

## Crowne Plaza in Greenville, SC, Reopens Following Complete Multi-million Dollar Renovation

Written by Australian Business

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GREENVILLE, S.C., Jan. 13, 2014 /PRNewswire/ -- Rialto Capital Advisors, LLC, developer of distressed real estate, partnered with Valor Hospitality Partners to celebrate the completion of a full renovation of the Crowne Plaza in Greenville on January 9<sup>th</sup>.

Rialto invested more than \$5 million to renovate the hotel, which is located directly off Greenville's I-385 inner loop. The hotel offers 6,500 square feet of first class meeting and banquet space, including a 4,200 square foot Grand Ball Room that accommodates up to 500 people. The hotel also features meeting spaces, including two new executive board rooms.

"We value community investment and are excited to demonstrate our commitment through projects such as this one. This investment will now be able to provide an economic benefit to Greenville and we appreciate their support in making this project possible," said Bradley Kentor, Vice President, Rialto Capital Advisors.

The hotel was designed with a contemporary and sophisticated look that includes a total makeover of all guest rooms, the lobby and lounge, fitness center and bar. The new bar features an all-day dining menu with a delicious selection provided by Ruth's Chris Steakhouse, who will provide all food and beverage services throughout the hotel.

"We have spent many months under renovation and now are incredibly excited to present the new Crowne Plaza to the community," said Euan McGlashan, Managing Partner, Valor Hospitality Partners. "This will truly be 'The Place to Meet' with an atmosphere of sophistication, style and distinction. We look forward to wowing our guests through new spaces and the caring attention from our staff. Crowne Plaza Greenville will be the new gold standard for today's travelers."

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Rialto Capital is a fully owned subsidiary of Lennar, one of the nation's leading home builders. It provides diversified real estate investment, management, development, and finance services, with a focus on returning distressed real estate assets to use.

The Crowne Plaza Greenville is managed by Valor Hospitality Partners. Valor Hospitality Partners is a full service development and operating Management Company. The supervision of the renovation for the hotel was also led by Jan Redrupp of Stratford Hospitality. Stratford Hospitality is a firm specializing in asset management and development of full service hotels and resorts.

To learn more about Greenville Crowne Plaza call (864) 248-1725.

**CONTACT INFORMATION:** Kerry Ellett | Smoak Public Relations [Kerry@SmoakPR.com](mailto:Kerry@SmoakPR.com) O: (864) 235-8330

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