

# Media Kit 2022

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PRODUCT DESCRIPTION



# The Laundry Rooms™

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DESCRIPTION OF CONTENTS

**Welcome to The Laundry Rooms:  
fully-furnished suites integrated into  
great neighbourhoods.**

# “There’s a fundamental shift in lodging.”

– The Wall Street Journal, November 2021

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The Laundry Rooms was created as a solution to the growing collision of extended-stay business and leisure travel. We are *not* a hotel, and we’re definitely not your cousin’s AirBNB either.

Digital nomads—often entrepreneurs or executives relocating and settling into secondary markets—require something more dynamic than your typical hotel room, but not as casual as an AirBNB.

Our average stay is 35 days, which has provided our team and our investors with tangible proof that there is a demand for this hybrid lodging model.

Whether travelling solo or with family, we have one and two bedroom layout options to accommodate everyone’s needs.

The Laundry Rooms are ideal corporate travel, hybrid and work-from-home lifestyles—with reliable internet access and high-speed connection.

“Our guests’ executive lifestyle has become more flexible than ever, but the hospitality industry has been slow to adapt or simply cannot adapt, given space constraints. Travellers demand more than a highway hotel room—they want unique neighbourhoods and amenities that feel like home. We pair this with the desire for the convenience of hotel-like services such as concierge, wash-and-fold laundry, on-demand housekeeping or even dog walking (yes, you can bring your pet). This is our way to ‘*stay different*’ at The Laundry Rooms. This is the new bar that has been set for travel demands.”

*Matthew Opferkuch*  
Co-Founder & CEO



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# Stay different.

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## COMMUNITY

We choose inspiring neighbourhoods in secondary markets—areas with buzz, creativity and a thriving small business scene. At The Laundry Rooms, we encourage our guests to plug into the community and live like a local for the duration of their stay.

## FLEXIBILITY

Inspired by and designed for diverse, nomadic lifestyles—at The Laundry Rooms you can stay for two nights, two months or two years. We offer a flexible way to experience a city depending on your needs and interests, with rates that vary accordingly.

## CONVENIENCE + PERKS

The Laundry Rooms offers all the comforts of home (dishwasher, in-suite laundry, one or two bedrooms), combined with the perks you would expect from a luxury hotel such as a pool, lobby restaurant or concierge services.

## SERVICE

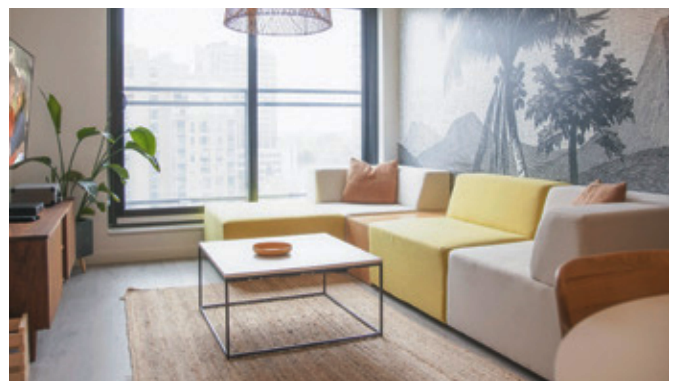
We are using AI-powered communication to offer an extremely personalized experience for our guests. Upon booking, guests receive a digital boarding pass which contains everything from access codes to local neighbourhood guides.

