



HOTEL EQUITIES
EXCELLENCE IN HOSPITALITY™

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Joe Reardon

HOTEL EQUITIES PROMOTES REARDON TO CHIEF DEVELOPMENT OFFICER

Leads the growth and development platform for the firm and its stakeholders

ATLANTA, GA – October 30, 2018 – Today, Atlanta-based [Hotel Equities](#) (HE) announced the promotion of Joe Reardon to Chief Development Officer. In his new role, Reardon will oversee all aspects of development for the hotel ownership, management and development firm. Reardon brings 25 years of industry experience and an unwavering commitment to the company's core values to his new position.

In his previous role, Reardon served as SVP of Business Development & Marketing where he orchestrated the firm's impressive expansion.

"Joe has been a tremendous asset to the organization," said Brad Rahinsky, President & CEO of Hotel Equities. "Since joining the team five years ago, we've experienced unprecedented growth. Joe's ability to identify opportunities and see them through, where others may not have had the vision or wherewithal, is unsurpassed. His energy and passion is only matched by his commitment to his team and our partners."

Since Reardon joined the firm in 2012, Hotel Equities' once predominately regional portfolio of hotels has grown into an international presence with over 100 hotels throughout the U.S and Canada. Reardon's ability to facilitate companywide profitability, growth and expansion

is remarkable. However, it's his deep-rooted commitment to his team, and to the firm's stakeholders, that he considers among his greatest accomplishments. *A relationship guy* is how Reardon's team in business development and marketing describe him, sharing that his excitement and passion for the ever-evolving industry is contagious. "That's the energy level we want to promote throughout our company," Rahinsky interjected.

"I'm grateful for the opportunity to help steer this company as we continue to grow and evolve," said Reardon. "Working alongside Fred [Founder & Chairman for HE] and Brad for the past five years has been profoundly impactful in my career and I'm excited to help carry their vision into the future."

With Joe's continued leadership and a team of seasoned professionals under his guidance, Hotel Equities is slated to continue and accelerate their strategic growth for all of their key stakeholders.

About Hotel Equities

Hotel Equities is an Atlanta-based full-scale hotel ownership, management and development firm operating 100+ hotels throughout North America. Frederick W. Cerrone, CHA, Serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

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