



BEZTAK Companies

Real Estate Development, Construction, Management, Financing & Investments

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FOR IMMEDIATE RELEASE

BEZTAK ANNOUNCES ASPECT MARKETING & ADVERTISING AWARD
SECOND PLACE WIN FOR MONARK GROVE

Farmington Hills, MI. April 10, 2024 – [Beztak](#) announced today that Monark Grove Greystone and Monark Grove Madison, two communities managed by Beztak and owned by [KIRCO](#), an award-winning commercial real estate development, construction, and property management organization, received second place in the Rebranding category for the Aspect Marketing & Advertising 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.

After assuming management of the two communities in early 2023, Beztak and KIRCO made the decision to rebrand to Monark Grove, a brand they created in late 2022 with the opening of Monark Grove Clarkston in Michigan.

“It is very exciting, and an honor, to be recognized by the Aspect Awards,” said Jason Kohler, Executive Vice President of Senior Living at Beztak. “It made complete sense to re-brand to Monark Grove Greystone and Madison, given the tremendous reception we received within the industry with Monark Grove Clarkston. The success of the re-brands are a testament to the partnership we have built with KIRCO, and our respective teams.”

Together, Beztak and KIRCO worked to update all marketing efforts- from the logo and color palette, to the signage, floor plans, website, brochure, and even the community bus.

For more information, please visit www.monarkgrovegreystone.com or www.monarkgrovemadison.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/>.

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.