



Residence Inn Miami Beach/Surfside

## **Hotel Equities Marks Banner Year in Portfolio Growth and Profits**

### **Boasts Portfolio Growth, Record Top Line Results and Best-Ever Bottom Line Profits**

Atlanta, GA—February 11, 2015 – Atlanta-based Hotel Equities ([www.hotelequities.com](http://www.hotelequities.com)) marked the most successful year in its 25-year history with the addition of 22 hotels to its portfolio including properties in California, Texas, St Louis and Connecticut.

In the last year, HE grew the total number of hotels in its portfolio to 62 representing 20+ brands in 14 states.

Hotel Equities' portfolio saw a 14.5% year-over-year RevPAR increase, surpassing its competitive set by 10.3% in RevPAR growth and experiencing its strongest profit margins since the firm's inception 25 years ago.

"We're in 14 different states now, so we're not just a 'Southeast Regional' company anymore," said **Brad Rahinsky**, President and COO of Hotel Equities. "Some of our most ambitious projects to date include a \$53 million dollar Residence Inn in Surfside/Miami Beach, scheduled to open this summer, an ocean-front Residence Inn in Costa Rica that will begin construction later this year in the Guanacaste region and a soon-to-be-announced partnership with a major mix-used development that will have multiple hotel projects within a world class sporting venue. The firm will also make an announcement in March regarding a significant acquisition that we are extremely excited about. With three new Marriott hotels in Texas, we continue our expansion westward. Historically, once we get into a market, we tend to grow in that market because of our strong results and market-leading returns."

To manage the demands of rapid growth, Hotel Equities re-structured and expanded its leadership team, elevating Chuck Powell to Senior Vice President of Operations and promoting award-winning General Manager, Kevin Butler, to Regional Director of Operations. The firm recently hired Garfield Campbell as Regional Development Director to take further advantage of market opportunities and continue strategic expansion. Hotel Equities spent over \$1 million in the past year to improve its infrastructure including talent, IT, training and systems securities.

With a robust pipeline entering 2015, Hotel Equities expects growth to continue with a thoughtful, strategic approach to expanding with the right partners in the right markets. The firm seeks acquisitions, new development opportunities and third-party management agreements. The portfolio mix will continue to expand in the full service and destination sectors along with industry-leading select service and extended stay assets.

**Hotel Equities (HE)** is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 60 hotels throughout North America and internationally. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

**Contacts:**

Margaret M. Jones, Director of Public Relations, Hotel Equities, 770.934.2170

Brad Rahinsky, President and Chief Operating Officer, Hotel Equities, 678.578.4444, x 22

Joe Reardon, Vice President of Marketing and Business Development, Hotel Equities,  
678.578.4444, x 23