



For Immediate Release

Media Contact:

MSP Real Estate and Heritage Senior Living Welcome New CFO

WEST ALLIS, WISCONSIN (April 4, 2018) – MSP Real Estate, one of the Midwest’s leading developers of senior housing communities and the parent company of Wisconsin-based Heritage Senior Living, announced today that they have hired Lars Johnson as their new chief financial officer. Johnson joins the team during a period of substantial growth for MSP and Heritage, which have both added numerous properties within the past few years, with plans to continue expanding throughout the next several years.

Johnson, who was formerly the vice president of finance at Southview Senior Communities in the Minneapolis/St. Paul area, brings over 17 years of accounting experience in the health care industry. His background includes health maintenance organization, financial analysis and accounting. He also spent nearly a decade in public accounting working with clients on financial modeling, strategic planning and feasibility studies.

As CFO, Johnson will lead the overall financial management of both MSP Real Estate and Heritage Senior Living, helping guide their growth and development according to long-term strategic plans. Ultimately, Johnson, who will be based out of MSP’s offices in Mendota Heights, Minnesota, aims to more fully integrate the organization’s operations and financial teams.

“I am very pleased to welcome Lars to our leadership team,” says Milo Pinkerton, founder and president of MSP Real Estate and Heritage Senior Living. “His extensive industry experience will be a great asset to the team, and his financial vision and leadership will no doubt take the companies to the next level.”

About MSP Real Estate

Established in 1988, MSP Real Estate is the parent company of Heritage Senior Living and is one of the Midwest’s leading developers of senior housing communities. The company develops high-quality properties in strategic markets in the senior housing, multifamily and office property industries. The company constructs and manages the majority of its properties to ensure superior quality and management. For more information, please visit: <http://www.msprealestateinc.com/>.

About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living is the largest senior living operator based in Wisconsin, with 15 senior living communities throughout the state – and one currently under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living and assisted to enhanced assisted living and memory care, so that residents can embrace life’s journey from the



comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

###