



Rendering of new-build Home2 Suites by Hilton-Richmond, TX

Hotel Equities Adds Four Hotels in Lone Star State Texas hotel owner ensures success through early engagement

Atlanta, GA – May 16, 2018 – Atlanta-based [Hotel Equities](#) [HE] announces the addition of four new-build hotels in Texas; a [Tru by Hilton](#) in Cypress, the extended-stay [Home2 Suites by Hilton](#) in Richmond, the [Holiday Inn Express](#) in Katy and the [La Quinta Inn & Suites](#) in Spring. The hotels are owned and being developed by Noble Merchant Properties based in Sugarland, Texas.

The addition of this diverse group of hotel brands is a complement to Hotel Equities' growing Texas portfolio. **Joe Reardon**, Sr. Vice President of Business Development and Marketing for Hotel Equities said, *"We are pleased to partner with this ownership group for the success of the hotels."* Three of the hotels are currently under construction and the Holiday Inn Express will break ground in the summer of 2019. *"We are thankful to be in a position to be selective with our stakeholders to ensure we are aligned in our core values. We identified this owner as a partner with whom we can build a long-lasting relationship. We see the opportunity to add value in all facets with these hotels. With 26 hotels in Texas and a regional team in Houston, we are able to provide optimum value to predevelopment, construction and quick ramp to market. From buildout and design, to pre-sale, to open and operating, our team's expertise and oversight ensures success."*

Approaching a milestone anniversary of 30 years in the business, Hotel Equities has the track record, accolades, industry respect and case studies to reinforce their results. More than ever, owners are experiencing significant gain by partnering with a reputable firm like HE who can deliver value and ROI early.

"In addition to considering performance results when exploring management companies, it was important to understand their beginnings and reputation," said **Chris Merchant**, President of Noble Merchant Properties. *"After visiting Hotel Equities' corporate headquarters in Atlanta, it was clear that they have the CULTURE we were seeking in a partner."*

Photo Caption: Rendering of new-build Home2 Suites by Hilton-Richmond, TX

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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