



FOR IMMEDIATE RELEASE

**J&M FAMILY MANAGEMENT NAMES MANDI GRIMES
VICE PRESIDENT OF SALES AND MARKETING**

Senior Living veteran brings multi-level tenure and drive for growth to organization

GRAPEVINE (Texas) – October 6, 2020 – J&M Family Management, LLC, a family-owned business with a passion for senior care spanning nearly two decades and the operator of Autumn Leaves®, a national leader in standalone residential memory care, announces the hiring of Mandi Grimes to the position of Vice President of Sales and Marketing.

As a nearly fifteen-year veteran of the senior living industry with a passion for helping others, Ms. Grimes brings exceptional tenure in local, regional, and national sales leadership as well as extensive traditional and digital marketing experience to J&M Family Management.



Mandi Grimes

She most recently served as Vice President of Sales and Marketing for Senior Star where she ushered in an impressive period of lead generation and census growth to the organization. Prior to her time at Senior Star, Ms. Grimes worked for Brookdale Senior Living where she rose through the ranks of local and regional leadership roles over twelve years, ultimately serving as their Divisional Director of Sales and Marketing.

In her new role, Ms. Grimes will oversee the development and management of the company's sales and marketing programs, which includes an enhanced focus on sales training and best practices, lead generation and successful conversion tactics, as well as driving multi-channel digital marketing growth. Her guidance will be instrumental in cultivating J&M's development and growth opportunities.

Ms. Grimes holds a deeply rooted conviction for putting the resident first in every facet of the business and believes much of an organization's success lies in finding the right people for the right role. "We are incredibly excited to welcome Mandi to our J&M family," said Jessica Akaah, COO and co-owner of J&M Family Management. "Her experience serving at nearly every level of senior living both in the community and in regional and executive roles give her the insight to see the bigger picture when it comes to carving a successful path to growth and the drive to make it happen. She has a genuine passion for senior living and shares in our 'Family First' philosophy which begins and ends with the compassionate care of our residents and serves as the guiding compass for our business."

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Family Owned and Operated

About J&M Family Management

Family owned and operated since 2008, J&M Family Management, LLC operates Autumn Leaves® memory care communities throughout the United States, while also owning and maintaining the brand. Additionally, J&M partners with third party owners to manage other senior living properties, including assisted living and independent living. J&M's principals are highly experienced in all aspects of real estate as well as management of senior living, apartments, and hospitality. For more information about our business and opportunities, please visit JMFM.com or call 800-452-7255.

About Autumn Leaves®

Family owned and operated memory care assisted living communities since 2000, Autumn Leaves® is dedicated to serving those living with Alzheimer's and dementia. Autumn Leaves communities are committed to providing exceptionally high-quality care and research-based programs that allow for safe, secure, and active environments for its residents. An acknowledged leader in memory care, Autumn Leaves combines clinical expertise, knowledge of dementia, and heartfelt compassion to create the best possible care environment. For more information, please visit AutumnLeaves.com or call 888-662-8886.

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