



Fairfield Inn & Suites planned for Terrell/East Dallas, TX



Groundbreaking for hotel in Terrell

Hotel Equities and Scenic Capital Advisors Break Ground on Fairfield Inn & Suites by Marriott in Terrell, Texas

Atlanta, GA and Terrell, TX—April 13, 2016— Atlanta-based [Hotel Equities](#) and Scenic Capital Advisors broke ground on the new-build Fairfield Inn & Suites by Marriott at 351 Market Center Drive in Terrell, Texas on April 7, 2016. Hotel Equities serves as the management company for the hotel under development by owner, Scenic Capital Advisors.

Thomas Chen, Principal of Scenic Capital Advisors, served as host along with representatives from Hotel Equities including **Nahren Youkhana**, Regional Director of Sales, and **Yanbo Zhu**, Regional Revenue Manager.

Dignitaries at the event included The Honorable **Hal Richards**, Mayor of Terrell, the Reverend **John Lowrie**, First Baptist Church of Terrell, The Honorable **Jeb Hensarling**, US Congressman, and **Rick Carmona**, Chairman of the Terrell Economic Development Corporation.

“We are excited to bring the Fairfield Inn & Suites brand to Terrell with its dynamic mix of businesses, events and attractions that will draw guests year-round,” said **Joe Reardon**, Sr. Vice President of Marketing and Business Development for Hotel Equities. “This is the 20th Fairfield Inn and Suites in our portfolio. Our brand knowledge and our ability to maximize its potential are unsurpassed in the industry. We are very pleased to continue our strategic partnership with the Chen family in building and operating a very successful hotel portfolio.”

“We were drawn to the steady growth and long-term prospects in Terrell and are excited about being a part of the community,” said **Thomas Chen**, Principal for Scenic Capital Advisors and consultant to a family office focusing on commercial real estate in Texas.

“We are pleased to see the Fairfield Inn & Suites by Marriott pick the Crossroads of Terrell, a development at IH-20 and FM148,” said **Hal Richards**, the city’s mayor. “This booming area of Terrell is already home to the only Buc-ee’s in North Texas and to a 50-acre site owned by Baylor, Scott and White Hospital. The Marriott hotel joins \$105 million in new city building permits issued since 2010 and a school district, described by the local television station as, ‘bursting at the seams in band members, spirit teams and academic improvement.’ So, to the Marriott hotel we say, ‘Welcome to Terrell, America’.”

Considered just outside the Dallas Metroplex, Terrell boasts attractions that appeal to both tourists and business travelers. Leading attractions include the Terrell Heritage Museum and the No. 1 British Flying Training School Museum. The charm of historic homes and buildings,

hiking and biking trails, the proximity to state parks and the city's friendly atmosphere draws visitors each year.

Photo Caption 1: The **Fairfield Inn & Suites by Marriott** planned for Terrell/East Dallas, Texas

Photo Caption 2: Dignitaries helping to break ground for the new Fairfield Inn & Suites by Marriott in Terrell, Texas include (left to right) **Justin Allen**, Terrell Market Center; Mayor **Hal Richards**, City of Terrell; **Danny Booth**, Terrell Economic Development Center; **Sandra Wilson**, Terrell City Council; and **Thomas Chen**, Principal, Scenic Capital Advisors, developers of the hotel.

***Hotel Equities (HE)** is an Atlanta-based full-service hotel ownership, management and development firm operating more than 95 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and Chief Executive Officer. Brad Rahinsky serves as President and Chief Operating Officer. For more information, visit www.hotelequities.com.*

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