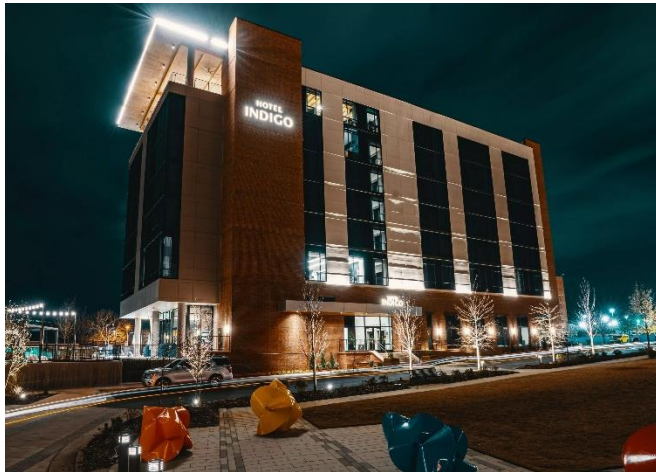




## Hotel Equities and Maximum Hospitality Announce Strategic Alliance

ATLANTA – August 8, 2023 – Today, hotel owner, operator and developer, [Hotel Equities](#) (HE), announced they have formed a strategic alliance with [Maximum Hospitality](#), a prominent hotel operator, developer and investment company. As part of this collaboration, Hotel Equities will provide operational resources and oversight for Maximum’s portfolio of hotels, marking a significant milestone for both organizations.

The partnership leverages the expertise and resources of both HE and Maximum Hospitality to drive operational excellence, guest satisfaction, and financial performance across the portfolio. The alliance provides a significant advantage by placing emphasis on hiring and retaining employees by granting access to HE's exclusive talent acquisition, training and career



development platform as well as enhanced benefits for associates and partners. Maximum’s associates will be able to take advantage of HE's programs such as a sabbatical program, daily pay option, HE Marketplace, and peer management training initiatives, which foster and assist in continuous professional advancement. With this new collaboration, HE expands its footprint, reinforcing its position as a trusted industry leader in hotel management and development.

Brad Rahinsky, President & CEO of HE, expressed enthusiasm about the alliance, stating, “We are thrilled to join forces with Maximum Hospitality and take on the management of their outstanding hotels. This alliance affirms our commitment to partnering with likeminded individuals and organizations who believe success is fueled by taking care of our people. By combining our expertise and Maximum’s trusted brand of hospitality we are excited about our future growth together.”

Maximum Hospitality’s President, Dan McEwan, also shared his excitement stating, “This strategic alliance with Hotel Equities will empower our portfolio of hotels to reach new heights of operational efficiency and excellence. We are confident that Hotel Equities’ proven track record and unwavering commitment to guest satisfaction will ensure continued success for our properties.”

With the integration of HE's innovative technology, robust operational systems, and industry-leading talent, the hotels within Maximum Hospitality's portfolio will benefit from operational efficiencies, personalized guest experiences, and increased revenue opportunities. HE's business intelligence tools will provide Maximum Hospitality with valuable data-driven insights and analytics, enabling them to make real-time informed decisions.

Both HE and Maximum Hospitality remain dedicated to driving innovation, fostering exceptional guest service, and creating value for their stakeholders. The strategic alliance is a testament to their shared commitment to excellence, providing a solid foundation for continued success and growth within the dynamic hospitality industry.

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### **About Hotel Equities**

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 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 [hotelequities.com](http://hotelequities.com).

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