



Hotel Equities Signs Strategic Partnership with River Ridge Renovations

Atlanta, GA—August 24, 2016— Atlanta-based [Hotel Equities](#) (HE) recently established a strategic partnership with Louisiana-based [River Ridge Renovations](#), LLC to maximize their individual strengths in the hospitality industry and deliver additional value to owners.

Known for its award-winning development and property management, Hotel Equities sees an opportunity for synergy with River Ridge Renovations, a firm that specializes in the renovation and repositioning of hotel properties, the development and execution of property improvement plans (PIPs) and the managing of capital expenses. Together, the two firms provide the opportunity for a hotel owner to both care for his property and achieve a high percentage return on his investment.

“We’re excited to take this important step to partner with River Ridge, a top-notch team led by Ben Wallace, an experienced and reputable leader in the renovation and reposition space,” said **Joe Reardon**, SVP of Marketing and Business Development. “Wallace brings a sterling reputation for the work he has done in transforming, repositioning and renovating hotels. When we pair that with our firm’s proven record as developers and best in class operators, we deliver a comprehensive solution to our partners who have been looking for assistance in this critical area.”

Previously, **Ben Wallace** achieved success as a leading Project Manager overseeing new-build construction projects for InterMountain Management, LLC. He later moved to the asset management team, working closely with operations to ensure property assets were maintained to the highest standards. In 2010, he created and served as president of a subsidiary company which offered third-party renovation services to hotel owners and brands including Extended Stay America, Hilton, Hyatt, Intercontinental Hotel Group, La Quinta, Marriott, Starwood, Wyndham and more.

“We are thrilled with the opportunity to partner with Hotel Equities,” said Ben Wallace, President, River Ridge Renovations, LLC. “Hotel Equities is known for exceeding the expectations of the customer, which is our goal at River Ridge. The culture, performance, industry-leading training and leadership of Hotel Equities is renowned in the industry. Our two companies share many of the same values. We are looking forward to the partnership and the value it brings to both organizations and those we serve.”

Hotel Equities (HE) is an Atlanta-based full-service hotel ownership, management and development firm operating over 100 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.*

River Ridge Renovations, LLC (RRR), based in Monroe, Louisiana, specializes in hospitality renovation and construction throughout the United States. Ben Wallace serves as President. For more information, visit www.riverridgerenos.com or contact Holly Horncastle, Business Development, at hollyh@riverridgerenos.com.

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