

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Grand Living Appoints Eric Varin, MBA, as Vice President of Sales & Marketing

Industry veteran brings over 26 years of experience and a proven track record of results-driven leadership to the award-winning senior living organization.

Minneapolis, MN— Grand Living is proud to announce the appointment of **Eric Varin, MBA**, as its new **Vice President of Sales & Marketing**. A seasoned executive and thought leader in the senior living industry, Varin brings more than 26 years of sales, marketing, and operational experience—15 of those in senior living—to this vital leadership role.

Throughout his distinguished career, Varin has demonstrated an exceptional ability to drive top-line revenue growth, build high-performing teams, and create innovative sales and marketing strategies across a variety of platforms and partnerships. He joins Grand Living following his most recent role as **Senior Vice President of Sales & Marketing at The Aspenwood Company**, where he was responsible for 20 communities totaling over 3,200 units. Under his leadership, the stabilized portfolio saw occupancy growth from 83% to 90%, 35% year-over-year NOI growth, and 13% revenue growth. His strategic oversight of lease-up communities resulted in more than 150 net new move-ins within just ten months.

“We are thrilled to welcome Eric to the Grand Living leadership team,” said Nikos Westmoreland, President and Chief Operating Officer (COO) at Grand Living. “His depth of experience, commitment to excellence, and innovative mindset will be instrumental as we continue to expand our portfolio and deliver on our promise of **FIRST CLASS HAPPINESS®** for residents and families.”

Prior to Aspenwood, Varin held key leadership positions at **Sherpa, OneDay, Allegro Senior Living**, and **Benchmark Senior Living**, where he consistently delivered transformative results in occupancy, revenue growth, and team development. He has a strong background in strategic planning, CRM optimization, digital marketing, and JV/ownership relations.

Varin holds a **Master of Business Administration** from **Cornell University** and **Queen's University (Canada)** and a **Bachelor of Arts** from **Connecticut College**. A recognized speaker and contributor in the senior living space, he has presented at national conferences including Argentum, ASHA, Florida Senior Living, and the Senior Housing News Sales Summit.

"I am honored to join Grand Living at such an exciting time in the company's growth," said Varin. "Grand Living's commitment to hospitality, innovation, and enriching the lives of older adults aligns perfectly with my passion for purpose-driven leadership. I look forward to helping lead the organization into its next chapter of excellence."

For more information about Grand Living and its leadership team, please visit www.grandliving.com.

ABOUT GRAND LIVING:

Grand Living, headquartered in Minneapolis, MN, is a leading provider of exceptional senior living communities, with independent living, assisted living and memory care service. Grand Living® created THE STERLING TOUCH® signature service in concert with luxury resort brands and it defines the way all staff serves residents. With a focus on offering luxurious accommodations, comprehensive care services, and an engaging all-inclusive resort lifestyle, Grand Living creates vibrant communities where residents can thrive and enjoy FIRST CLASS HAPPINESS®. With a team of more than 1,100 dedicated people, Grand Living is committed to delivering unparalleled experiences and elevating the standards of senior living. To learn more, visit www.grandliving.com.

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