

## TEMPORARY LODGING SOLUTIONS FOR



## GEORGETOWN UNIVERSITY

*Presented by:*

**STEPHEN CAMPBELL, ACCOUNT EXECUTIVE**

OAKWOOD WORLDWIDE  
1550 CLARENDON BLVD  
ARLINGTON, VA 22209  
U.S.A.

PH: 703.258.3016

CELL: 703.869.7005

FX: 703.250.3003

[SCAMPBELL1@OAKWOOD.COM](mailto:SCAMPBELL1@OAKWOOD.COM)

[WWW.OAKWOOD.COM](http://WWW.OAKWOOD.COM)



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Oakwood Worldwide  
5175 Parkstone Drive, Suite 100  
Chantilly, VA 20151  
[www.Oakwood.com](http://www.Oakwood.com)  
June 30, 2008

## Temporary Housing for Georgetown University

OAKWOOD WORLDWIDE CORPORATE APARTMENT MANAGEMENT

**Executive Summary:** Oakwood Worldwide welcomes the opportunity to provide a lodging solution for the Georgetown University Transplant Program. With our experienced staff to meet individual needs and our customer service satisfaction guaranteed, Oakwood is ready to provide multiple housing locations as requested. Oakwood can provide a more comfortable and spacious environment than hotels at convenient locations that meet the statement of work needs.

Everything is included in an Oakwood furnished rental, from designer furniture to home electronics to all utilities. Partnered with world-class service and amenities, Oakwood maintains its earned reputation as *The Most Trusted Name in Corporate Housing Worldwide*.<sup>SM</sup> In addition, Oakwood can provide the following:

- Apartments include:
  - Utilities
  - Furnished and accessorized kitchen, dining, bedroom, bathroom and living room areas
  - Washer and Dryer in units or in facilities
- Best-in-class Quality Assurance Policies and Quality Control
- Consolidated, accurate billing
- Customized solutions and one point of contact to streamline your lodging program
- The latest in technology with a secured, online portal for viewing guests' housing program and invoices, additional information on guests' lodging facility, its surrounding area, shopping areas and restaurants, directions to their facility and more

### Oakwood's Gold Standard of Customer Service

Oakwood strives to consistently exceed our customers' expectations. To ensure we do this, we recently launched a new service initiative called the Gold Standard. Our goal is to listen to our customers and put



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them at the heart of everything we do. We are passionate about having sincerely satisfied and loyal customers.



Oakwood's Gold Standard of service excellence guides our associates' interactions with internal and external clients, making customer service our number one priority. We take ownership of every guest concern, ensuring a resolution that meets the customer's expectations, treating our customers the way we would like to be treated. The Gold Standard is not just about solving problems, it is also about creating and sharing new company processes that will prevent issues from reoccurring in the future.

Pricing

In response to Georgetown University's request for temporary housing for the entire University for a period of 3 years from July 1, 2008 until April 30, 2011, it is Oakwood's privilege to offer the following rates:

Table with 5 columns: Location, Intern (1 Bedroom), Intern (2 Bedroom), Signature (1 Bedroom), Signature (2 Bedroom). Rows include 30 day, 3 month stay, 6 month +, and Oakwood Falls Church (all 1&2 bedroom rates still apply).

\*\* All rates are daily rates and are subject to applicable taxes.
\*\*\*Weekly maid service add \$8 to daily rate
\*\*\*\*Bi-weekly maid service add \$4 to daily rate



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<u>Northern Virginia</u> <u>(Fairfax/Tysons/</u> <u>Reston/Alexandria/</u> <u>Vienna/Herndon)</u>	<u>Intern</u> <u>(1 Bedroom)**</u>	<u>Intern</u> <u>(2 Bedroom)**</u>	<u>Signature</u> <u>(1 Bedroom)**</u>	<u>Signature</u> <u>(2 Bedroom)**</u>
30 day	\$109	\$149	\$119	\$155
3 month stay	\$109	\$149	\$119	\$155
6 month +	\$109	\$149	\$119	\$155

