



Hotel Equities

Facts At-A-Glance

What: Hotel Equities (HE) is a full-scale hotel management, development, and consulting firm. Poised to continue growth through third party management services, development and acquisition, HE presently holds more than 50 hotels (5,000+ rooms) representing 19 brands in its portfolio. Brands represented include Marriott, Hilton, IHG, Wyndham, Carlson, Choice and Best Western.

By involving hotel associates in the process every day, HE maintains a unique corporate culture dedicated to providing a superior guest experience, a supportive associate environment, and a good return on investment.

Office: The firm has headquarters in Atlanta, GA. Its portfolio includes hotels in six states.

Address: Hotel Equities
41 Perimeter Center East, Suite 510
Atlanta, Georgia 30346

Associates: 746 associates, including corporate officers, staff, hotel management and hotel staff.

Founded: 1989 by President & CEO Frederick W. Cerrone

Officers: **Frederick W. Cerrone, C.H.A., President and CEO**
Barry Wabler, Chief Financial Officer
Tamara Markham, Vice President of Operations

Service

Offerings: Expert hotel development, management, and consulting by award-winning industry professionals with a proven track record of taking hotels from the ordinary to the best-of-brand in guest scores, associate satisfaction, and profits.

Overview: With over 40 years of experience in the hotel business, Fred Cerrone founded Hotel Equities in 1989 and became a Marriott franchise partner. The company operated as Day Hospitality Group for a period of ten years and then Cerrone re-launched the Hotel Equities name and brand. Between 2008 and 2010, the firm doubled the number of properties and rooms in its portfolio. In 2011, HE has completed 15 deals and continues aggressive growth through development and acquisition of both hotels and management contracts.

Web Site: www.hotelequities.com

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