



LARKEN ASSOCIATES TAKES HOME THREE AWARDS FOR HILLSBOROUGH MULTIFAMILY LEASING COMMUNITY AT THE NEW JERSEY BUILDERS ASSOCIATION'S SALES AND MARKETING AWARDS

Marks the second time company has been selected for prestigious awards program

ATLANTIC CITY, NJ, April 6, 2023 — Larken Associates, a regional leader in commercial and residential real estate building, development and management, announces it received three Sales & Marketing (SAM) Awards for Hillsborough Village Center, a brand-new multifamily community in Lopatcong, NJ, at the 35th 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 second time that Larken Associates has been recognized at the SAM Awards and exemplifies the firm's continued growth as one of the region's premier multifamily developers and managers.

Covering twelve buildings and 191 units, the newly constructed Hillsborough Village Center took home the prestigious Best Home in a Rental Community with 200 Apartments or Less award as well as the Best Use of Social Media and Best On-line Video/YouTube awards.

Located along Hillsborough's vibrant Route 206 retail corridor, Hillsborough Village Center combines the best of suburban and urban living all in one concept. The community features a clubhouse and nine garden-style buildings, as well as three mixed-use buildings with elevatored apartments, and 28,000 square feet of ground-level retail space.

Completed in 2022, Hillsborough Village Center was quickly leased through a combination of data-driven and tailored marketing strategies executed by Larken Associates' Creative/Marketing Director Melissa Nascimento and her team. Harnessing their creativity, vision and unique understanding of how to market and build a sense of community at multifamily properties, Nascimento's team was able to fully lease the community prior to its opening.

"It's always a challenge marketing properties while they're still in development," said Melissa Nascimento, Larken Associates' Creative/Marketing Director. "However, when the communities are as well-designed and welcoming as Hillsborough Village Center, we can seamlessly leverage our team's significant marketing capabilities to drive leasing. I am deeply proud of the Larken Associates team for its hard work and creativity on this project and the dozens of others that make up our growing Larken Living portfolio."



Hillsborough Village Center is the latest property to join the firm's rapidly growing Larken Living portfolio. Comprising 22 unique communities made up of approximately 2,500 owned and managed residential units across the northeast, the Larken Living portfolio defines excellence in residential real estate development and management. Currently, Larken Associates has nearly 1,800 multifamily units in the development pipeline and recently celebrated the completion of The Reserve at Crosswicks, a 272-unit luxury multifamily community in Bordentown, NJ.

For more on Larken Associates and Hillsborough Village Center, please visit <https://www.larkenassociates.com/residential-rentals/hillsborough-village-center>

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.