The evolution of multifamily buildings
Vision

Powering the evolution of flexible buildings through innovation in product, operations, and technology
How the Pop-up Model Works

THE OPPORTUNITY
New, large-scale, multifamily developments take 8-24 months to lease up

CAPITALIZING ON THAT OPPORTUNITY
WhyHotel monetizes those vacant apartments while providing an amenity to residents and building owners.
Project Timeline

PRE-OPENING
12-16 MONTHS
OPERATIONAL
6-24 MONTHS

DUE DILIGENCE
1-3 months

REGULATORY APPROVALS
6-9 months

WH PHASE IN
2-3 months

WH WIND DOWN
3-5 months

AGREEMENTS
1-3 months

PRE-OPEN OPERATIONS
4-5 months

WH STABLE
5-6 months
The WhyHotel Operations

CHECK-IN STEPS

STEP ONE

> Confirmation email with step-by-step directions on arrival process

STEP TWO

> Arrive at the building and head to the Sky Lobby
> Everyone 18+ years old has their ID scanned
> Guest signs license
> Host reviews building rules with guest and provides guest with a key.
Guest/Resident Benefits

**GUEST BENEFITS**
- A Like Home Experience
- Consistent Service
- Fully Furnished, Brand New Luxury Amenities
- 24/7 Onsite Hotel Staff
- Parking Available
- Free High Speed WiFi
- Chromecast to Stream Netflix, Hulu, etc.

**RESIDENT BENEFITS**
- Free Room Nights or Free Monthly Cleaning Services for the Resident’s Unit
- 24/7 Sky Lobby with Coffee, Snacks, Juice, etc.
- A La Carte Hotel Services
- Activated Spaces (Including Events for Residents & Guests)
- Onsite Luxury Hotel Accommodations for Visiting Friends/Family
Owner Benefits

- Leasing Tool
- Significant Found Income
- Complimentary Nights
- Build Value in the Asset
- Model Units
- Additional Amenity for Residents
- Building Activation
- Flexible Length of Term
Core Customers

- Business
- Family/Group
- Corporate/Re-location
Reviews & Media

★ ★
TRIP ADVISOR
5.0

★ ★
FACEBOOK
5.0

★
YELP
5.0

★ ★
AIRBNB
4.6

★ ★ ★
BOOKING.COM
9.1

★ ★
GOOGLE
4.7

WSJ
Forbes
The New York Times

USA TODAY
npr
WASHINGTON BUSINESS JOURNAL

Skift
The Washington Times
The Washington Post

Baltimore Business Journal
Technically
THE BALTIMORE SUN

Hotel Business
FORTUNE
Hotels

**whyhotel**

**Formed in 2017** after spinning out from Vornado Realty Trust

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**1st pilot pop-up hotel** ran from January through May 2017 in the Washington, DC metro area
Developer: Vornado Realty Trust

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**2nd pop-up hotel** opened June 2018 in downtown Baltimore
Developer: Monument Realty

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**3rd pop-up hotel** opened October 2018 in downtown Washington, DC
Developer: Equity Residential

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**4th pop-up hotel** opened April 2019 in Arlington, VA
Developer: Brookfield Residential

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Hotels Coming Soon

OCT 2019

150 UNITS
ARLINGTON, VA

OCT 2019

150 UNITS
TYSONS CORNER, VA
Question & Answer