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THE VIBE

# A true home away from home; we want to create spaces that make people smile.

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## THE DETAILS



### Super Fast Wi-Fi

NEVER HAVE TO WORRY ABOUT DOWNLOAD SPEEDS OR CONNECTION



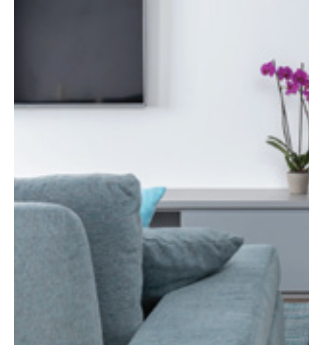
### Full Kitchens

FRIDGE, STOVE, OVEN, MICROWAVE



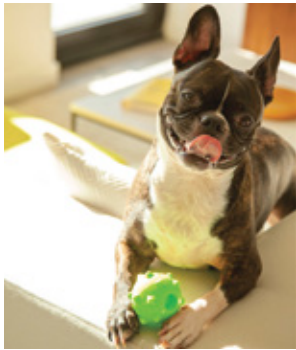
### Wireless Speakers

CONNECT TO YOUR PHONE AND SET THE MOOD



### Smart 4K TV

ENTERTAINMENT IS EASILY ACCESSIBLE IN ULTRA HD



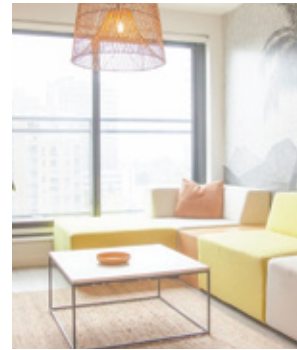
### Pet Friendly

YOUR FURRY FRIEND IS WELCOME



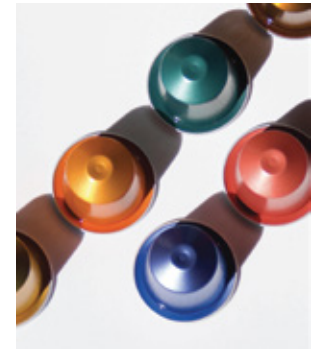
### Laundry Closet

IN-SUITE WASHER AND DRYER FOR YOUR CONVENIENCE



### Natural Light

FLOOR-TO-CEILING WINDOWS WHICH OPEN FOR FRESH AIR



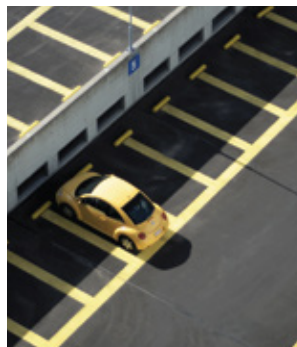
### Coffee Makers

KEURIG MINIS AND/OR NESPRESSO MACHINES TO KICKSTART YOUR DAY



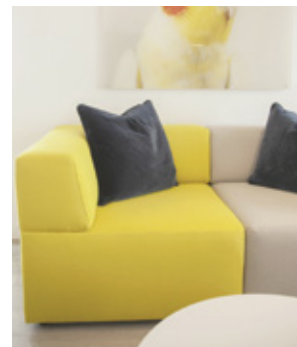
### Full Tableware

GLASSES, PLATES, KNIVES AND FORKS; WE'VE GOT EVERYTHING YOU NEED



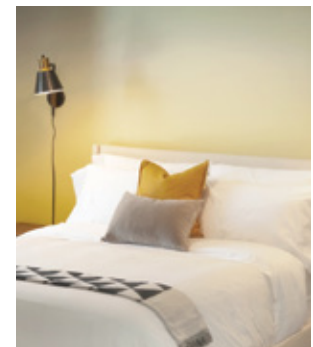
### Secure Parking

SAFE LOTS WITH DEDICATED SPOTS TO KEEP YOUR VEHICLE SAFE



### Local Furniture

FLOOR-TO-CEILING WINDOWS WHICH OPEN FOR FRESH AIR



### Separate Bedrooms

PRIVATE BEDROOMS WITH SLEEPING OPTIONS TO SUITE YOUR NEEDS

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OUR CUSTOMERS

**We are built for the digital nomad.  
85% of our guests are business  
travellers and extended stays.**

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# We love to travel and explore our beautiful planet. We also want to protect it.

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## We offset your carbon footprint when you stay with us.

While we're not experts on sustainability, we work with people who are and we recognize the need for change. We've partnered with industry leaders and are working daily to improve our business as it relates to the environment, as well as the people and communities we serve within those communities.

[LEARN MORE](#)

## We design and source our furniture locally.

In fact, 70% of our furniture is designed (by us) and made within 100km of our locations and from responsible partners. From amenities to laundry companies, we evaluate and favour responsible vendors based on their environmental credentials.



# It all started with an idea on a restaurant patio in Hamilton.

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Founders of the Hamilton-based design agency, The Laundry Design Works met Equal Parts Hospitality partner Jason Cassis in a casual and serendipitous way on the patio of The Diplomat. The Laundry had already established *The Laundry Room*, a single suite above their studio space, and quickly fell into the idea of ‘pluralizing’ the space. “What if there was more than one *Laundry Room*?”

This idea quickly caught the attention of Scott Higgins, a Waterloo-based developer who believed in the new model and provided a pilot location in the former Brick Brewery space in Waterloo.

Finally, the concept made its way to Matthew Opferkuch, a luxury Hotelier with decades of experience who was the person they needed to lead this new business.

With eight new locations contracted across Ontario in the next three years, you’ll be seeing a lot more of *The Laundry Rooms* in your travel searches. We will continue to explore locations and markets across Canada in the coming years.



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## OUR TEAM & PARTNERS

# We are made of developers, hoteliers, restaurateurs and designers— coming together as a collective to create a unique way to stay different.

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### MATTHEW OFFERKUCH CEO

Matthew has been passionate about travel and hotels his entire career, having lived in Kenya, Vancouver and Dubai. He held senior management positions with Rocco Forte Hotels, Fairmont Hotels & Resorts and Metropolitan Hotels and was General Manager of the acclaimed Hazelton Hotel in Toronto. After helping numerous brands find success for years, his entrepreneurial nature pushed him towards finally launching his own concept.

### EQUAL PARTS HOSPITALITY FOOD & BEVERAGE

Jerrett Young and Jason Cassis split their focus on guest experience, company and community culture, as well as conceptualizing, designing, building and managing hospitality assets that fall under The Laundry Rooms. They inject their passion for hospitality to The Laundry Rooms, ensuring that guests have a memorable experience every time.

### HIP DEVELOPMENTS DEVELOPMENT & FINANCE

Scott Higgins and the team at HIP Developments approaches residential real estate development differently. Instead of relying on traditional business models, HIP believes the future will look very different: urban neighbourhoods, condo and apartment living, and vibrant, densely populated areas connected to public transit and public cultural spaces. They believe that flexible, full-furnished suites offer travellers and digital nomads the living options they need to plug into a new city.

### THE LAUNDRY DESIGN WORKS CREATIVE DIRECTION

The Laundry Design Works joined the team as Creative Directors, bringing in resources for communications, design, marketing and web development. The studio has over 20 years of experience in branding, graphic design, multimedia, photography and interiors. While traveling often internationally for work, they fell in love with the travel accommodations market and jumped at the chance to bring their creative style to a differentiated product.



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LET'S SPEND THE NIGHT TOGETHER

**Interested?  
Great, so are we.  
Let's chat.**

GENERAL CONTACT

**hello@thelaundryrooms.ca**

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