**\*\* All rates are daily rates and are subject to applicable taxes.**

**\*\*\*Weekly maid service add \$8 to daily rate**

**\*\*\*\*Bi-weekly maid service add \$4 to daily rate**

<u>Northern Virginia</u> <u>(Manassas/Ashburn)</u>	<u>Intern</u> <u>(1 Bedroom)**</u>	<u>Intern</u> <u>(2 Bedroom)**</u>	<u>Signature</u> <u>(1 Bedroom)**</u>	<u>Signature</u> <u>(2 Bedroom)**</u>
30 day	\$106	\$149	\$110	\$135
3 month stay	\$106	\$149	\$110	\$135
6 month +	\$106	\$149	\$110	\$135

**\*\* All rates are daily rates and are subject to applicable taxes.**

**\*\*\*Weekly maid service add \$8 to daily rate**

**\*\*\*\*Bi-weekly maid service add \$4 to daily rate**

<u>Washington D.C.</u>	<u>Intern</u> <u>(1 Bedroom)**</u>	<u>Intern</u> <u>(2 Bedroom)**</u>	<u>Signature</u> <u>(1 Bedroom)**</u>	<u>Signature</u> <u>(2 Bedroom)**</u>
30 day stay	\$139	Not available	\$151	*
3 month stay	\$139	Not available	\$145	*
6 months +	\$139	Not available	\$139	*



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- \* 2 Bedroom offered on an “as needed” basis based on availability
- \*\* All rates are daily rates and are subject to applicable taxes.
- \*\*\* Weekly maid service add \$8 to daily rate
- \*\*\*\* Bi-weekly maid service add \$4 to daily rate

<u>Maryland</u> <u>(Gaithersburg/Rockville)</u>	<u>Intern</u> <u>(1 Bedroom)**</u>	<u>Intern</u> <u>(2 Bedroom)**</u>	<u>Signature</u> <u>(1 Bedroom)**</u>	<u>Signature</u> <u>(2 Bedroom)**</u>
30 day	\$103	\$124	\$115	\$140
3 month stay	\$103	\$124	\$109	\$134
6 month +	\$103	\$124	\$104	\$125

- \*\* All rates are daily rates and are subject to applicable taxes
- \*\*\* Weekly maid service add \$8 to daily rate
- \*\*\*\* Bi-weekly maid service add \$4 to daily rate

<u>Maryland</u> <u>(Bethesda/SilverSpring)</u>	<u>Intern</u> <u>(1 Bedroom)**</u>	<u>Intern</u> <u>(2 Bedroom)**</u>	<u>Signature</u> <u>(1 Bedroom)**</u>	<u>Signature</u> <u>(2 Bedroom)**</u>
30 day	\$121	\$165	\$131	\$170
3 month stay	\$121	\$160	\$126	\$165
6 month +	\$121	\$155	\$121	\$160

- \*\* All rates are daily rates and are subject to applicable taxes
- \*\*\* Weekly maid service add \$8 to daily rate
- \*\*\*\* Bi-weekly maid service add \$4 to daily rate

\*\*\* Oakwood reserves the right to increase rates on a yearly basis up to but not exceeding 5% of the daily rates given \*\*\*



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## **Sample Apartment and Community Amenities**

For a better value than hotels, Oakwood offers spacious fully furnished apartments with competitive rates. With every apartment, you will find:

- Fully equipped kitchen with coffee maker
- Fully furnished living room, dining room, bedroom, and bathroom
- Complete set of linens and towels
- Color TV with remote
- Washer and Dryer
- Housewares
- Cordless phone with answering machine
- Cable & Utilities included
- Iron and Ironing Board
- High Speed Internet; wireless available
- Optional Housekeeping

Most apartments have resort like amenities such as:

