



Hotel Equities' New Corporate Headquarters

HOTEL EQUITIES' NEW CORPORATE HEADQUARTERS EMPHASIZES CONNECTIVITY

Collaborative spaces and advanced technology promote a healthy workplace for growing teams

ATLANTA, GA (Nov. 12, 2019) – Today, Atlanta-based [Hotel Equities](#) (HE) revealed details of its new corporate headquarters located in the popular Atlanta suburb of Alpharetta. HE purchased the 75,305 square foot office building in late October, through its strategic partnership with Phoenix, AZ-based global private equity group, Virtua Partners. The new headquarters will accommodate HE's expanded corporate leadership team following a tremendous season of growth for the hotel ownership, management and development company. With renovations underway, they expect to be relocated by year's end.

HE's corporate team, along with several team members who oversee Virtua Partner's hospitality arm, will occupy one quarter of the multi-tenant office building, anchored by a large A+ credit rated tenant. With 140+ properties in its portfolio of hotels, HE's leadership team is more focused than ever on ensuring they have the critical support needed to continue delivering optimal results and maintaining the company's culture through growth phases.

"We have always focused on providing our guests with best-in-class accommodations and service at our hotels and that simple strategy has resulted in significant and smart growth for the company," said Brad Rahinsky, president and CEO of HE. "Our dedication to delivering excellence is reliant on our continual investments into infrastructure, as well as our ability to anticipate future needs as we grow. Through our strategic partnership with Virtua Partners, we acquired class-A office space to serve as home for our corporate headquarters."

The space, designed by Gensler, creates an inspiring workplace that matches the company's unique and spirited, culture-first brand. The energy efficient office will showcase the latest state-of-the-art technology to include a multi-functional training center, emphasizing the company focus on learning and people development.

"Our new headquarters will keep our corporate and regional teams better connected with one another," added Rahinsky. "These investments dramatically affect the way we communicate as a company and that's mission critical to our growth model."

The new headquarters is located at 4800 North Point Parkway in Alpharetta, Georgia. In addition to the property itself, the Alpharetta market exhibits healthy fundamentals, experiencing immense population growth and a healthy office market.

About Hotel Equities:

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 140+ hotels throughout the United States and Canada. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

About Virtua Partners:

Virtua Partners is a global private-equity firm specializing in commercial real estate. The firm and its affiliates sponsor a variety of investment funds and commercial real estate projects across the United States and currently have 16 million square feet of assets under management or development.

Virtua Partners' goal is to provide superior risk-adjusted returns for high-net-worth individuals and family offices through comprehensive strategies, rigorous underwriting and careful execution.

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