



nerej

New England Heritage Properties launches new website

August 11, 2023 - Front Section

Lowell, MA New England Heritage Properties has launched its redesigned website, now available at www.ne-hp.com. The new website features the company's updated brand identity while highlighting Heritage Properties' growth into multi-family investment and development across New England. Along with showcasing an expansion of services, the new website also provides in-depth information regarding Heritage Properties' residential portfolio, recent company news, team bios, and 45-year history.

Heritage Properties' refreshed brand identity speaks to the company's evolution over the last four decades. Established in Lowell in 1978, Heritage Properties has grown from a two-person partnership into a robust 30+ person team that oversees a portfolio of 900+ apartment homes across Massachusetts and Rhode Island. Staying true to the company's family-owned origins, the new logo and brand was designed to represent the established history of Heritage Properties with a classic font, timeless color palette, and clean layout.

"As Heritage Properties celebrates its 45th anniversary this year, we are thrilled to share a modernized brand and website that not only demonstrates our growth, but also highlights an expanded focus on investment and development across New England," says Jeff Bush, president of Heritage Properties. "Since Heritage Properties was founded, we have been dedicated to our mission of putting people first. Our new brand and website reflect that commitment, with an enhanced user experience and spotlight on our team's history."

The group's new website will support Heritage Properties as they aim to continue their legacy of thoughtful and dedicated service within each community they create, manage, and preserve. Leveraging over 45 years of industry knowledge and local insights, the updated website communicates Heritage Properties' approach to investment, development, and management as they enter a new chapter of growth and expansion within the New England market.

Visitors to the website are invited to explore Heritage Properties' expansive portfolio, company timeline, property news, team information, and work culture. Current residents can conveniently access their Resident Portal from the main menu navigation, while prospective residents can search all availability by state and by community through a dedicated search site. Those interested in learning more about investment and development opportunities can send inquiries directly through the website, while those interested in potential careers with Heritage Properties can view current openings and company benefits.

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