- Swimming Pool
- Fitness Center
- Business Center

## **Oakwood Intern Packages**

Oakwood specializes in meeting the needs and demands for affordable housing for college interns. With nearly 50 years experience, we will customize it to fit your needs and budget. Our intern package includes the following amenities:

- Color TV & Remote
- Linens & Towels
- Desk Telephone (1)
- Complete Kitchen Package
- Microwave
- Iron and Ironing Board
- Sony Dream Machine Clock Radio
- High Speed Internet; wireless available
- Fully furnished living room, dining room, bedroom, and bathroom

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### **Oakwood's Value-Added Services**

In our nearly 50 years as a company, Oakwood has become the leading global provider of corporate housing and the finest property management firm. Our outstanding reputation and commitment to service have earned business of major corporations and organizations throughout the world. Oakwood is confident our value-added services will prove integral to Georgetown University.

### **Value and Benefit**

As the corporate housing industry leader, Oakwood delivers value through guest-centric services and enhanced program features. Our goal is to ensure each guest is welcomed to their new home-away-from-home with enhanced amenities as a standard component of our client program.

#### Control of Inventory

Oakwood maintains *direct control* of approximately 90 percent of our corporate housing options. Alternatively, our competitors operate via franchises, licensing agreements and a network of other providers to offer national accommodations.

#### Apartment Amenities

*Oakwood's rates are all-inclusive, with no additional fees.* Our monthly rate includes all furniture, housewares, utilities, local phone service and basic cable television. It is important to note that Oakwood is required to secure pet deposits and long distance telephone charges.

The range of personal amenities available through Oakwood is practically unlimited. Whether the need is for a fax machine, rollaway bed, crib or high chair, we make sure the items are in the residence when our customers move-in.

### **FLEXIBILITY OF INVENTORY**

Additionally, one of the advantages to temporary housing is the fluidity of our inventory. As such, 80 percent of Oakwood's apartments are under 5 years of age, or have been refurbished within this time frame. Because our inventory is fluid, our local District Managers are constantly evaluating the inventory within their market. Should a District Manager find that a community is tired, experiencing defects, or not meeting our Gold Standard, they will switch the inventory and utilize new apartments.

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## QUALITY PROGRAM

Oakwood is renowned for delivering comprehensive amenities and services as part of our standard temporary housing solution for our clients. Oakwood maintains high standards in selecting apartment and condominium communities to house our clients. Whether we select communities for an Oakwood-managed building or property we lease, we provide clean, well-maintained facilities in excellent locations in each market. Each community is judged by an Oakwood representative trained to evaluate and determine the overall quality of each facility. In most cases we offer the following:

- **“A” Rated Properties**
- **Newer Properties, Typically Less Than Ten Years Old**
- **Washer/Dryer In Unit Where Possible Or On-Site**
- **Fitness Facilities**
- **Fully Equipped Kitchens with Modern Appliances**

In order for any community to be deemed acceptable by Oakwood, it must pass high standards including:

- **Responsive, Cooperative Management/Leasing Staff**
- **Clean, Well-Maintained Facilities**
- **Excellent Location(s)**
- **Community Interior Amenities**
- **Adequate Parking Facilities**
- **On-Site Maintenance Service Standards**
- **On-Site Customer Service Standards**
- **Overall Safety and Security**

Moreover, all properties are reviewed on an annual basis, and client comments regarding the communities in question are used in the evaluation process.

## QUALITY ASSURANCE

Oakwood Worldwide maintains high standards in selecting apartment communities to house our clients.

- **Clean, well-maintained facilities**
- **Excellent locations**
- **Communities approved by Oakwood representatives**

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- **Properties reviewed annually**
- **Client comments and assessments considered for qualification**

## **ASSOCIATE PERFORMANCE ASSESSMENT**

Associates are “shopped” regularly by an outside market research firm to monitor the manner in which our staff respond to, and manage, a sales call. Associate performance is graded and the results are forwarded to their supervisor for review and evaluation. This ensures our clients always receive excellent customer service.

The following offices aid in the ability to provide quality customer service for proper invoicing and emergency maintenance.

