



## Hotel Equities Hires Brody Aarhaus as a Business Development Manager



(Alpharetta, GA) October 26, 2022 - Hotel Equities (HE) today announced the promotion of Brody Aarhaus to Business Development Manager. Brody began his journey with HE early in 2022 as a Manager In Training at the Hamilton Hotel in Alpharetta, GA. In this position, Brody helped increase the hotel's productivity and profitability, and elevate the guest experience by implementing new initiatives which remain in place today.

Prior to joining HE, Brody served as Rooms Division Intern at Anantara Vilamoura in Vilamoura Portugal where he established and improved guest portfolios and oversaw various payroll activities. He earned his B.B.A. from Northwood University, Hotel Institute Montreux and a Certificate of Hotel Industry Analytics from Hotel Institute Montreux.

HE's Chief Development Officer Joe Reardon says, "Finding young talent with the drive and determination to learn and expand their expertise is both exciting and important. Brody has already shown great leadership traits and impressive communication skills. We see him as a strong addition to our development team and the broader HE Family."

"I am honored and grateful to Hotel Equities for giving me the opportunity to advance my career and pursue my passion in hotel development," said Brody.

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### About Hotel Equities

Hotel Equities is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of over 250 hotels and resorts throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an

integrated management platform combining market knowledge and industry experience across a broad range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit [www.hotelequities.com](http://www.hotelequities.com).

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