



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™

OWNERS • OPERATORS • DEVELOPERS



Stoneridge Mountain Resort - Canmore, AB



Moxy - Halifax, NS (In Development)



TownePlace Suites - Edmonton South, AB

EXCELLENCE

PASSION

INTEGRITY

COMMITMENT

HOTEL EQUITIES is a full-service hotel ownership, management and development firm with a portfolio of hotels and resorts throughout Canada and the U.S.

Performance Results

34 Hotels across Canada | 42 distinct brands | 20,000+ guest rooms

111.9% RPI | 103.3% ARI | 108.3% OCI

SERVICES

- OPERATIONAL EXCELLENCE
- SALES AND MARKETING
- REVENUE MANAGEMENT
- WORLD CLASS TRAINING & DEVELOPMENT
- FINANCE EXCELLENCE
- FOOD & BEVERAGE EXCELLENCE
- HUMAN RESOURCES

- HOTEL RENOVATION LOAN PROGRAM
- BRAND SELECTION & REPOSITIONING
- UNDERWRITING
- DEVELOPMENT SERVICES
- TOP PREFERRED WITH ALL MAJOR HOTEL BRANDS
- OPPORTUNITY ZONE ACQUISITIONS

678.578.4444 | www.hotelequities.com | info@hotelequities.com

“From Our Partners

"Hotel Equities gives us the opportunity to collectively serve our associates, communities, and investors. By focusing on value, HE and Witness leverage each other's strengths to continually improve."

Aakash Patel, Principal, The Witness Group

"Being a strategic partner means aligning yourself with industry leaders that share a likeminded daily purpose and desired vision for the collective business. It's about creating synergies that ultimately benefit all stakeholders here in the present and in the future."

Mark Williams, Principal, Cookley & Williams

"Our partnership has been both a blessing and betterment for our properties and partners as we have a laser-like focus on maximizing investment value via our KPI's, shifting share from the competition and capitalizing on the recovery at hand. In short, we have both momentum and mojo being married to HE!"

Doug Dreher, Principal, The Hotel Group

"Our relationship enables more eyes on our assets and our people. It means more ears for listening, more hearts for understanding, and more minds for growing. What I can do alone, we can do together but faster and better and that is what we're most excited about."

Ganisha Sethi, Principal, Sethi Management

RECENT ACCOLADES AND AWARDS

22-time recipient of Marriott's GM of the Year Award

Marriott's Chairman's Award

Marriott's Partnership Circle Award

Marriott's Spirit to Serve Award

Hotelier of the Year - HotelWorld Network

The Bruce Reed Rally to Serve Hotel of the Year

Triumph of Spirit Award

President's Award

IHG Top Heartbeat

Marriott's Platinum Hotel Award

Diamond Circle Award

Silver Circle Award

Hampton WOW! Award

Hampton Wall of Fame

TripAdvisor's "We Give a Hoot" Award

Atlanta's Top 100 Private Companies - Atlanta Business Chronicle

Top Multiunit Owners & Developers - Hotel Management

Top Owners & Developers - Hotel Management

Top Owners & Developers - Hotel Business

Top Hotel Companies - Hotel Management

Top Third Party Management Company (#14 out of 100) - Hotel

Management (2019)

Top 100 Leaders in Atlanta, Hospitality - Fred Cerrone - Atlanta Business

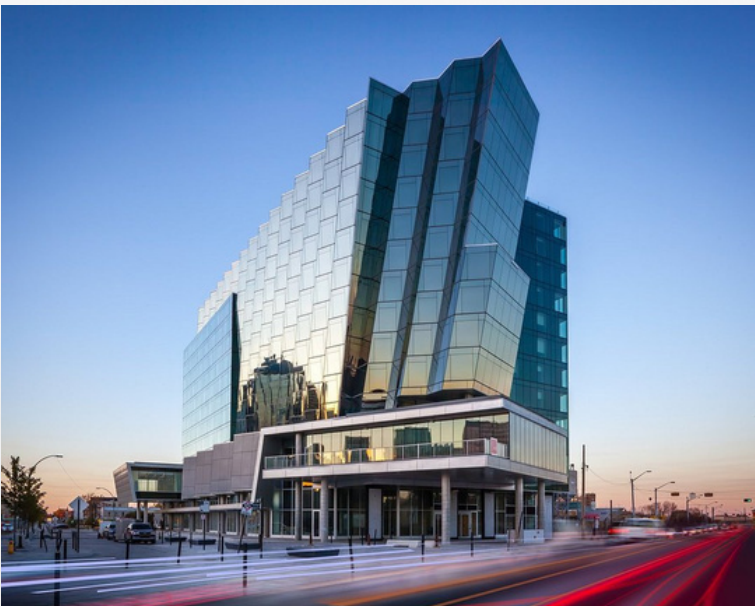
Chronicle (2019)

America's Most Honored Professionals 2014 (Top 5%) - Fred Cerrone - The

American Registry



Holiday Inn - Canmore, AB



DoubleTree - Edmonton, AB



Best Western Plus - Wine Country, West Kelowna, BC