



Watercrest Senior Living Group Recruits Nationally Acclaimed Sales Leader Lindsay Granson to Vice-President of Sales

VERO BEACH, FL, August 25, 2016 – [Watercrest Senior Living Group](#) proudly welcomes talented industry leader [Lindsay Granson](#) to the role of Vice President of Sales. Granson brings over 12 years of leadership experience in senior living sales operations with unprecedented success in multiple performance indicators across every region she has served.

As Vice-President of Sales for Watercrest, Granson will drive the development of sales strategies and implementation of effective programs across the multiple brands of senior living communities developed, owned and operated by Watercrest Senior Living Group. Granson most recently demonstrated her strengths in large-scale strategic sales and marketing operations with Senior Lifestyle Corporation, initiating change and driving results for more than 40 communities representing in excess of 3,000 senior living apartments across the nation. Her impact resulted in achieving the most highly occupied region in the company in 2015 with admirable increases in top line revenue, ADC, revenue per unit and overall increases in every metric.

“Lindsay’s significant accomplishments and expertise will not only fortify the excellence of our executive leadership team, but her personal approach to team building and dedication to serving others will truly enhance our platform of servant leadership and commitment to honoring our fathers and mothers,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group. “Lindsay’s presence will undoubtedly impact each and every one of our associates, residents, families and community partners.”

An accomplished mentor and Nationally Certified Dementia Practitioner, Lindsay joins Watercrest’s vision for the future of senior living focused on developing leaders who understand the importance of caretaking company culture.

“I am thrilled to have the opportunity to instill a culture amongst our associates which elevates our standards of excellence, creating not only an idyllic home to live and work, but building a legacy which will live on for generations,” says [Granson](#), Vice-President of Sales for Watercrest Senior Living Group.

As the developer and operator of assisted living and memory care communities, Watercrest Senior Living Group principals, [Marc Vorkapich](#), CEO and [Joan Williams](#), CFO are setting new standards of quality for seniors and their families in the development of upscale senior living communities with exceptional amenities and world-class care. Located in Vero Beach, Florida, Watercrest Senior Living Group is expanding across the southeast with multiple communities in development under the Watercrest and Market Street brands.

Partnering with a diversification of stakeholders such as land owners, real estate developers, investors, financial institutions, and REITs, [Watercrest Senior Living Group](#) focuses on its core strengths, operations management of assisted living and memory care communities and the development of servant leaders.

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