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HallKeen Management renames its senior living portfolio to HallKeen Assisted Living Communities

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Formally known as New Springs Senior Communities, LLC, HallKeen Management has renamed its senior living portfolio to HallKeen Assisted Living Communities. The name change is a reflection of HallKeen's growth, opportunity, and commitment to affordable housing for assisted living residents. In 2004, HallKeen Management expanded its scope of operations to include assisted living services. Today, HallKeen Assisted Living Communities provides property management and assisted living care and support services to six communities and has the capacity and ability to expand the portfolio further as opportunities arise.

HallKeen Assisted Living Communities focuses entirely on assisted living communities and therefore inherently understands the challenges and rewards specific to this business. Their team is experienced and knowledgeable in low income housing tax credit, group adult foster care, PACE, SCO and veterans benefits - all of which are offered at various HallKeen Assisted Living Communities.

HallKeen's current assisted living portfolio combines affordable housing programs with assisted living support services to serve both market rate and moderate to low-income seniors who require ongoing care and support services.

"We are very excited to introduce a new name for our assisted living portfolio," says Donna Horan, Senior Vice President of Management for HallKeen Management. "With the name change, the public will better understand that our assisted living portfolio is a significant part of our company. The name of our company is already well-known, and we believe that renaming the assisted living portfolio will only bring us more success and uphold our strong reputation."

About HallKeen Assisted Living Communities

HallKeen Assisted Living Communities (formerly known as New Spring Senior Communities) owns and operates six communities throughout Massachusetts and Rhode Island. Each facility is staffed by a group of dedicated, experienced, and highly motivated individuals, providing a complete range of property management and resident care/support services including on-site administration, marketing, property maintenance, resident care management, meals, housekeeping, personal care, transportation and therapeutic recreational activities. Further, they are fully supported by HallKeen Management's compliance, human resource, accounting, and marketing departments located in the corporate office in Norwood, MA. The assisted living portfolio includes Brigham House (Watertown, MA), Prospect House (Revere, MA), Cameron House (Lenox, MA), Corcoran House (Clinton, MA), Susan Bailis House (Boston, MA) and The Highlands on the East Side (Providence, RI). Each Massachusetts property is a member of Mass-ALFA, and all are active in various community

sponsorships, organizations, and memberships. www.HallKeen.com

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540