



Residence Inn Miami Beach-Surfside

Sean McKeen

Hotel Equities Names GM for New Residence Inn Miami Beach-Surfside

Resort-style, boutique hotel topped out; late summer opening expected

Atlanta, GA—February 26, 2015 – Atlanta-based Hotel Equities (www.hotelequities.com) announced the hiring of **Sean McKeen** as the General Manager of the new Residence Inn by Marriott Miami Beach-Surfside. The \$52 million resort-style hotel recently topped out at 92nd Street and Collins Avenue in the Surfside area of Miami Beach. Hotel Equities who has an ownership position in the project is also managing the 175-room upscale property for their JV partner Hotel Development Partners (HDP) of Atlanta.

“Hotel Equities is delighted to introduce Residence Inn by Marriott to the Miami Beach market,” said **Brad Rahinsky**, President and COO of Hotel Equities. “With a fresh, innovative approach and high-end Miami Beach vibe, the hotel is sure to appeal to our guests whether there for business or pleasure. It is one of the only all-suite hotels in market. We anticipate an opening in late summer.”

Mr. McKeen has responsibility for overseeing the management of all operations at the hotel including food & beverage concepts plus sales, marketing and revenue management strategies. He will also execute timelines and oversee all activities to prepare the hotel for opening.

“Sean has demonstrated both award-winning leadership and dedication in a broad spectrum of leadership positions and brings a wealth of experience to Hotel Equities,” said **Rahinsky**. “He has great market experience in opening highly successful, best in class full-service hotels. That experience will serve us well as we ramp up to open this exciting new hotel. He will do an outstanding job of leading his team and this hotel.”

Mr. McKeen came to Hotel Equities from TruNorth Hospitality Consulting where he served as a Project Manager with responsibilities including concept development, brand development, sales and marketing, and digital strategies. His most recent accomplishment involved preserving the construction budget and timeline for the Washington Park Hotel being developed on 10th & Washington Streets, a joint venture between the New York-based Witkoff Group and the Washington, DC-based Carlyle Group.

Previously at the Shelborne Wyndham Grand Hotel in Miami, he served as General Manager/Project Manager for the \$170 million re-development of the luxury lifestyle hotel. For Kimpton hotels, he opened the EPIC Downtown Miami & Surfcomber on Miami Beach. Kimpton Hotels presented him with the Kimpton Rain Maker Award for the best year-over-year RevPar

increase versus brand in 2012. He was also nominated as *Hotel Chatter's* Hottest GM in Miami that year.

Growing up on Long Island, New York, Mr. McKeen began his hospitality career opening restaurants and beach clubs in the area, including Barneys and the Crescent Club, both on Long Island. He went on to work in New York City where he opened both the Hudson Hotel for Ian Schrager and the Tribeca Grand Hotel in Manhattan.

Mr. McKeen studied at the University of Denver. A community volunteer, he donates time and service to the Miami Rescue Mission, a nonprofit organization that works with the homeless to assist in their assimilation back into society. With an interest in tech development and real estate, Mr. McKeen also enjoys spending his free time pursuing golf, running and travel. He and his wife live in Sunny Isles Beach with their three young children.

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.

Hotel Development Partners (HDP) is an Atlanta-based joint venture partnership firm formed by Hotel Equities and IRE Capital for the purpose of acquiring and developing premier branded, select service hotels. Principals are Robert J. McCarthy, Allen T. O'Brien and Frederick W. Cerrone. For more information, visit 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