



AAHOAC ²² N
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Dan & KJ Patel

OWNER / OPERATORS

OUR BRAND THEIR PERSPECTIVE

Q: Dan, how did you get your start in the hospitality business?

A: I'm an electrical engineer by profession. We were living in California and a lot of our family members were in the hotel business. So, in 2006 KJ and I looked at several states to call home and ended up landing in Nebraska. We bought our first hotel and after some success just started buying hotels. Now we own 5 properties including the newest My Place Hotel that we just opened in July of 2021.

Q: As an owner of multiple hotel franchises what was the defining moment that led to your decision to build a My Place Hotel?

A: The city of Beatrice wanted an extended stay hotel. As we started comparing all the brands, we looked at cost to build and to meet all the requirements of the city. My brother-in-law just coincidentally ran into Terry Kline at an AAHOA event and told us you really need to look closer at My Place. It turned out to be a perfect match because My Place is not only great for single night stays it can accommodate long term guests. But, at the end of the day the biggest factor was the My Place cost per room to build along with a lower room count prototype.

Q: I understand that you and your wife KJ are involved a lot in the day-to-day operations of your hotels. As an owner operator have you been able to successfully manage your My Place Hotel without sacrificing the attention the other properties may need?

A: My Place is perfect for the owner operator due to the streamlined operations. An investor can manage it. All you

need is a GM and a small staff. There is less housekeeping need, no laundry person required and minimal front desk staff. Since we live really close to the property all we have to do is check in every couple days and make sure everything is running smoothly.

Q: Dan, you were your own General Contractor throughout the construction process and during a challenging year. Share with me some of your experiences?

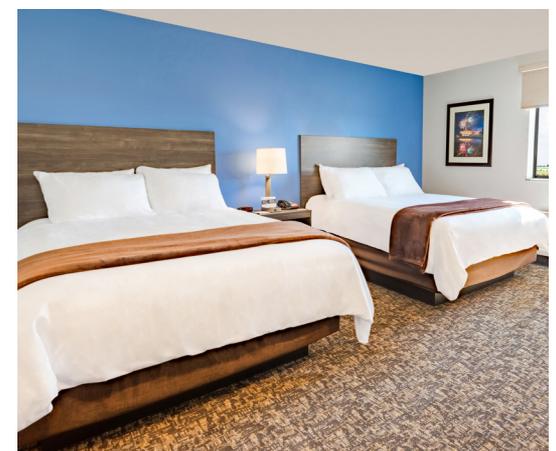
A: It was overwhelming in the beginning! Then once we began utilizing all the resources the brand has put in place it became quite simple. It really goes back to customer service. The construction side related to the brand was extremely helpful with guidance through the process. Procurement resources are already in place, ensuring the product was there before installation was required. It was just too easy. That's why our build out was relatively short even during such a challenging time.

Q: Being an owner of both independent properties and another brand what would you say is the biggest difference between those and My Place Hotels?

A: We like the similarities to independent hotels we operate in the fact that we can move around employees to different positions. However, the customer service we receive from the brand is for sure the biggest difference, whether it's training, revenue management, marketing or even sales efforts from their national sales team. I love the "breakfast in bed" option they provide! It's really unlike anything we have dealt with from the other brands.

Q: Finally, the million dollar question... "Why My Place?"

A: IT'S THE COST EFFECTIVENESS. Compared to other franchises the My Place is as good if not better. Easier to manage, cost is less, fewer employees and the amenities in the room. The quality of the product you are offering to the guest is better than most of the mid-scale offerings in the market. Bottom line is we are seeing profit margins way higher than our other hotels we operate.



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