



The desire by Choice Hotels to be able to provide Profitability Improvement Solutions to their franchisees has led us to a partnership to help drive Choice's Grow Program.

Driving increased owner profitability in 2018 and beyond

Benefits of our Partnership

- Exclusive white glove onboarding set up/navigational training
- Utilizing the Uniform System of Accounting for Lodging Industry 11th Edition
- Direct access to an Account Manager that understands "Choice Franchisees"
- 30% off QBO for LIFE (increasing the bottom line)
- Integration with CIA in the grow program to provide P&L exports`

Contact for Franchisor & Area Director: Dawn Jones 540-908-9831 dawn_jones@intuit.com
Contact for Franchisees: Kevin Cagle 540-286-2099 Kevin_cagle@intuit.com

New Hotel Owner

- Connect with Intuit we do all the work for the hotel owner
- We import Uniform Systems of Accts lodging Industry 11th edition
- Train franchisee on navigation of QBO (how to use it)
- Communicate with CIA that owner is ready for next steps

Shoebox Accounting or Other Software

- We will start you fresh with the USALI in QBO
- Train on navigation of QuickBooks Online and show you how to enter in TOTALS to reflect current balances
- Communicate with CIA that owner is ready for next steps

Already using QuickBooks Online

- We work thru a process to direct you on how to edit existing COA to match the USALI
- Apply discounts provided by the partnership in perpetuity
- Communicate with CIA that franchisee is ready for next step

Already using QuickBooks Desktop

- We work thru a process to edit existing chart of accounts in QBDT
- We will take the existing data in QBDT and migrate to QBO for you
- We set up and train franchisee on the how to use/navigate QBO
- Communicate with CIA letting them know Franchisee is ready for next step