



## HOSPITALITY VENTURES MANAGEMENT GROUP

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**Hospitality Ventures Management Group (HVMG) Augments  
Portfolio with New 112-Room Aloft Lawrenceville Sugarloaf**

**LAWRENCEVILLE, Ga., November Nov. 8, 2022**—[Hospitality Ventures Management Group \(HVMG\)](#), an Atlanta-based, private hotel investment, ownership and management company, today announced that it added the brand-new, 112-room [Aloft Lawrenceville Sugarloaf](#) to its third-party hotel management portfolio. Owned by the RADCO Companies, the recently developed five-story hotel just opened for business in early October.

“We continue to seek best-in-class partners like the RADCO Companies as we pursue growth both locally and nationally,” said Robert Cole, president & chief executive officer, HVMG. “Our familiarity with both Metro Atlanta and the Marriott family of brands will allow us to ramp up the hotel more quickly. The property will further benefit from our 16 area hotels, creating an immediate opportunity to share best practices, local market knowledge and create economies of scale.”

Conveniently situated near the Gas South Arena, Sugarloaf Mills Mall and Gwinnett Strippers Coolray Field, the hotel also provides quick highway access to I-85. Dining options include light bites and unique cocktails at WXYZ® bar or snacks and sundries at Re:fuel by Aloft, a 24/7 pantry. Additional amenities include complimentary high-speed Wi-Fi, indoor pool, fitness center and nearly 750 square

feet of flexible meeting space. Guest rooms feature ultra-comfortable signature beds, walk-in showers and flat-screen TVs.

#### **About Hospitality Ventures Management Group**

Hospitality Ventures Management Group is a privately owned, fully integrated hotel investment and management group that specializes in turning around and repositioning underperforming hotels, as well as maximizing the performance of stabilized hotels. HVMG currently operates 56 hotels and one convention center in 16 states totaling over 9,000 guest rooms. HVMG operates independent and boutique hotels and resorts, as well as full-service, select-service and extended-stay hotels under the Marriott, Hilton, Hard Rock, Hyatt and IHG brands. Visit [www.hvmg.com](http://www.hvmg.com) for more information.

#### **About The RADCO Companies**

RADCO was founded in 1994 with the mission of “Building Better Living.” Based in Atlanta, RADCO is a national real estate company that specializes in the acquisition and redevelopment of value-add multifamily and hospitality investments across the Southeast and Central US. Over the past 10 years, the firm has acquired and invested in approximately 30,500 units in 15 markets, acquired ten hospitality assets, and completed more than 100 deals totaling \$3.2 billion. For more information, please visit <https://www.radco.us>.