

news release

for immediate release

**HREC Arranges Sale of Comfort Inn
Rocky Mount, North Carolina**



(Denver, Colorado; Atlanta, Georgia) – HREC Investment Advisors is pleased to announce it arranged the sale of the 125-guestroom Comfort Inn located in Rocky Mount, North Carolina. The hotel was acquired by York Investments, LLC, a North Carolina-based hotel developer and operator.

Monty Levy, Senior Vice President in the Atlanta office of HREC, exclusively represented the seller, a prominent national hotel investment firm, in this transaction. Noted Levy, “We were delighted to find a strong and credible buyer for one of our valued clients, and believe that we achieved very attractive pricing for them in this transaction. At the same time, we believe that the buyer will be able to further boost the property’s performance following the completion of its PIP and as a result of the continued growth in room night demand in the Rocky Mount market.”

The city of Rocky Mount, North Carolina is located along the Tar River, both in Edgecombe and Nash Counties. The city has a rich history to appreciate, as it is home to Battle Park with its Civil War monument, cemetery, and Civil War reenactments. The Comfort Inn Rocky Mount is located near two strong demand generators: the Rocky Mount Sports Complex and Nash General Hospital. In addition, the Hotel is strategically situated directly off of Highway 64 very near Interstate 95, one of the most heavily-traveled interstates on the Eastern seaboard running from Maine in the north all the way to Florida in the south.

About HREC®: HREC® is the nation’s leading lodging and gaming real estate advisory firm specializing in property sales, mortgage brokerage, equity/JV structuring, consulting (market studies and appraisals), and litigation support. With 16 offices throughout North America, HREC® is distinguished by unwavering commitment to client service and success through its team approach, intellectual capital and hotel/casino specialization.

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