

### **Hotel Equities Facts At-A-Glance**

- What:** Hotel Equities (HE) is a full-scale hotel management, development, and consulting firm. Poised to continue growth through third party management services, development and acquisition, HE presently holds 46 hotels (4,387 rooms) in its portfolio with brands by Marriott, Hilton, IHG, Wyndam, Carlson, Choice, Best Western and La Quinta. 29 hotels are open, seven are under construction and 10 are under development. By involving hotel associates in the process every day, HE maintains a unique corporate culture dedicated to providing a superior guest experience, a supportive associate environment, and a good return on investment.
- Office:** Headquartered in Atlanta, Georgia, the company's portfolio includes hotels in eight states. Locations include Atlanta, Macon, Albany, Commerce, Dalton, Savannah, Brunswick and Waycross, GA; Hilton Head, SC; Lumberton, NC; Newport News, VA; Miami Lakes, Okeechobee and Vero Beach, FL; Elkhart, IN, Lake Charles, LA and Dothan, AL.
- Address:** Hotel Equities  
41 Perimeter Center East, Suite 510  
Atlanta, Georgia 30346
- Associates:** 746 associates, including corporate officers, staff, hotel management and hotel staff.
- Founded:** 1989 by President & CEO Frederick W. Cerrone
- Officers:** **Frederick W. Cerrone, C.H.A., President and CEO**  
Alan Bennett, Senior Vice President and Chief Financial Officer
- Service Offerings:** Expert hotel development, management, and consulting by award-winning industry professionals with a proven track record of taking hotels from the ordinary to the best-of-brand in guest scores, associate satisfaction, and profits.
- Overview:** With over 40 years of experience in the hotel business, Fred Cerrone founded Hotel Equities in 1989 and became a Marriott franchise partner. The company operated as Day Hospitality Group for a period of ten years and then Cerrone re-launched the Hotel Equities name and brand. Between 2006 and 2008, the firm increased the number of properties in the portfolio by 100%. Today, HE continues aggressive growth through development and acquisition of both hotels and management contracts.
- Web Site:** [www.hotequities.com](http://www.hotequities.com)
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