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ROK Builders completes renovations for Residence Inn Marriott Hartford

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ROK Builders, LLC, the hotel construction affiliate of Roedel Companies, LLC, has completed an extensive renovation of the Residence Inn Marriott Hartford Downtown. The organization implemented Residence Inn's new brand standards named "Possibilities" into the hotel's 120 loft suites. The company-wide initiative is designed to better support extended-stay guests with a room design that offers flexible spaces where they can relax, work, eat and sleep. In addition, ROK Builders renovated the lobby, corridors and all public spaces throughout the property.

Located in the historic Richardson Building, the Residence Inn Marriott Hartford Downtown is professionally managed by Waterford Hotel Group, LLC. The property offers residence-style studio, one bedroom and two bedroom suites. ROK Builders updated the suites' to include separate zones that are more reflective of guest lifestyles at home. The newly renovated suites include a spacious bathroom and more efficient kitchen with a full size refrigerator and stainless steel appliances. A larger workspace, sectional sofa and flat screen television help guests maintain a healthy balance and routine while traveling. The rooms also include new décor, lighting, fixtures and carpet.

ROK Builders conveyed the feeling of comfortable living on the road throughout the re-design of the hotel's lobby and meeting spaces. The new lobby now features a multi-functional living space with a modern living room style lounge.

Private "nooks" with personal high-definition flat screen televisions provide guests with a private/public workspace outside of their suite. Contemporary décor and an emphasis on natural light bring in the comforts of home, aiding in guests' relaxation during their stay.

"The Residence Inn Marriott Hartford Downtown is the only hotel of its kind in the city." said Fred Roedel III, president of ROK Builders and partner of Roedel Cos. "The renovations provide guests with even more value and comfort, making it the premier location to work, relax, and thrive."

"We have worked closely with hotel management to ensure these projects meet Residence Inn's overall brand standards and ROK Builder's high standards," said Tad Schrantz, chief operations officer of ROK Builders. "The 'Possibilities' design raises the bar and reflects what Residence Inn guests want most out of their long stay."

ROK Builders constructs and renovates hotels for its own account and third parties. The organization's new hotels and hotel renovation projects are designed to maximize revenue, control costs and ultimately deliver optimal free cash flow to owners and investors.

ROK Builders' expertise in the hotel construction business has earned a reputation for delivering well-designed and cost-efficient projects on time and on budget.

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Roedel Companies owns and operates nationally branded hotels primarily in the select service segments throughout the Eastern United States. Their properties include a growing portfolio of nationally branded and independent hotels including Hilton Garden Inns, Hampton Inn & Suites, Homewood Suites, Holiday Inns, Holiday Inn Express & Suites, and La Quinta Inns & Suites. Roedel Companies recently added the Hotel Saranac in Saranac Lake, NY, the Courtyard by Marriott in Nashua, NH and the Holiday Inn in Mount Kisco, NY to their hotel portfolio.

For more information, visit www.roedelcompanies.com or call David Roedel at 603-654-2040, ext. 106.

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