



## Hotel Equities Announces Opening of Dual-Branded Marriott® hotel in Indianapolis Keystone

The new Residence Inn® and SpringHill Suites® offer guests two unique experiences, one address

ATLANTA – October 13, 2020 – Today, Atlanta-based [Hotel Equities](#) (“HE”) announced the opening of the dual-branded [Residence Inn](#) and [SpringHill Suites](#) by Marriott in the Indianapolis Keystone area of Indiana. With a combined 180 guestrooms and suites, the hotel is located at 9450 Counselors Row in Indianapolis and is owned by development and investment firm [The Witness Group](#) (“TWG”). Hotel Equities manages TWG’s portfolio of hotels following the recent consummation of the firm’s alliance with TWG last month.



“The owners have done a first-rate job with this hotel development adding thoughtful touches in the design and architecture that will uniquely position the hotel as the premier choice for accommodations among both leisure and business travelers,” said President and CEO of HE, Brad Rahinsky. “The dual-branded model will meet this dynamic market’s demand for various types of accommodations and attract a more diverse range of guests. It’s truly a pleasure to open this flagship Residence Inn and SpringHill Suites alongside TWG.”

The fusion of two distinct Marriott brands means added amenities and ideal accommodations to meet the needs of today’s travelers. SpringHill Suites is ideal for business and leisure travelers focused on success, but who also take the time to enjoy small indulgences during their time away. Guestrooms feature newly designed spacious suites that combine style and space with separate living and sleeping areas. Residence Inn properties are designed as all-suite hotels that offer studio, one-bedroom and two-bedroom suites. Guests looking for a revitalizing sleep experience will enjoy the hotel’s plush mattresses and crisp linens, while guests focused on being productive will value their suite’s large, well-lit work desk, ergonomic chair and complimentary high-speed Internet access. Designed for stays of five nights or more, each suite also has a fully-equipped kitchen with a coffeemaker, microwave oven and residential-sized appliances.

Janelle Richard leads the hotel staff as General Manager and Scott Damore is Regional Sales Leader responsible for overseeing the sales strategy for three hotels in the Keystone area. “Opening this property has truly been a labor of love and I’ve cherished my role in bringing this hotel to fruition alongside a great team,” said Damore. “We are proud to welcome guests to a one-of-a-kind experience in a market with so much to offer.” A special thanks to Teresa Campbell, manager of construction pre-openings, for her leadership in driving the pre-opening effort on behalf of TWG.

On opening day, the hotel staff welcomed partners from The Witness Group and Hotel Equities, as well as the local chamber of commerce and CVB for the inaugural ribbon cutting ceremony. TWG Chief Investment Officer, Sagar Patel, described the occasion as a milestone event. “We are proud that this hotel opening is the first in coordination with our partners at Hotel Equities,” said Patel. “With their operational expertise and the staff’s delivery of superior customer service, combined with Marriott’s powerful engine, we are anxious to deliver unmatched hospitality to the guests visiting the Keystone Indianapolis area.”

The Residence Inn and SpringHill Suites are ideally located near popular attractions like the Grand Park Sports Campus, Carmel Arts & Design District, Topgolf, and Conner Prairie. Discovering Indianapolis and all it has to offer is effortless with just a 30-minute drive to the Indianapolis Zoo, or the world famous Indianapolis Motor Speedway.

Details on the recent alliance between HE and TWG can be found [here](#).

### **About Hotel Equities**

Hotel Equities is an Atlanta-based full-scale hotel ownership, management and development firm with a portfolio of 160+ hotels and projects throughout the United States and Canada. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

### **About The Witness Group**

The Witness Group is a Columbus-based real estate investment and development company specializing in hospitality with a portfolio of over 35 assets throughout the Midwest. Sachin Patel, Sagar Patel and Aakash Patel serve as the Principals and Executive Leadership Team. For more information, visit [www.thewitnessgroup.com](http://www.thewitnessgroup.com).

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