## **NATIONAL PROCESSING CENTER**

All invoice and payment processing services are provided via our National Processing Center (NPC). The NPC is a highly automated, centralized office facility and is designed to handle specialized invoice creation, distribution and payment processing. Clients receive invoices customized to their specifications, summarizing all account activity within North America. The NPC operates 12 hours per day and has a highly trained team of Billing Coordinators that are directly linked to every Oakwood facility in North America. With one point of contact for billing questions and automated, electronic payment capabilities, the National Billing Center serves to streamline and expedite the accounting process for our clients.



Oakwood offers convenient payment options including: all major credit cards (including Government issued); auto debit authorization; wire funding; corporate bill; electronic client specific statement invoicing (referencing charge numbers) and electronic funds transfer (EFT).

## **EMERGENCY RESPONSE SYSTEM**

Oakwood operates a 24-hour/7-day a week Customer Information Call Center. All of Oakwood office phones are automatically transferred to our Customer Information Call Center at the close of business day. This provides our clients with 24-hour access to a Guest Services Representative for customer service questions and check-in/arrival questions.

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QUALITY CONTROL

Oakwood's company-wide database stores reports and information on new rentals, move-outs, move-ins, intentions-to-vacate and additional items to note. Designated staff members review these reports daily to determine vacancies and whether or not apartment units are ready to lease when appropriate inspection items are compliant with the property's standard measure of operations. Additionally, to ensure the apartment units are suitable to rent, within the last 7 days of a guest's move-out, the apartment unit will be properly inspected. If there are any items in question, the inspector will email the Guest Services Representative to make note of changes or fixes. Oakwood Worldwide mandates that properties and individual units are inspected and follow specified checklists and inspection forms, which additionally record corrective or preventative actions taken.

Each guest is provided a contact emergency number which can be reconnected to a 24-hour pager response. Oakwood has in place a Red Alert Book at each facility that provides policies on emergencies, crisis, and operations to alert staff and guests on our procedures for public safety.

GUEST FEEDBACK SURVEYS

Oakwood operates a Guest Feedback Center, which monitors the satisfaction of our guests to determine any additional service requests and to monitor the move-in experience. Oakwood highlights new features that will stay attuned to guests after move-in. Oakwood will provide:

- Online in-depth surveys (20+ questions), that will generate more detailed comments from guests, and will be based on how well we have met or exceeded their expectations.
• Survey invitations will be sent to a guest's email address 21 days after move-in to obtain a broader experience than just the guest's move-in experience.
• Results for every survey will be visible online in real time, sorted by property, office, region, and customer.
• Oakwood will have detailed analytics to track trends over time so the focus will be less on the score of individual move-ins and more on consistently exceeding our guests' expectations.

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MARKET METRIX

Oakwood Worldwide has partnered with Market Metrix to conduct customer satisfaction surveys to all guests. Market Metrix is a leading provider of market research for the hospitality industry. Based on proven methodology developed by Market Metrix, Oakwood Worldwide is better equipped to gauge guest satisfaction levels to ensure the best possible levels of service.

Each Oakwood location receives completed scores in real time and is able to address all issues received from a guest – be they complimentary or to resolve concerns. This new program will feature robust analytics tools to better assist our clients with their future needs.

Based on feedback from Oakwood’s extensive customer service surveys, Oakwood has already put numerous programs into place. Because customer satisfaction is so important to Oakwood, we are constantly seeking out feedback from our guests.

Survey records will be maintained and are available to the respective Contracting Agency at any time throughout the contract period.

STAFF TRAINING

Training Magazine selected Oakwood University (OU) as a “Top 125” training company for 2006. The Top 125 highlights the best training and learning development programs in the United States. With nearly 50 years of experience, Oakwood has the resources and systems in place to provide quality and consistency for all temporary housing needs. Our team of over 3,000 Associates works together around the world to provide our clients with seamless transactions. Our commitment to collaboration defines our ability to customize services to meet unique client needs. Unlike firms that work through a network affiliation or rely on numerous subcontractors to fulfill service requirements, Oakwood employs a full range of seasoned, well-trained professionals to support our housing efforts.

