



HOTEL EQUITIES

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**Hotel Equities Names Joe Luck Regional Vice President of Business Development, Adds Industry Vet to Firm's Expanded Midwest Office to Spearhead Growth**

ATLANTA, GA (April 10, 2017) – Atlanta-based **Hotel Equities (HE)** recently named **Joe Luck** the Regional Vice President of Business Development for the firm. Mr. Luck will be based out of Hotel Equities Regional Office in Dallas with a focus on current prospective owners for third party management and development opportunities.

“We’re excited about Hotel Equities continued growth in Texas, the Midwest and West Coast said Joe Reardon, SVP of Business Development and Marketing for HE. “Joe Luck brings great knowledge and a strong following due to his years of brand and owner relations. He has a great reputation in our industry in relationship building, contract negotiations, management contracts, franchise sales strategies and development. We are pleased to have him join the team.”

A veteran of more than 20 years in the hospitality industry, Mr. Luck brings extensive full service and select service brand expertise and leadership to his new position. He joined Hotel Equities from Wyndham Group where he served as an award-winning Vice President of Franchise Development for the past 14 years. Mr. Luck’s responsibilities include working with all major brand development teams, in addition to his work with existing and new owners to identify the best use for land acquisitions and for repositioning opportunities on the third party management side.

“I am very excited to join Hotel Equities,” said Mr. Luck. “I believe Hotel Equities is one of the best in the business and I look forward to representing it to our owners and potential clients. As we continue to grow, we offer a unique and very trustworthy ‘hands-on’ relationship with our strategic partners. “

Mr. Luck grew up on a cattle ranch in Wyoming where he learned the value of hard work and came to appreciate the fruits of his own labor. An excellent athlete, Mr. Luck played both college and minor league baseball before starting his career in hospitality. An avid outdoorsman and expert marksman, he enjoys golfing, hunting and spending time with his wife in their cabin in the mountains of New Mexico.

**Hotel Equities (HE)** is an Atlanta-based full-service 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 Chief Executive Officer. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

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**Photo caption:** **Joe Luck** serves as Regional Vice President of Business Development for Hotel Equities.