

www.pattonhospitality.com



Will Horton, RRP

President and CEO

whorton@pattonhospitality.com

Patton Hospitality Management (PHM) is a recognized leader in vacation property management. This team of resort professionals has built a reputation on transforming struggling properties into some of the most successful and profitable in their peer groups. With 39 HOAs in the management portfolio, the group manages both the rental and resort side of the business—from directing finances and assets to attracting and retaining the best employees. Patton offers a complete portfolio of smart, innovative and fully customizable services and systems, all designed to optimize customer satisfaction and to drive the bottom line.

PHM manages 39 distinctive properties in 11 U.S. states and the Caribbean, from gracious beachside resorts to luxury, all-inclusive sailing vacations. The managed properties are award-winning, earning numerous accolades from the industry and consumer. The team based in beautiful Asheville, N.C., has more than 150 years of combined experience in selling, managing and operating condominiums, resorts and hotels. With that expertise, they have developed fresh, technology-driven techniques for today's hospitality management market.

The company's success comes from employing innovative, solutions-oriented systems and strategies to provide superior service and satisfaction to our property owners and guests. PHM has developed branded solutions that address the most vital needs of hotel and resort property management. These are smart, sophisticated systems and services built on years of experience and designed to advance clients' bottom line.

As President and Chief Executive Officer, **Will Horton** is responsible for the operations management of 45 HOAs at 31 resorts in five countries and 13 states. With more than \$400 million in assets under management, PHM oversees \$100 million in annual HOA budgets and \$65 million in rental and other travel related services and products. Prior to PHM, he held operation management positions for Wild Dunes Resort, AmeriSuites, Hampton Inn, Interstate Hotels & Resorts, and Festiva Resorts. He is a Registered Resort Professional, as recognized by the American Resort Development Association (ARDA), a Real Estate Broker and former Board Member for the University of South Carolina College of Hospitality, Retailing and Sport Management Alumni Steering Committee. Horton has a Bachelor of Science degree in Hotel, Restaurant, and Tourism Management from the University of South Carolina as well as post-graduate certificates from the American Hotel & Lodging Association Institute.



Patton Hospitality Management

Expect more.

