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## **Hotel Equities partners with Lodging Econometrics to accelerate real estate market intelligence**

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Hotel Equities has partnered with Lodging Econometrics (LE) to accelerate the gathering of its real estate market intelligence and compiling it in one easy-to-use platform. The agreement calls for LE to identify all new business opportunities that meet the exacting specifications of Hotel Equities' hotel acquisitions, development and management teams. LE will compile the hotel and ownership profile records into an online sortable database customized for each business development executive's particular assignment. The records will consist of both open and operating hotels and all new development projects. The program will assist them in closing new opportunities at a faster pace, give strategic direction to each executive, and keep them abreast of a changing development hotel market.

"We want to continue to intelligently expand our portfolio and rapidly capitalize on the broad recovery taking place within our industry," said Brad Rahinsky, senior vice president at Hotel Equities. "When we were first introduced to Lodging Econometrics' real estate intelligence program, we immediately grasped the benefits of outsourcing our intelligence gathering needs. We have assembled a deeply experienced business development team to grow our company. This tremendous resource will allow us to do so strategically and efficiently. LE's program eliminates the time consuming task of each of us conducting our own research and allows our development team to spend more time in direct contact with potential clients."

Tom O'Gorman, Director of Sales for LE said, "When I first heard of Brad's plans to expand his hotel portfolio utilizing the professional team he assembled, I immediately recognized that LE could quickly identify all available opportunities and assemble them into an online sortable database that met their time sensitive needs to get off to a fast start in the New Year. Partnering with Hotel Equities was an ideal assignment for us."

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