



## HOSPITALITY VENTURES MANAGEMENT GROUP

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**Hospitality Ventures Management Group (HVMG) Takes Over Operations of  
DoubleTree by Hilton Hotel Atlanta - Alpharetta**

**ATLANTA, November 18, 2021**—Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel management and investment company, today assumed operations of the 80-room DoubleTree by Hilton Hotel Atlanta – Alpharetta. The hotel is owned by RADCO, an Atlanta-based national real estate company that specializes in the acquisition and redevelopment of value-add hospitality and multi-family investments.

“The DoubleTree by Hilton Hotel Atlanta – Alpharetta follows our strategy of working with best-in-class owners, such as RADCO, who target well-respected branded hotels in markets with diverse demand generators and where value can be created with a change in management,” said Robert Cole, president & CEO, HVMG. “Incidentally, this hotel is our sixth Atlanta-based addition in the past 90 days and 13<sup>th</sup> overall in the area. This concentration allows us to share best practices and economies of scale, both of which will have an immediate, positive impact on the hotel’s bottom line.”



Located at 2925 Jordan Court, the four-story hotel is nestled in Alpharetta's Windward business district, less than five miles from North Point Mall and the Ameris Bank Amphitheatre and a short drive from downtown Atlanta. Hotel amenities include complimentary WIFI, 24/7 fitness center, outdoor pool, state-of-the-art business center and approximately 750 square feet of meeting space. Guests also are invited to dine at Savannah's Restaurant and Lounge, a bistro-style eatery serving breakfast and dinner in a casual atmosphere with modern decor. And each DoubleTree guest receives the hotel's signature, warm, chocolate chip cookie upon arrival.

"We are thrilled to be expanding our hotel footprint up the 400 corridor," said Norman Radow, CEO, RADCO. "DoubleTree Alpharetta is the perfect complement to our DoubleTree Roswell acquisition earlier this year. And we are delighted to partner with HVMG on our second deal together."

#### **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. It currently operates 53 hotels and one convention center in 17 states totaling 8,425 guest rooms. HVMG operates independent and boutique hotels and resorts, as well as full-service, select-service and extended-stay hotels under the Hard Rock, Hilton, Hyatt, Marriott and IHG brands. Visit [www.hvmg.com](http://www.hvmg.com) for more information.

#### **About RADCO Companies**

RADCO was founded in 1994. 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 30,000 units in 15 markets. For more information, please visit <https://www.radco.us>.