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**Articles** 21 October 2010

**All Seasons Resort Lodging Contracted by Shadow Ridge Hotel and Conference Center**

by PR or News Wire  
 21 October 2010—

October 20, 2010  
 Park City-based All Seasons Resort Lodging has been awarded the contract to manage both the rental operations and the Home Owners Association (HOA) of the Shadow Ridge Hotel and Conference Center, located at the base of Park City Mountain Resort, the company announced.

The Shadow Ridge Hotel and Conference Center had fallen on tough times in recent years, weathering the fallouts of two previous management companies, including High Mountain Properties and David Holland's Resort Lodging. But with the move to All Seasons Resort Lodging (ASRL), the Shadow Ridge has selected a single management company to oversee both rental and HOA management services, thereby gaining the full benefit of ASRL's management expertise, marketing services and business approach.

"Having one company manage both services at the Shadow Ridge will create synergies in operations and asset value growth," said Alan Finnegan, president of ASRL. "We're very excited to work with the home owners to address the concerns and issues that seem to have held back the property for some time."

ARSL has already started its oversight of the renovation of the lobby and front desk area of the Shadow Ridge, a task that should be completed in less than 60 days. Additional work throughout common areas and in rooms will immediately follow.

"Our goal is to reestablish the Shadow Ridge as one of Park City's prominent boutique hotels," Finnegan said.

With the addition of the Shadow Ridge, ASRL has become one of Park City's largest management companies, with 14 properties – consisting of more than 500 units – throughout the area. Founded in 1999 with three Park City-area properties, ASRL has now expanded to oversee properties throughout the west. ASRL has become one of the largest property holders of lodging and second-home properties in the Western United States. Recognized nationally, ASRL is affiliated with numerous travel partners.

"We knew choosing a new management company that could assist us in overhauling our property was a primary concern," said Marie Koch, HOA president for Shadow Ridge Hotel and Conference Center. "We believe that ASRL clearly has the expertise and leadership we can count on to help revitalize the property."

ASRL's mission is to provide second homeowners maximum rental revenues, high levels of customer service and effective management and maintenance of their investment properties. All Seasons Resort Lodging strives to provide homeowners with thorough and honest communication in all aspects of operations.

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