



FOR IMMEDIATE RELEASE

**Select Registry, A Portfolio of Boutique Properties Welcomes [Insert Name]**  
*[Insert very brief description] Joins Prestigious Independent Lodging Portfolio*

[Date] 2024 KANSAS CITY, MO – [Select Registry](#), a diverse portfolio of independent, craft lodging properties, is pleased to welcome [Insert Name] of [insert location] as one of its newest members.

Since 1972, Select Registry has curated a portfolio of quality-assured and handpicked properties representing the gold standard in craft hospitality. Our diverse portfolio of independent lodging types ranges from full-service inns, lodges, rustic cabins, boutique hotels, stately mansions, and manors that stretch across the U.S. from the San Juan Islands to the Smokies, and beyond.

“We are delighted to welcome [insert name] and its owners, [insert ownership name],” said Select Registry CEO Mark Reichle. “[Insert name] will make a great addition to our portfolio of independent, quality-assured, boutique properties.”

[Insert 1-2 paragraphs about the history of the property and what it now offers guests. Please focus on what makes it authentic and how the owners’ brand of hospitality makes guests feel special including ties to local foods, products, and experiences. Touch on the experiences that exist in and around the property and the unique characteristics and features]

Select Registry-certified properties exceed service standards because of our rigorous quality-assurance program. Prior to membership, all properties must be evaluated with the industry’s leading inspection program, covering everything from cleanliness to hospitality.

About [Select Registry](#):

[For over 50 years](#), Select Registry Distinguished Inns of North America has set the standard for excellence in personal hospitality at independently owned inns and bed and breakfasts. Today, our upscale properties include over 260 lodges, luxury cabins, and boutique hotels. They’re located everywhere from back country roads to big city neighborhoods, along coastlines, and in heartlands across the United States. Learn more at [www.SelectRegistry.com](http://www.SelectRegistry.com).

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