



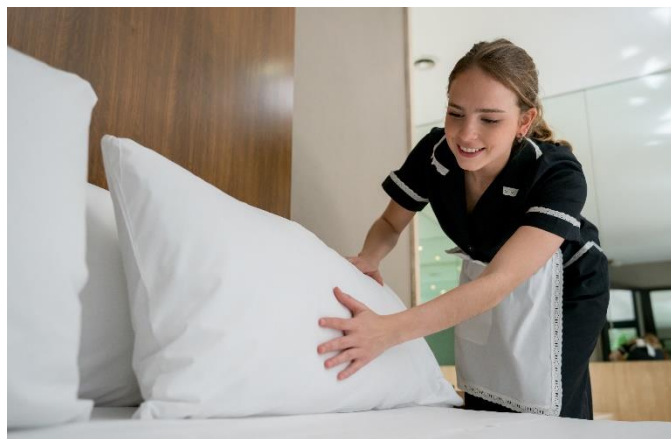
Benefits for Your Hoteliers Employees



The purpose of this article is to provide information on ourselves as the Qualified Vendor for the Hotelier Group Employee Health & Dental plans for the Choice Hotel Brand.

When you are in the hotel business, it is impossible to do everything yourself – especially when it comes to Group Insurance. There is not enough time or resources, and the last thing you want to do is divert your attention from your core hotel business to handle claims issues or answer benefit questions if you don't have to.

That's why partnering with the Hotelier Group Plan is such an important step. It frees up your time and puts specific functions in the hands of experts who can handle your Hotel Employee Benefit needs efficiently.



According to Jocko Willink, in his new book, *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, "Leaders must always operate with the understanding that they are part of something greater than themselves and their own personal interests." However, to be part of something great, you have got to have great people working with you who are dedicated to the same goals, and willing to work hard to achieve them.

The Puhl / Hotelier Group Plan will assist in helping to fulfil your employee business model.

In my experience, one of the things businesses can do to hire and keep dedicated employees is to use their employee benefits as incentives. After all, today's young people are not just looking for good jobs that pay well, they want benefits that will help them live better with fulfilled lives.



Benefits being tax-free are extremely attractive to employees, not only for the value and with no source deductions or taxes charged on the benefits or premiums, creates a 30% to 40% tax savings for the employees with benefits.

The Hotelier Plan has the options that employees are asking for.

The goal is to contact you to discuss how the Hotelier Health and Dental Plan will benefit the franchisees and most importantly the employees. The challenge is there are a lot of Hotels and time is the enemy. As mentioned, we will be in contact with each hotel, but if your group renewal comes up before we call, please call us.



The Hotelier Group insurance products, services and technology will do what you need them to do, and our softer skills makes working with us enjoyable and effective.

The partnership between the Hotelier Group Plan and your Hotel provides the following values:

The Hotelier Group Plan will evolve with you. Hotels are looking to grow and the hotel Business especially, are looking for ways to increase night stays and be more profitable, employee participation helps. We will take your feedback to evolve and grow with you – because what you need today may not be what you need tomorrow to reach your goals.

The Hotelier Group Plan Employee Group Plan will build a true relationship. In some cases, you will need to reach out to us, we will provide quick help with set up or administration questions. We are committed to partnering with you to meet your unique, long-term needs as you change over time. A true partner you can count on will save you time, energy and stress in helping your hotel business become more streamlined and cost effective.

The Hotelier Group Plan will go the extra mile. Whether you are calling with a question or a request, the Hotelier

Group Plan administrators will not waste your time, we will solve the situation.

Partnering with The Hotelier Group Plan that shares your relationship philosophy and is willing (and capable) of evolving with you, will give your Hotel business an even better chance of growing and thriving in the future. Your employees enable your Hotel Business, and benefits motivate the employees.



Let's work together to build a benefit plan that works for each franchise and more importantly the employees who are there for the franchisees!

Let us share with you the Hotelier Group Plan design choices:

1. Traditional Group Plan

Designed to provide the employees with the traditional style of group coverage.

2. Flexible PHSP Plan

Designed by the employer, with a designed dollar amount for claims, allowing the employee to claim what they need, when they need it.

3. Hybrid

Designed by the employer to mimic a traditional plan with the control of the flexible plan.

Please call the Hotelier Group Plan at:
403-605-7574 (MST)

Please check out the Hotelier Group Plan website:

www.hotelierbenefits.com

Allow us to give you a second opinion on your current group benefits.



Thank you for the conversation.