

Starwood Capital Group's Milestone Management Rebrands to Highmark Residential

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DALLAS, April 16, 2019 /PRNewswire/ -- Milestone Management, one of the nation's largest residential property management firms, announced today the rebranding of the company to Highmark Residential in order to better reflect its commitment to delivering unmatched levels of service across all channels. The rebranding will take place in stages throughout the course of 2019, with a full transition expected across all systems in early 2020.

Taking a cue from its name, Highmark Residential will continue to build upon the company's legacy of dedication to providing the highest level of service to residents, associates and investors focusing on hitting the "high mark" with every interaction. The rebranding to Highmark Residential will be accompanied by a redesigned website, logo, graphics, communications and correspondence.

Highmark Residential will continue to be owned by an affiliate of Starwood Capital Group, a leading global private investment firm, which acquired the multi-family management platform in 2017.

"At the core of real estate management is the willingness and ability to work and cooperate with others and develop a solution that benefits both parties," said Steve Lamberti, President of Highmark Residential. "Highmark Residential's corporate rebranding is another step in the direction of reinforcing those ideals and serving as a reminder that our job is to collaborate with others to ensure that the service provided is reflective of the name, Highmark."

"As industries evolve and we continue to trend towards a service-focused economy, it is imperative that a company's branding is reflective of its ideals and values," said Mark Deason, Managing Director and Head of U.S. Asset Management at Starwood Capital Group. "For that reason, it is incredibly fitting that today, we announce the rebranding of Milestone Management to Highmark Residential to reinforce our commitment to serving our customers and providing the highest quality service in the industry."

About Highmark Residential

Highmark Residential is the property management division of Starwood Capital Group providing management services for approximately 60,000 multifamily units throughout the US. It ranks as the 19th largest multifamily manager by the trade association National Multifamily Housing Council (NMHC). It has a commitment to excellence and service at the highest levels to our residents, associates and investors. Additional information can be found at highmarkres.com.

About Starwood Capital Group

Starwood Capital Group is a private investment firm with a core focus on global real estate, energy infrastructure and oil & gas. The Firm and its affiliates maintain 12 offices in five countries around the world, and currently have approximately 4,000 employees. Since its inception in 1991, Starwood Capital Group has raised \$45 billion of equity capital, and currently has in excess of \$60 billion of assets under management. The Firm has invested in virtually every category of real estate on a global basis, opportunistically shifting asset classes, geographies and positions in the capital stack as it perceives risk/reward dynamics to be evolving. Over the past 27 years, Starwood Capital Group and its affiliates have successfully executed an investment strategy that involves building enterprises in both the private and public markets. Additional information can be found at starwoodcapital.com

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