



## IN THE NEWS

### FOR IMMEDIATE RELEASE

National Contacts:

Lisa Robinson

ARA National

(404) 495-7300

[lrobinson@ARAUSA.com](mailto:lrobinson@ARAUSA.com)

[www.ARAUSA.com](http://www.ARAUSA.com)

**ARA Marks 10-Year Milestone With Launch of Branding Enhancement**  
*Firm Celebrates 10 Years of Success - Growing From Seven Offices in '03 to 27 in '13*

**Atlanta, GA** (February 11, 2013) – Atlanta-headquartered ARA, the largest privately held, full-service investment advisory brokerage firm in the nation focusing exclusively on the multihousing industry, is marking the company's 10-year anniversary with its recently unveiled new website that features elements of the company's multi-faceted branding enhancement program that has been under-development for the past year.

Formed in 2003 by seven founding partner offices who developed a business model that mandated that all partner offices fully and openly share relationships, processes and knowledge but not share commissions; the model has garnered ARA not only consistently high rankings in national production volume but deep and long-term client relationships.

The newly developed tagline, *Relationships That Deliver Results*, highlights the cornerstone of ARA and its unique client-first culture.

“While our commitment to delivering results to our clients remains unchanged, we believed it was time to clearly communicate our strategy and progress to properly reflect who ARA has become,” ARA Chairman Gary Kachadurian said. “ARA has a 10-year history of providing first-in-class investment advisory services to our clients and our tagline and brand-enhancement articulate these attributes.”

The 10-year anniversary ushers in a new chapter at ARA that includes new technology initiatives that capture the passion, energy and direction of the company as it moves into the next decade of service.

“The launch of the re-branding initiative is only just the start of a number of exciting changes within ARA that will benefit both our clients and 250+associates,” said Kachadurian.

To schedule an interview with an ARA executive regarding this announcement or for more information about ARA, nationally please contact Lisa Robinson at [lrobinson@ARAUSA.com](mailto:lrobinson@ARAUSA.com), 678.553.9360.

### **About ARA**

Atlanta-headquartered ARA is the largest privately held, full-service investment advisory firm in the nation that focuses exclusively on the brokerage, financing and capital sourcing of multihousing properties including conventional, affordable, distressed assets, notes sales, seniors, student & manufactured housing and multihousing land. ARA is comprised of the country’s top investment professionals who leverage a unique and fully integrated cooperative business platform of shared information, relationships and technology driven solutions. ARA’s unified enterprise approach ensures that clients are delivered the broadest asset exposure, effective matching of buyers and sellers, and the shortest transaction timeframes in the industry. The combination of resources, unparalleled market expertise and nationwide presence in the multihousing marketplace has resulted in an annual production volume of \$9.5 billion in real estate transactions in 2012. For detailed information on ARA’s extensive multihousing investment services, visit [www.arausa.com](http://www.arausa.com).

---

---

---

---