



## BEZTAK Companies

Real Estate Development, Construction, Management, Financing & Investments

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BEZTAK ANNOUNCES ASPECT MARKETING & ADVERTISING AWARD WIN FOR  
ALL SEASONS SENIOR LIVING

**Farmington Hills, MI. April 10, 2024** – [Beztak](#) announced today that its luxury senior living brand, All Seasons, has received first place for an Aspect Marketing & Advertising Award, in the Print, Direct Mail, and Billboard category for their “For the Joys” campaign.

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.

“It’s a tremendous honor to be recognized by the Aspect Awards,” said Jason Kohler, Executive Vice President of Senior Living at Beztak. “For more than 15 years, All Seasons has been setting trends in the senior living industry, and the “For the Joys” campaign was designed to change the narrative around senior living ads. Our goal was to showcase the vibrant atmosphere and people who make the All Seasons communities their home by highlighting the joy that can be found at All Seasons.”

In partnership with Lloyd Waters & Associates, the messaging of the campaign showcased a variety of events, themes, and people, and emphasized imagery with seniors having fun, promoting the stress-free and active lifestyle benefits that All Seasons provides.

For more information, visit [www.allseasonsliving.com](http://www.allseasonsliving.com)

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### **About Beztak**

For more than 70 years, 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 of multi-family residential and senior living real estate, offering comprehensive and customizable fee-based property management services for companies seeking to generate higher revenues from their assets while improving overall performance. Beztak 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. For more information, visit <http://beztak.com/>.