



BEZTAK Companies

Real Estate Development, Construction, Management, Financing & Investments

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MONARK GROVE SENIOR LIVING WINS SECOND PLACE IN ASPECT  
MARKETING & ADVERTISING AWARDS FOR NEW BRAND LAUNCH

**Farmington Hills, MI. Mar. 15, 2023** – [Beztak](#) announced today that Monark Grove Senior Living, part of their luxury senior living management portfolio, has received second place in the Brand Launch category of Aging Media’s Aspect Marketing, Advertising, and Public Relations Awards.

The awards, known to feature the industry’s best examples of marketing and advertising, honor projects and campaigns that showcase the industry, their customers, employees, and services they provide. The portfolio is owned by [KIRCO](#), an award-winning commercial real estate development, construction, and property management organization based in Troy, Michigan.

“It was important to our team that we communicate Monark Grove’s mission of Senior Living in Full Color,” said Jason Kohler, Executive Vice President of Senior Living at Beztak. “We especially wanted to emphasize the message of “you’ve worked hard, and now it’s time to enjoy”.”

To help convey this message, Beztak, Kirco, and the design team at [Midwest Common](#) chose a vibrant color palette and photography to highlight the serene community, active lifestyle, and elevated amenities at the first Monark Grove community in [Clarkston, Michigan](#). This brand identity was used on all front-facing items such as the website, signage, social media, brochures, and advertisements.

The Monark Grove brand has received such a positive reception that two other Kirco-owned communities were re-branded to Monark Grove communities – [Monark Grove Greystone](#) and [Monark Grove Madison](#).

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### **About Beztak Companies**

For more than six decades, Beztak has developed, built, managed, and invested in luxury residential, senior living, commercial and industrial real estate throughout the United States. Today, Beztak owns and manages a diverse portfolio multi-family residential and senior living real estate and continues to develop and construct new properties around the country, as well as renovate existing properties to add value or reposition them in the market. Beztak also offers comprehensive and customizable fee-based property management services for companies seeking to generate higher revenues from their assets while improving overall performance.

Headquartered in Farmington Hills, Michigan, Beztak has offices in Boca Raton, Florida and Tucson, Arizona, with communities currently located in Alabama, Arkansas, Arizona, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Michigan, Mississippi, Ohio, Oklahoma, South Carolina, Tennessee, and Washington DC. For more information, visit <http://beztak.com/>.

### **About KIRCO**

Founded in 1974, KIRCO is a commercial real estate development and investment firm, whose comprehensive offerings as a national developer, builder (KIRCO MANIX), and facilities manager, builds excitement and pride with every customer and community with whom it works. KIRCO has concentrated focuses in senior living and healthcare, and client-driven corporate facilities. KIRCO is third-generation family owned and operated, with operations in 19 states. For information, please visit [www.KIRCO.com](http://www.KIRCO.com).