



Site Selection Services

Case Study

Marriott Corporation/Brighton Gardens

Challenge

Marriott's Senior Living Division sought to expand their services into Central Indiana by developing a new Senior Living facility in the area.

Solution

From 1999 to 2000 Ross Reller assisted Marriott's Senior Living Division in evaluating central Indiana and made site recommendations for their concept: Brighton Gardens. Reller was their exclusive site finder in the State of Indiana during this two year timeframe. Marriott Corporation hosted Reller at prototypical facilities in suburbs of Chicago to insure that he was able to represent their company in central Indiana to property owners, developers and community associations. He was instrumental in identifying and procuring multiple sites in central Indiana for evaluation. Marriott Corporation procured a site through Reller in the Indianapolis suburbs that was in zoning at the time of Marriott's acquisition of the Forum Group. Due to the close proximity of a Forum community to the optioned site, the purchase agreement was withdrawn. In 2003 Marriott's Senior Living Division was acquired by Sunrise Senior Living.

