



Hotel Equities Opens Regional Office in Lone Star State Engages full leadership team to oversee growing Texas portfolio of hotels

Atlanta, GA – June 27, 2018 – Atlanta-based [Hotel Equities](#) (HE) announced their expansion with the opening of a regional office in Houston. The expansion comes as no surprise as HE has experienced strong growth in the Texas market since 2016. The firm currently represents 26 hotels in Texas, including the recent addition of four new-build hotels in Houston.

HE's President and CEO, **Brad Rahinsky** has been fielding questions fueled by the firm's continuous growth, in anticipation of a potential expansion. *"The timing was right,"* said Brad. *"In order to ensure best in class results to our key stakeholders, we needed to expand our field operations reach, capacity and speed to market. Delivering exceptional results to our owners is the catalyst for our growth; we get bigger organically via strong results and deliverables in each market we have a presence in."*

Since 2015, the firm has experienced tremendous growth, but continues to stay true to the original vision of HE's *Founder & Chairman*, **Fred Cerrone**. While aggressive and ambitious when it comes to setting and achieving goals, HE remains extraordinarily committed to maintaining its company culture while delivering excellence to their three key stakeholders; associates, owners and guests. Today, HE's portfolio represents 115 hotels in 25 states and provinces throughout the U.S. and Canada, operating 28 different hotel brands.

The firm's four recent new-build additions triggered the regional expansion which includes full departmental oversight. *"We heard from our owners on how important having an in-state*

*presence is,” said **Joe Reardon**, SVP of Business Development & Marketing for HE. “The additional regional office will allow us to have boots on the ground to deliver optimum value for our owners during pre-development, construction and quick ramp to market for our Texas portfolio of hotels.”*

Gary Shultz was recently appointed Regional Director of Operations. His most recent role with HE as Lead GM over the [Four Points Houston Energy Corridor](#) led to the hotel being named Marriott’s *Opening Hotel of the Year* for the brand. The Regional Director of Sales, **Kristen Vasquez**, has 10+ years of sales experience in the Texas market. In addition, HE has deployed two Regional Revenue Managers, **Amy Greenwood** and **Yanbo Zhu**, who will work strategically with the portfolio of hotels and the regional team to ensure optimal top-line results are achieved in share. The accounting and HR support will remain at HE’s corporate headquarters in Atlanta. This regional team is led by VP of Operations, **Dominic Buompastore** as well as [Cesar Wurm](#), VP of Sales & Marketing and **Drew Salapka**, SVP of Revenue Generation.

Hotel Equities (HE) 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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