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Bryan DeCort

Hotel Equities Names Bryan DeCort Senior Vice President of Operations Expands Executive Team to Meet Firm's Strategic Growth Demands

ATLANTA, GA (November 07, 2017) –Atlanta-based Hotel Equities (HE) named **Bryan DeCort** to the position of Senior Vice President of Operations.

Mr. DeCort provides corporate leadership for a portfolio of Hotel Equities' owned/managed properties and supports all company operations. He works closely with the Hotel Equities' executive team to ensure a consistent approach to implementation, improvement and results. He reports directly to **Brad Rahinsky**, Hotel Equities' President and Chief Executive Officer.

"Expanding our executive leadership team is mission critical and Bryan is a perfect fit," said **Brad Rahinsky**, HE President & CEO. "He brings passionate and charismatic servant leadership along with a depth of experience. We welcome his knowledge of full service and resort properties that we will leverage to continue our strategic growth in those segments."

With nearly 25 years of diverse hospitality service, Mr. DeCort has enjoyed a successful luxury hotel career with Marriott International, Renaissance, Sheraton and Omni Hotels. A series of positions with increasing responsibility culminated in his serving as a General Manager with Marriott.

More recently, Mr. DeCort spent a decade in progressive executive level positions with two highly respected national parking companies. At Towne Park, he led all facets of a growing and diversified hospitality and healthcare portfolio that supported over 150 clients and 3500 associates while also leading the firm's enterprise-wide marketing initiatives. During his tenure with Atlanta-based, AAA Parking, Mr. DeCort served as a company officer and strategic contributor, a position that led the firm to achieve record expansion and growth.

Mr. DeCort holds a B.S. in Business Administration from the University of Central Florida where he concentrated in Hospitality Management and Marketing. He and his wife, Carrie, have three active children and enjoy sports and spending time with their dogs in the mountains or on a beach.

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.hotequities.com.

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Photo caption: Hotel Equities named Bryan DeCort SVP of Operations for the firm.