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## **The Schochet Cos. marks 40 years with launch of new brand, updated name, logo and website**

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The Schochet Companies marked its 40th anniversary with the launch of a new brand and updated name, logo and website.

The firm will now be known as The Schochet Companies to better represent the overall company entity and comprehensive real estate development and management services it offers. In addition, The Schochet Companies' three divisions will now be known as Schochet Development (formerly Schochet Associates), Schochet Property Management (formerly Federal Management) and Schochet Investments (formerly JRS Equities).

The Schochet Companies is an industry leader in structuring, managing and closing complex real estate transactions across all major real estate classes, with a special focus and proven record in affordable housing. Some of its most recognized achievements in this sector include the revitalization and rehabilitation of Fresh Pond Apartments (formerly known as Rindge Towers) in North Cambridge, development of 135 affordable apartments on Boston's prestigious St. Botolph St., and the acquisition, redevelopment, and preservation as affordable of over 2,000 apartments in Conn., Mass., and R.I.

These preservation transactions which were completed for Schochet's nonprofit partner Retirement Housing Foundation, included some of Boston's most recognizable and valuable affordable housing assets.

such as Symphony Towers located at Boston's Symphony Hall and 80 Mason and the Stearns, both steps from Boston Common.

Throughout its 40-year history, Schochet has also achieved many successes in commercial real estate, including the development of the South End Community Health Center at 1597-1602 Washington Street, the linchpin for the development of Boston's Washington Street corridor and the redevelopment of the Newport Waterfront, which attracts more than three million summer visitors.

"At our core we are a company that cares deeply about the living environments we create and manage for residents across New England, and we're proud to celebrate 40 years of excellence in the real estate industry," said Richard Henken, president of The Schochet Companies. "During the past four decades, the Schochet name has accumulated tremendous trust and value, because we build more than just housing - we create homes. Our updated brand continues to leverage the Schochet name, while also more effectively communicating our wide range of services."

"At Schochet we are known for our long track record of delivering superior service and superior results," said Henken. "We play an integral role in not only building communities, but building value for our investors and partners. Our name and brand reflects our commitment to long-term investment and we look forward to another four decades of growth and service."