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## **Beacon Communities hires Reed as president**

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Christopher Reed

Boston, MA Beacon Communities has hired Christopher Reed as president of Beacon Residential Management, Beacon's property management company. The hiring of Reed marks the end of a national search for a new president, following the departure of long-time leader Darlene Perrone.

Reed will be responsible for the overall strategic direction, operation, and profitability of Beacon's property management company and real estate portfolio. As part of this work, he will be focused on the enhancement of resident satisfaction, resident services and employee engagement consistent with the mission of the company.

"We are absolutely delighted to welcome Christopher to Beacon," said Samuel Ross, Beacon's COO. "His leadership and expertise will be key assets as we continue to expand and evolve our company."

Bringing extensive knowledge and expertise to Beacon, Reed most recently served as executive vice president, property management at Mercy Housing Management Group.

While at Mercy, he provided management oversight of property management operations for an affordable residential portfolio of 330 communities, comprising 24,000+ units, in 20 states throughout the country. Reed previously held leadership roles at Equity Residential Trust, Lexford Residential Trust, and Lexford Properties, Inc. He holds several industry certifications, including the accreditations of CPM, NAHP-e, CPO, and SHCM.

"I am incredibly excited to be joining Beacon Communities at this important time in the company's growth trajectory," said Reed. "Beacon's mission-driven approach to property management is something that I care deeply about upholding. I am honored to work alongside such a talented team, and am committed to developing and supporting a culture of excellence that benefits both our employees and our residents."

Dara Kovel, Beacon's CEO, said, "We are thrilled to have Christopher join the Beacon team. His vision and leadership will propel Beacon to new heights as we continue to focus on our mission of creating quality homes across our growing footprint for residents at every income level while fulfilling our commitment to ensure Beacon is a great place to work."

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