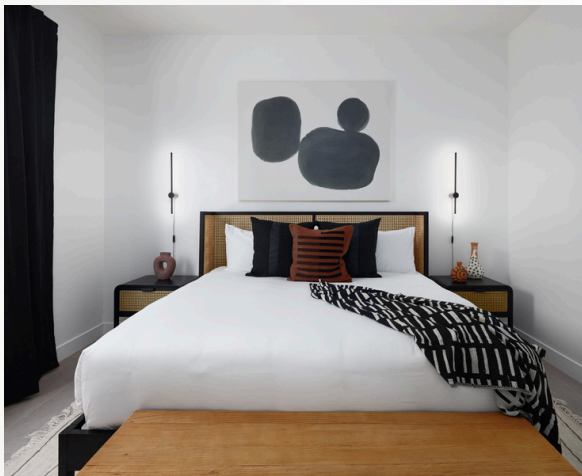


LINEN PROGRAM



GoodNight has an exclusive collection of short-term rental listings and is gearing up to tackle a pressing challenge concerning linens and towels. The issue revolves around the recurrent loss of linens and towels due to guest damage, which is common in short-term rentals. Over the past year, this issue has led to significant financial burdens for properties managed by GoodNight Stay, averaging around \$2,500 to \$5,000 per unit. GoodNight Stay is committed to addressing this challenge, balancing guest satisfaction and owner profitability.

The Complex Challenge: The short-term rental industry faces a delicate equilibrium between guest satisfaction and property owner profitability. However, maintaining this balance becomes increasingly challenging in cases like GoodNight, where linen and towel loss due to guest damage is a prevalent concern. GoodNight Stay is faced with a difficult position:

- **Guest Satisfaction vs. Revenue Impact:** Charging guests for damages carries the risk of negative guest reviews and a perception of "pettiness." Negative reviews can significantly affect future bookings, leading to declining occupancy.
- **Owner Profitability:** On the other hand, charging property owners directly for damages affects their bottom-line profits, which is essential for ongoing partnerships. A solution must address both concerns while maintaining high guest service standards.

A Collaborative Solution: Recognizing the need for a sustainable solution that benefits both guests and property owners, GoodNight Stay has partnered with Alpha Interiors to introduce a transformative Linen Rental, Laundry, and Damage Waiver program. Alpha interiors will provide high-quality linens for each individual listing, maintaining the luxury standards promised to guests.

Industry Leadership: The collaboration between GoodNight Stay and Alpha Interiors represents an innovative approach to tackling the challenge of linen and towel loss in individual short-term rental listings. While no industry standard exists for this comprehensive solution, this partnership has set the industry standard by offering a comprehensive solution that benefits all stakeholders.

LINEN PROGRAM

Guest Experience Improvement: Guests will not face additional linens and towel charges beyond the monthly turnover fee. For instance, if a guest damages two towels that are not recoverable, there will be no additional charges. In cases of extensive damage exceeding the monthly rate, GoodNight Stay will collaborate with Alpha interiors to recover the linen cost through the guest damage recovery process. This program is expected to reduce guest claims by over 75%, improving guest experiences and better reviews.

Program Overview: The program consists of a monthly fee per listing, priced at:

- \$50 each for the first 3 beds and \$30 per additional bed per month
- The Linen Program includes:
 - *Bed linen fixed per bed* (fix bedding includes sofa sleepers not air mattresses)- fitted sheet, flat sheet, top sheet or duvet cover, 4 pillowcases per King, Queen/Full, 2 pillow cases per twin bed.
 - *Bathroom terry:* 1 bath towel per fixed bed occupancy, 1 wash cloth per guest, 1 hand towel per guest
- The **owner is responsible and required to purchase the following items** not included in the program:
 - Comforter/Duvet insert, pillows, mattress and pillow protectors, throw blankets, pool towels, kitchen towels, and hot pads.
 - If offering an air mattress - owner must provide their own bed linen and towels. We do sell air mattress kits for bedding, but this does not include towels.
 - Extra blankets: This will be laundered as needed. As well as every quarter depending on bookings or twice a year during deep cleans.
- Process for washing: If the comforters are required to be washed in unit, they will need to be. Or can be sent out. Sending out is a pick up with fluff and fold and delivered back to cleaners at \$50 a load. Washer capacity is 65lb.

The GoodNight experience is a case study illustrating the complex challenges of linen and towel loss in short-term rentals. GoodNight Stay's innovative partnership with Alpha Interiors demonstrates its commitment to enhancing guest experiences and ensuring property owners' profitability. This program not only resolves the financial burden posed by linen and towel damage but also promises to revolutionize the industry standard by offering a comprehensive solution that benefits all stakeholders involved. The program is set to commence shortly. Your HomeOwner Success manager will be sending out notifications as it goes live. If you have questions regarding the program, don't hesitate to contact them for a more detailed conversation.

