



For Immediate Release

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MSP Real Estate and Heritage Senior Living Add New Vice President of Asset Management

WEST ALLIS, WISCONSIN (October 11, 2017) – MSP Real Estate, one of the Midwest’s leading developers of senior housing communities, and Heritage Senior Living, the largest senior living company headquartered in Wisconsin, announced today that they have hired Brian Martin as their new vice president of asset management. This is the latest addition to an expanding team at Heritage Senior Living, which also welcomed a vice president of quality and a vice president of clinical and medical operations earlier this year. MSP Real Estate is the parent company of Heritage Senior Living and manages the development of all their new communities.

Martin has been in the real estate management industry for over 11 years. Prior to joining MSP Real Estate and Heritage Senior Living, Martin was a regional asset manager in the Madison area, overseeing a portfolio of roughly 50 properties and more than 3,350 units throughout Wisconsin, Illinois and Iowa. Martin’s experience covers market rate, tax-exempt bond, HUD Section 8 and HOME, USDA Rural Development and Low Income Housing Tax Credit financed developments.

As vice president of asset management, Martin will oversee the financial performance of all MSP Real Estate-owned properties, particularly during the opening and lease-up stages of all newly constructed developments. He will also oversee the acquisition, financing, maintenance and information technology departments for all MSP Real Estate and Heritage Senior Living communities.

“This new addition is just the next step toward Heritage Senior Living cementing its place as a senior living industry leader in Wisconsin,” states Milo Pinkerton, founder and president of MSP Real Estate and Heritage Senior Living. “Brian’s role, combined with our newly expanded clinical and care departments, will ensure the success of our new and existing properties and aid us in continuing our expansion, while allowing Heritage Senior Living to rise to the forefront of senior housing in the state.”

Heritage Senior Living’s Vision for the Future

Heritage Senior Living aims to grow and develop across the board in the coming years, including through both acquisition and development. Constructing new properties – including Aspire Senior Living in Kimberly, which opened earlier this year, and an upcoming development in Muskego – is an important component of this expansion, as is an increased focus on quality and care. Developing and adopting new technologies will also be of increasing importance, as will promoting continued education and career development paths for employees. The company will also place a priority on creating partnerships and relationships with other health care industry leaders, such as hospitals and nursing schools.



“We’re growing on every level – not just adding to our portfolio of properties, but strengthening our internal team to the point where we can provide a lifestyle of choice for all of our residents,” says Pierre Verger, vice president of operations at Heritage Senior Living. “Brian, as well as our other recent leadership team additions, will allow us to deliver high-quality services and comprehensive care to an expanding number of seniors throughout the state.”

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/>.

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