  
*Others exceed them.*

**Budgetel** – under the new direction of Hospitality Lodging Systems (HLS) – will exceed your expectations in two ways that are vital to your profitability:

- Marketing Services
- Franchise Fees

## **Marketing Services**

Our sophisticated state-of-the-art marketing services include:

- Worldwide central reservations system with seamless access to major travel sites, to the Global Distribution System (GDS), and to almost 750,000 travel agents around the globe
- Brand website
- Computerized rate and inventory management
- Proactive “hands on” brand support services

## **Franchise Fees**

We give our franchise partners unmatched control over their pocketbook – and their destiny.

It starts with a straight-forward, easy-to-understand contract that focuses on delivering results, rather than promises or penalties:

- Low initial licensing fee of \$5,000
- \$20 per room per month flat royalty and marketing fee
- Annual exit opportunity
- Franchise relations based on AAHOA’s “12 Points of Fair Franchising”



*Chairman  
Doug Collins  
(right) and  
President  
Neil Collins*

You may not immediately recognize the name  
**“Hospitality Lodging Systems”** –  
but you’re familiar with many of our  
experienced  
hospitality professionals.

### ***Doug Collins, Chairman***

- Formerly Chairman and CEO of America’s Best Franchising responsible for almost 300 properties under multiple brands in the United States, as well as in China, India, Canada, Nigeria, and Belize
- Formerly President of Days Inn of America, one of the world’s largest franchise systems with more than 1,800 properties
- Formerly President of Imperial Hotels Corporation, responsible for ownership, operation, and growth of about 60 properties for this publicly held firm

### ***Neil Collins, President***

- Almost 20 years of experience in all phases of hotel operations, including sales, marketing, and franchise services while serving in senior management positions with America’s Best Franchising and Cornerstone Hospitality

*Our management and Board of Directors includes proven, respected industry veterans – including **Greg Plank**, who has served as President of Suburban Lodges of America; Executive Vice President at Travelodge; and Vice President of Marketing at Ramada Hotels.*

***The team at Hospitality Lodging Systems thinks like hotel owners  
because they have been hotel owners!***



Hotel franchising can be complicated,  
so people look for complicated solutions.

However, sometimes the  
answers are simple – and they work.

Our franchising answers are simple – and they work.

Surprised? Fascinated? Curious?

***Contact us today!***



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