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ROK Builders finalizes 18th major hotel maintenance agreement

December 23, 2010 - Front Section

ROK Builders, the construction management subsidiary of Roedel Companies, finalized its 18th hotel major maintenance agreement since the launch of its Major Maintenance/Spot Renovation program. The agreement is for work at the Jack Daniels Motor Inn.

"ROK Builders, because of its in depth hotel construction experience and owner/operator approach is definitely my first call when I have a major maintenance or spot renovation project," says Eric Lorimer, owner, Jack Daniels Motor Inn.

ROK Builders, due to the team's nearly 45 years of experience as hotel owners/operators, enables hotel investors to maximize their CAPEX dollars by helping them to prioritize their major maintenance and spot renovation needs in order to obtain the highest brand scoring and preempt potential liability issues in the most cost effective manner.

"Maintaining hotels in first class condition and keeping every room in service is critical in any economy," says Fred Roedel III, president of ROK Builders. "We are hotel owners/operators ourselves so understand that a room night lost is revenue lost. With this in mind we implement major maintenance programs and spot renovations with the objectives of achieving the most value for investment and getting rooms into service as soon as possible."

ROK Builders takes a personal approach to every project and adapts to meet the individual requirements of hotel investors and brands. In addition to providing major maintenance, preventative maintenance, spot renovation and cosmetic repair services, ROK Builders provides a full suite of value engineering, renovation and new build services.

ROK Builders has nearly 45 years of hotel construction insight and experience which they accumulated as hotel owner/operators themselves. Their in-depth understanding of hotel operations allows them to deliver completed new builds and renovations faster and more economically with little or no guest or staff inconvenience. Whether acting as a construction manager, general contractor or project manager for hotel development and renovation projects, ROK Builders delivers revenue maximizing results to hotel owners and investors.

They complete projects on time and within budget while meeting established quality standards. Their national hotel brand experience includes the successful renovation or construction of Fairfield Inns by Marriott, Courtyard by Marriott, Residence Inn by Marriott, La Quinta Inn & Suites, Hilton Garden Inn, Hampton Inn & Suites and Holiday Inn Express properties.