

PRG Announces Acquisition of the Sparrows Lodge in Palm Springs

Los Angeles, CA, September 6, 2014—PRG Investment and Management announced that it has acquired the Sparrows Lodge in Palm Springs in a partnership with Richard Crisman and Jeff Brock. Travel + Leisure Magazine named the hotel to the prestigious “It” List, marking it as one of the top new hotels in the world in 2014.

The inspiration and design of the property is reminiscent of the ranch-style homes found in Palm Springs in the 1930s, prior to mid-century modern architecture. The property features board and batten architecture, hand-poured concrete floors and luxury bathtubs made from former horse troughs.

The Sparrows Lodge has received a tremendous amount of press despite its newness to the market. The New York Times, Forbes (Top 20 Hotels in the World), Men’s Journal (Top 10 Hotels in the World), Fodor’s (1 of 9 Most Anticipated Hotels Worldwide), Hollywood Reporter and The Today Show (Favorite New Hotel) have all praised the Sparrows Lodge.

“The Sparrows Lodge fits squarely into our strategy of identifying hospitality assets which allow us to offer an aspirational experience with nuanced service to guests in an inspiring environment. The Lodge is unlike any other hotel experience in Palm Springs and we are excited to execute our plans for the property with our partners,” said Britten Shuford, President of PRG.