



# HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™



EXCELLENCE PASSION INTEGRITY COMMITMENT

**HOTEL EQUITIES** IS A FULL-SERVICE OWNERSHIP, MANAGEMENT AND DEVELOPMENT FIRM OPERATING MORE THAN 100 HOTELS THROUGHOUT NORTH AMERICA.

- **2016 PORTFOLIO REVPAR GROWTH 10.5% YOY VS. COMP SET**
  - **TOP PERFORMANCE IN BRAND GSS ACROSS THE BOARD**
- **2016 MAXIMUM FINANCIAL HOUSE PROFIT RESULTS FOR STAKEHOLDERS**
- **2017 YTD HE 117.5% REV PAR INDEX WITH 22.6% GROWTH OVER COMP SET**

## SERVICES

- OPERATIONAL EXCELLENCE
- SALES AND MARKETING
- REVENUE MANAGEMENT
- WORLD CLASS TRAINING & DEVELOPMENT
- FINANCE EXCELLENCE
- FOOD & BEVERAGE EXCELLENCE
- JV EQUITY
- HUMAN RESOURCES
- BRAND SELECTION & REPOSITIONING
- UNDERWRITING
- DEVELOPMENT
- TOP PREFERRED WITH ALL MAJOR HOTEL BRANDS



## From Our Partners

*"We truly value your partnership and appreciate your many contributions to our growth and success as a franchisor over the past 20 years."*

- Arne Sorenson, President and COO Marriott International

*"Not very often in this industry it happens when your Room Revenues jumps to over 47% in a span of 15 months. Needless to say, the accomplishments were way beyond my expectations and are too many to list."*

- Jay Batra, President, iHospitality Group Inc.

*"Fred [Cerrone] and the Hotel Equities team consistently displayed a magical combination of wholesome character and industry expertise. They made our hotel perform well while giving us the comfort that it was all done "the right way." We have nothing but the highest regard for the culture of the organization and the character of the Hotel Equities team."*

- Larry Callahan, CEO, Pattillo Industrial Real Estate

## RECENT ACCOLADES AND AWARDS

16-time recipient of Marriott's GM of the Year Award winner  
Marriott's Chairman's Award  
Marriott's Partnership Circle Award  
Marriott's Spirit to Serve award  
Hotelier of the Year – HotelWorld Network  
The Bruce Reed Rally to Serve Hotel of the Year  
Triumph of Spirit Award  
President's Award  
IHG Top Heartbeat  
Marriott's Platinum Hotel Award  
Diamond Circle Award  
Silver Circle Award  
Hampton WOW! Award  
Hampton Wall of Fame  
TripAdvisor's "We Give a Hoot" Award  
Atlanta's Top 100 Private Companies – Atlanta Business Chronicle  
Top Multiunit Owners & Developers – Hotel Management (October 2015)  
Top Owners & Developers 2015 – Hotel Management (October 2015)  
Top Owners & Developers – Hotel Business (September 2015)  
Top Hotel Companies – Hotel Management (September 2015)  
Top Third Party Management Company – Hotel Management (March 2015)  
Top 5 Most Admired CEO Nominee – Fred Cerrone - Atlanta Business Chronicle (August 2014)  
Top 100 Leaders in Atlanta Hospitality – Fred Cerrone – Atlanta Business Chronicle (July 2014)  
America's Most Honored Professionals 2014 (Top 5%) – Fred Cerrone – The American Registry



DoubleTree by Hilton – Arlington, TX



Residence Inn by Marriott - Atlanta, GA



Four Points - Houston, TX



SpringHill Suites by Marriott – Navarre Beach, FL