



Red Roof® Announces Strategic Partnership with Bridge to Empower Entrepreneurs with Smarter Access to Growth Capital

COLUMBUS, OHIO – June 2, 2025 – Red Roof®, an award-winning leader in the lodging industry, is partnering with Bridge, a digital financing platform built to simplify, accelerate and increase access to capital for today’s hotel owners and developers. The partnership underscores Red Roof’s commitment to providing hotel owners not just with brand support, but with the tools and financial access required to grow in today’s economic environment.

Through this partnership, [Red Roof owners and operators can submit a loan request](#) in as little as 10 minutes and instantly tap into Bridge’s network of more than 150 accredited lenders. The Bridge platform makes accessing loan terms seamless by packaging each opportunity with necessary data and side-by-side loan comparisons to help expedite the decision-making process. Since 2024, Bridge has successfully facilitated over \$250 million in hospitality financing for independent developers and global hospitality brands.

"It’s the American dream to start a franchise business, become an entrepreneur or purchase a plot of land," said Zack Gharib, president of Red Roof. "Lending is a challenge in today’s economic landscape, and our partnership with Bridge will ease the process for our current and potential owners, making the American dream more attainable."

Bridge’s proprietary marketplace connects borrowers directly with a diverse network of lenders – from regional banks to nonbank lenders – matching each loan to the right capital source and offering transparency every step of the way.

"We’re in the tightening phase of the capital cycle – where liquidity is constrained, underwriting is cautious and many traditional lenders are moving to the sidelines," said Tara C. Henderson, chief financial officer of Red Roof. "But our franchisees are still building, buying and reinvesting – and they need access to capital that’s as resilient as they are. This partnership with Bridge is about replacing friction with velocity. It’s about options, transparency and the ability to match each project to the right lending solution in real time."

Red Roof recently unveiled a new 80-room Red Roof prototype and a brandwide focus on consistency, innovation and cost-efficient construction – initiatives designed to help franchisees. The Bridge partnership complements these efforts by giving owners rapid, competitively priced access to the capital required to renovate existing assets and develop new Red Roof properties.



“Red Roof is growing at an incredible trajectory while still elevating the experience for value-conscious travelers,” said Rohit Mathur, CEO of Bridge. “Our marketplace of 150+ qualified lenders will give their owners access to loan opportunities typically reserved for the largest hospitality players, enabling even further expansion.”

About Red Roof®

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof's portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof's dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit redroof.com or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

Red Roof's Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

About Bridge

Bridge is a technology-driven financial marketplace transforming how hospitality developers and suppliers access capital. By combining advanced data analytics, automated deal-packaging and a curated network of 150+ accredited lenders, Bridge has facilitated more than \$250 million in funding. The company partners with leading hospitality brands—including Choice Hotels, Hilton and now Red Roof—to deliver fast, transparent and tailored financing solutions that fuel growth and innovation.

Red Roof Media Contact:

Elliott Mest
MFC PR
(862) 371-0511
elliott@mfcpr.com

Bridge Media Contact:

Cletus McKeown
cmckeown@bridgemarketplace.com

