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Affordable Suites of America Kicks Off National Expansion with IFA Expo Show in Miami

Pawleys Island SC—1/15/13 – Affordable Suites announced today that their participation with the International Franchise Association Show in Miami this past weekend, Jan 11-13, resulted in many interested potential franchisees. “We were very well received by the attendees”, stated Tammy Hart-Coon, Chief Business Development Officer with Affordable Suites. Hart-Coon continued, “Attendees were excited about the look of our new prototype as well as the extended stay concept of our product.”

The show features a diversity of approximately 150 franchise companies slated to exhibit their brands suit a wide range of small-business candidates. The unique business categories include hotels, spa services, children’s learning, tax services and a variety of food concepts. The trade show also features face-time with company representatives who can discuss any aspect of their concepts with potential investors. The expo also includes an array of free and fee-based seminars for prospective investors, as well as educational programs for current franchise professionals seeking to sharpen their industry skills and pursue accreditation through the Institute of Certified Franchise Executives.

Chris Rutherford, Chief Operating Officer of Affordable Suites of America was also present at the show. Rutherford quoted, “Although our initial investment is on the higher end of franchises, it is a relatively lower investment when it comes to real estate and hotel investments.” “Our model incorporates staffing models and service offerings that maximize owner profitability”, Rutherford continued. Guests at Affordable Suites of America enjoy larger suites with separate living and bedroom areas, full size kitchens with refrigerator, stove with oven and microwave. On site guest laundry and exercise facilities in our new prototype ensures the guests have all the convenience and services at prices that are generally lower than typical hotels.

About Affordable Suites of America

The Affordable Suites of America LLC portfolio currently includes 18 hotels in the states of VA, NC, SC and GA with a new property in Fayetteville NC scheduled to open in September 2013. Online reservations and more information can be found at the Affordable Suites website at www.affordablesuites.com. For franchising or investment opportunities, please contact Tammy Hart-Coon at Tammy@affordablesuites.com or call at 704-277-5069.