



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™

Hotel Equities Celebrates Marriott's 2017 Select Brand Award Winners Honors 12 Award-Winning Team Members and Top Performing Hotels

ATLANTA, GA – May 22, 2018 – Atlanta-based Hotel Equities celebrates 12 Marriott award winners from the firm's portfolio of hotels. The Marriott Select Brand Awards recognize achievements of industry-best team members, strong managers and top-performing hotels. Winners are selected based on financial performance, guest satisfaction, quality assurance results and nominations.

"Congratulations to each of our award winners. We are proud of your accomplishments," said **Brad Rahinsky**, President and CEO for Hotel Equities. True to the firm's vision statement, Excellence in Hospitality™, Brad encouraged the winners to continue striving for more. *"We are happy and pleased with our performance, but never satisfied,"* Brad said. *"HE continues to reach new heights as it relates to our balanced scorecard results in revenue, profitability, market share and guest satisfaction. Our growth strategy is centered around the constant drive towards excellent results for our stakeholders against all key measurements. Get better every day and the bigger will naturally happen as new owners and developers will demand our services."*

Congratulations to Hotel Equities' 2017 Marriott Select Brand Award Winners:



Residence Inn Opening Hotel of the Year

The **Residence Inn by Marriott-Atlanta Perimeter Center/Dunwoody, GA** was named the **Residence Inn Opening Hotel of the Year**. *First-time General Manager, Joe Fallis* and Director of Sales, **Susan Zuppardo**, also received the **Sales Ramp Award** for their exceptional execution of the pre-opening marketing game plan.

Marriott gave praise to the entire team for creating a thriving culture at the property and for assembling their team by applying Hotel Equities' value statement; *Hire an attitude and teach them the business*. The hotel sold out one week after opening due to the impact of a hurricane

that swept through the southeast and the team delivered top-notch, awe-inspiring service and compassion to their guests. Thanks to an outstanding effort by all, the hotel drove top line revenue through ADR and exceeded budget in their very first year.

Patrick Bellamy, GM of the **Fairfield Inn & Suites-Marianna, FL** was named **Diamond General Manager of the Year**. Marriott tipped their hats to the first-time General Manager, touting his passion for mentoring associates and his servant leadership. Patrick significantly influenced change over a short period of time and brought his hotel to the top of Hotel Equities' Balanced Scorecard. Known by his peers as the "Little Engine that Could," Patrick makes things happen!

The **Courtyard-Greenville/Spartanburg Airport, SC** and the **SpringHill Suites-Pensacola Beach, FL** were both awarded the **Silver Circle Award** recognizing them among the top 20% for intent to recommend scores.

The **Silver Hotel Award** was earned by the **Fairfield-Greenville/Spartanburg Airport, SC**, the **Fairfield-Holiday/Tarpon Springs, FL**, the **Fairfield-Lynchburg/Liberty University, VA** and the **Fairfield Inn & Suites-Scottsbluff, NE**. The award recognizes hotels for their exceptional achievements and outstanding contributions.

The **Fairfield Inn & Suites-Atlanta/Perimeter Center, GA** received the **Share Shifter Award** for being among the top 3 hotels with the highest year-over-year RevPAR Index improvement. The **Four Points-Houston Energy Corridor, TX** was recognized for **Highest GSS scores for Room Cleanliness** and the **TownePlace Suites-Atlanta/Alpharetta, GA** received the **RevPAR Index Improvement Award** for most improved results year-over-year.

Congratulations to all of our 2017 Marriott Select Brand Award Winners! We are proud of our teams and share in Marriott's pride of recognizing each of you among the industry's best-of-the-best.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 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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