



LARKEN ASSOCIATES PROMOTES MELISSA NASCIMENTO TO EXECUTIVE VICE PRESIDENT OF MARKETING

BRANCHBURG, NJ, February 24, 2024 — Larken Associates, a regional leader in real estate building, development and management, announces the promotion of Melissa Nascimento to Executive Vice President of Marketing. In her new role, Nascimento will oversee all marketing initiatives and campaigns across the firm's nearly four million square-foot commercial portfolio and approximately 2,500-unit residential portfolio.

Since joining Larken Associates in 2002, Nascimento's leadership and creativity has ensured the firm continues to evolve and embrace the ever-changing technology available to real estate professionals. She has successfully led the development and implementation of integrated marketing strategies for the firm, blending social media, web development, digital advertising, earned media, lead generation campaigns, SEO and SEM tactics, which has placed the Larken Associates brand at the forefront of the region's highly competitive real estate scene.

"Melissa has been a pivotal member of our team and a crucial part of our success throughout the past two decades," said David Gardner, President and CEO of Larken Associates. "Without her leadership, dedication and exemplary work ethic, Larken Associates simply wouldn't be where it is today. Congratulations, Melissa, on this much-deserved promotion!"

Nascimento added, "It's been a privilege to work with so many talented people at Larken Associates throughout my career and help our firm reach new heights. As I step into this new role, I'm excited to continue helping residents and businesses find their home at a Larken Associates property."

Nascimento's work has been critical to the company's recent wave of successful multifamily development. Since 2020, Larken Associates has fully leased five of its new construction residential developments, spanning more than 800 units, prior to their completion. Most recently, the firm celebrated the full lease-up of The Ridge at Readington, a 254-unit luxury multifamily community in Whitehouse Station, NJ and The Reserve at Crosswicks, a 272-unit luxury multifamily community in Bordentown, NJ.

Nascimento and her team's creation of the Larken Living brand in 2019 has been key to the firm's residential leasing success over the past several years. To unify the firm's 19 communities under one cohesive brand, the team worked to upgrade every aspect of the firm's marketing approach, including substantial redesigns of leasing offices, signage, a new web presence and updates to marketing collateral.

Demonstrating Nascimento's ability to harness the latest technology is her application of cutting-edge AI products. In 2022, Nascimento recognized an opportunity to utilize AI chatbots and email-bots and has since leveraged them to drive the firm's success. The products act as digital leasing agents by autonomously engaging prospects and residents to help boost conversion rates. Use of the products also saved Larken Associates' leasing team 6,575 hours in total in 2023.



As a result of her continued success and leadership, Nascimento has earned high honors from some of the region's most prominent business organizations in recent years. In 2023, she was recognized as Marketing Executive of the Year by the Metropolitan Builders and Contractors Association of New Jersey and was named an Enterprising Woman of Commerce by the Commerce and Industry Association of New Jersey in 2022.

In addition to her work leading the company's marketing strategies, Nascimento serves as a mentor to each employee she manages. She actively supports her team by offering continued guidance and encouraging them to enhance their skill set by pursuing career advancement opportunities designed to accelerate their professional growth and help them hone their craft.

About Larken Associates

Larken Associates is a regional leader in real estate building, development and management. Leveraging over 55 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 four million square feet and 1,000 tenants across office, industrial, retail and mixed-use and approximately 2,500 owned and managed residential units across 19 unique communities with another 1,500 in the development pipeline, 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 <https://www.larkenassociates.com> and follow us on LinkedIn, Facebook, X and Instagram.