



## **Sandpiper Hospitality Focuses on Growth with Hiring of Joe Luck as Vice President of Business Development**

**(Richmond, Va., Jan. 12, 2020) – [Sandpiper Hospitality](#)** – a Virginia-based hotel management company that specializes in the extended-stay segment – is gearing up for another year of aggressive growth with the hiring of **Joe Luck** as **Vice President of Business Development**.

An industry veteran with more than 24 years of experience, Luck brings extensive hospitality leadership to this new position. He joins Sandpiper Hospitality from Hospitality Management Corporation, where he served as Senior Vice President of Business Development for the past two years. Luck previously spent 14 years as a Vice President of Franchise Development for the Wyndham Hotel Group, where his responsibilities included working with all major brand franchise development teams, with existing and new owners to identify the best use for land acquisitions and for repositioning opportunities on the third party management side. He also previously served as a Vice President of Franchise Sales & Development for Red Roof.

“We are thrilled to have Joe join our team to focus on the development of third party management opportunities as Sandpiper continues its aggressive expansion of our portfolio,” said Sandpiper President & CEO Jim Darter. “Joe brings extensive hospitality experience and a great reputation for relationship building, contract negotiations, acquisitions and franchise development & sales strategies. We have worked hard to assemble a tremendous team over the past several years and it has resulted in the achievement of excellent performance results, which gives us a huge competitive advantage moving forward.”

With a current portfolio of 44 managed hotels in 12 different states, Sandpiper Hospitality is approved by Marriott International, IHG Hotels & Resorts, Choice Hotels and Extended Stay America to manage their select-service and extended stay brands.

Sandpiper recently announced two new third party management contracts: A partnership with Liberty Investment Properties, Inc. for the new WoodSpring Suites Charlotte - University Research Park in North Carolina and with Turnstone Group for the new WoodSpring Suites Atlanta - Newnan scheduled to open next month. Sandpiper Hospitality has extensive plans for further expansion in the extended stay hotel segment and into additional market tiers, including additional new soon-to-be announced development projects in Florida, Texas and Nevada.

Luck grew up on a cattle ranch in Wyoming where he learned the value of hard work and to appreciate the fruits of his own labor. An avid outdoorsman and expert marksman who enjoys hunting and golfing, he played both college and minor league baseball before starting his career in hospitality.

“Sandpiper is uniquely positioned to grow its management portfolio and I am very excited to be joining this growing, thriving team,” said Luck. “I see immense potential for new partnerships and acquisitions in 2021 and beyond as the extended stay segment continues to outperform other hospitality segments. The future is bright and virtually unlimited in the coming years.”

For more information, please visit [www.sandpiperhospitality.com](http://www.sandpiperhospitality.com).

**About Sandpiper Hospitality**

Based in Richmond, Va., Sandpiper Hospitality is a high-performance hotel management company that manages 44 hotels, including 15 hotels for Sandpiper Lodging Trust, a nationally focused real estate investment trust, and 16 hotels for unaffiliated third-party clients. According to the April 2020 edition of *Hospitality Business*, Sandpiper Hospitality was the fastest growing Top 100 hotel management company from 2018 to 2019. The firm has earned its position as the leading operator in the extended stay hotel segment of hospitality by combining the spirit of genuine, welcoming hospitality with superior financial returns, fueling the growth and prosperity of its various stakeholders – from associates to guests to owners and investors.

[www.sandpiperhospitality.com](http://www.sandpiperhospitality.com)

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