



LARKEN ASSOCIATES TAKES HOME FIVE AWARDS FOR LOPATCONG MULTIFAMILY COMMUNITY AT THE NEW JERSEY BUILDERS ASSOCIATION'S SALES AND MARKETING AWARDS

MARKS FIRST TIME COMPANY HAS BEEN SELECTED FOR PRESTIGIOUS AWARDS PROGRAM

Atlantic City, NJ, October 27, 2021— [Larken Associates](#), a regional leader in commercial and residential real estate building, development and management, announces it received five Sales and Marketing Awards (SAM) for [Autumn Ridge](#), a brand-new multifamily community in Lopatcong, NJ, at the 71st annual [Atlantic Builders Convention](#) hosted by the [New Jersey Builders Association](#).

Each year, the SAM Awards recognize excellence in design and marketing by celebrating the industry's most creative and successful sales and marketing professionals as well as groundbreaking projects and initiatives. This year marks the first time that Larken Associates has been recognized at the SAM Awards and exemplifies the company's continued growth into one of the region's premier multifamily builders, developers and managers.

Covering ten buildings and 198 garden and garage-style apartments for rentunits, newly constructed Autumn Ridge took home the prestigious Grand Award for Community of the Year for a Rental Community with 200 Apartments or Less as well as the award for Best Home in a Rental Community with 200 Apartments or Less.

In addition, Larken Associates and [Design 446](#), the marketing and branding partner for Autumn Ridge, received two awards recognizing their marketing on behalf of the community including Best Brochure Using a Corporate Jacket; and Best Signage Program for an Attached, Rental or Mid-Rise/High-Rise Community. Larken Associates' in-house marketing team was also awarded Best Use of Social Media for the community.

"Marketing an unfinished property is always difficult, especially amid a global pandemic," said [Melissa Nascimento](#), Larken Associates' Creative/Marketing Director. "However, through developing a community where people truly want to live and tailoring our marketing strategies to speak directly to prospective residents' needs, we have been able to ensure Autumn Ridge is a success story we can be proud of for years to come. I am impressed by our teams' hard work and creativity on this project and the dozens of others that make up our growing Larken Living portfolio."

Strategically located just off Route 57 in Lopatcong, NJ, Autumn Ridge is comprised of 148 garden and garage-style units apartments and a separate 55+ Active Adult age-restricted community with 50 pet-friendly 1- and 2-bedroom garden apartmentsunits reserved for active adults aged 55 and up. Through the combination of affordability and accessibility in Warren County's suburban location paired with resort-like amenities, a variety of residential layouts and on-site property management, Larken Associates successfully created the best of suburban and urban living all in one concept.

The Autumn Ridge community's success perfectly illustrates Larken Associates' ability to create data-driven, multi-faceted and tailored marketing strategies that further reinforce their leadership position and track record of successful residential development. At the core of this ability to continually attract



and retain residents stands Nascimento and her experienced team. Nascimento's creativity and vision power a unique understanding of how to market and build a sense of community at multifamily properties through the implementation of integrated marketing strategies which leverage social media, web development, digital advertising, earned media, lead generation campaigns and more. Larken Associates' multifamily portfolio of over of 23 unique communities spanning over 2,600 units consistently achieves 95 percent occupancy with new developments reaching full occupancy in an average of six months.

Along with Autumn Ridge, Larken Associates currently has several additional multifamily communities in its pipeline that are under construction throughout New Jersey and Pennsylvania. Larken Associates is constructing [The Reserve at Crosswicks](#), a 272-unit market rate and affordable residential community in Bordentown, NJ and [Hillsborough Village Center](#), a 191-unit market rate and affordable mixed-use community in Hillsborough, NJ. The company also recently completed capital improvements at [The Reserve at Copper Chase](#), their 132-unit multifamily property in York, PA, with the construction of [The Oaks at Copper Chase](#), a 107-unit luxury multifamily community on the property. The company is also executing capital improvements at [The View at Mackenzi](#), a 224-unit apartment community in York, PA, and The Reserve at Wyomissing, a 102-unit multifamily community in Reading, PA.

To learn more about the Larken Living residential portfolio, please visit <http://www.LarkenLiving.com>

About Larken Associates

Larken Associates is a regional leader in real estate building, development and management. Leveraging over 50 years of experience, they are dedicated to bringing great spaces to live and work to life through a long-term ownership strategy and full suite of in-house capabilities. With a diverse commercial portfolio consisting of nearly three million square feet and 800 tenants across office, industrial, retail and mixed-use and approximately 2,000 owned and/or managed residential units across 22 unique communities, Larken Associates' is deeply committed to the communities in which they work as well as the tenants and residents who call their buildings home.

To learn more about Larken Associates, please visit us at www.larkenassociates.com and follow us on LinkedIn (www.linkedin.com/company/larken-associates), Facebook (www.facebook.com/LarkenAssociates), Twitter (www.twitter.com/LarkenAssociate), and Instagram (www.instagram.com/larkenassociates).