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## Industry recognition gives serviced apartment leader the edge

*Hot on the heels of nomination as a finalist in the Franchise Council's Franchisor of the Year Awards, and with recognition from one of Australia's leading business journals as a top-performing franchise in Australia, Quest Serviced Apartments continues to set the example for business to business franchising in Australia.*

Australasia's leading serviced apartment operator, Quest Serviced Apartments, has its eye on further development in suburban and regional centres across Australia for the continued growth of its serviced accommodation business.

With a strong franchise model and dedicated network, Quest has identified particularly strong demand in NSW and Queensland and plans a significant push to service these markets, targeting the extended-stay corporate traveller.

With over 100 properties in its portfolio, Quest Serviced Apartments understands the importance of 'location, location, location' but to be successful it is important to develop the best property, on the best site, in the best location.

Developed 18 years ago, the success of the Quest franchise model can be attributed to the way it empowers each franchisee to develop their business through support, training and feedback.

Quest's *Four Pillars of Franchise Success* model recognises the Group's philosophy to put its people first; to embody a 'power of one' approach; to offer a specialised product to a niche market; and support from the corporate office - providing the 'glue' to hold it all together.

With BRW's endorsement this year recognising Quest as one of Australia's 50 fastest growing franchisees and awarding it with 'Star Performer' for revenue growth and a 'Rapid Riser' for growth of properties, this stalwart of the serviced apartment industry is clearly on a winning formula.

Further, with a ranking as the fourth best franchise in Australia in terms of the resale value of its franchises with most resales exceeding a capital value more than 200 per cent of the original acquisition price, BRW's acknowledgement of Quest is testimony to the company's commitment, passion and understanding of this industry.

The recent nomination for PricewaterhouseCoopers 2006 Franchisor of the Year award provides further testament that the team at Quest - both head office and franchisees - have struck a solid franchising model that continues to build from strength to strength.

**Quest Serviced Apartments offer a comprehensive range of accommodation solutions across more than 100 properties throughout Australia, New Zealand and Fiji. For more information on Quest Serviced Apartments contact 1800 334 033 from Australia, 0800 944 400 from New Zealand or email [qrc@questapartments.com.au](mailto:qrc@questapartments.com.au)**

According to Quest's General Manager, Franchising, Nick Suriano, Quest's success as a franchise business can be attributed largely to the following:

**1) Risk Minimisation**

New locations are selected only on the basis of existing or strongly emerging corporate demand, and Quest generally recommends new franchisees make their first investment in an existing property rather than a new complex. This gives them the added level of comfort of a proven property, an established clientele base and demonstrated financial returns.

**2) Selection of franchisees**

Quest conducts a thorough selection process to ensure the right franchisee is matched with the right property. As a result, a majority of Quest franchisees stay with the group for five to 10 years.

**3) Business Support Systems**

Quest has a highly experienced and qualified management team that sets the business vision, develops the marketing strategies and delivers a program of continuous improvements to its franchisees.

Nick adds: "In addition, Quest provides all the systems needed to operate an outstanding business. Extensive franchisee manuals cover business planning, financial control, operations, customer service, staff recruitment and training, advertising, promotion and market research, and are linked to broader systems managed at state and national level, delivering a dynamic, cohesive business strategy.

"From our partnership with our dedicated network of franchisees, we have been able to develop a leadership position in the serviced apartment sector. We are confident that our philosophy of continuous improvement in our business model, franchising and client service will keep us in this leadership position and look forward to the continued success of our franchisees and the industry," Nick concluded.

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