Oakwood is one cohesive company committed from its infancy to hire, train and manage one unified team of professionals. Oakwood’s business philosophies, policies and procedures remain customer-centered, with our core focus upon providing high-quality extended stay accommodations around the world. Oakwood is dedicated to fostering client

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partnerships by providing best-in-class temporary housing services and solutions.

## TECHNOLOGY

Oakwood is continually developing a broad range of technological solutions to streamline processes, allow efficient information delivery, and provide effortless access to secure program information.

Oakwood's website, [www.Oakwood.com](http://www.Oakwood.com), presents the following features:

- A comprehensive database of Oakwood properties
- Ability to search for properties by geographic request
- A robust profile for each property in our core inventory, including amenities, pictures, maps, and more!
- Dynamic information on local area resources such as schools, restaurants, hospitals, etc.
- Geographical mapping of property options
- Driving directions to any property from any location in the United States or United Kingdom

**Property Profiles** – A web-gallery of all of our properties complete with photos, amenities, maps, nearby locations of grocery stores, shopping centers, medical centers, government offices, public transportation, restaurants, etc.

**eOakwood** –This tool allows our clients a secured portal to information regarding their temporary housing program. You can view information on current guests housed at Oakwood, observe pending reservations, even pull reports on guests that have stayed with us and view arrival and departure dates.

**myOakwood** –This tool allows our clients a secured portal to information regarding their temporary housing program and reservation details. Days before arrival, our clients will receive an email with a personal sign-on and password for a customized **myOakwood** web portal. To access **myOakwood**, simply log on to Oakwood.com, choose **myAccount**, and enter the sign-on and password. Included in **myOakwood** are driving directions from the airport to apartment, local dry cleaners, restaurants, shops & attractions as well as coupons and discounts.



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Oakwood Worldwide will set up the Georgetown University guests on *eOakwood* and *myOakwood* for accessing information on their lodging facility, driving directions, services and guest directory. This is a special feature that Oakwood offers at no additional charge.

## MAKING CHANGES FOR A BETTER ENVIRONMENT



As a company actively influencing environmental awareness, Oakwood Worldwide recently launched the Oakwood Worldwide Green Initiative, a multi-faceted program that seeks to make positive changes through action and education. On the corporate level, Oakwood is implementing environment-friendly improvements in processes and procedures by improving recycling efforts, purchasing earth-friendly products and upgrading to energy efficient appliances and equipment. The goal is to reduce the company's production of greenhouse gases by 35 percent in 7 years.

On the local level within each of our apartments, Oakwood invites our guests to join our efforts by conserving energy. Materials have been placed in Oakwood apartments to educate guests about global warming and encourage them to follow six simple steps to reduce energy and water consumption during their stay. Oakwood estimates that if 10 percent of our guests reduce their energy and

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water use by five percent, carbon dioxide and greenhouse gas emissions will be reduced by more than one million pounds per year.

Learn more at [www.globalwarmingcrusade.com](http://www.globalwarmingcrusade.com) and [www.Oakwood.com/green](http://www.Oakwood.com/green).

## **SUMMARY**

It is our objective to offer Oakwood's exclusive services now and in the years to come.

Oakwood Worldwide is the global leader and most trusted provider of temporary furnished apartments. Whether traveling for business, leisure or when relocating, Oakwood has remained the international leader by consistently providing outstanding quality, reliability and value.

For more information on Oakwood's services, please contact:

**Stephen Campbell**, Account Executive

Oakwood Worldwide  
1550 Clarendon Blvd  
Arlington, Va 22209  
PH: 703.258.3016  
CELL: 703.869.7005  
FX: 703.250.3003  
[scampbell1@oakwood.com](mailto:scampbell1@oakwood.com)