



“Through my **marketing** role, I get to help paint the picture of what a property or building could be, and seeing that come to fruition.”

Natalie has an extensive background in commercial real estate and in her marketing role. Commercial real estate for her holds so much significance. For her, seeing new businesses, developments, and buildings brought to life truly develops a sense of community and excitement.

Having grown up outside of the state, West Michigan has become special. Natalie believes there is no other community where people genuinely know and care for each other. The entrepreneurial spirit is what inspires her and she greatly enjoys seeing the active and changing landscape of the community.

In marketing, Natalie plays a role in creating a structure of what a building could look like and seeing that project brought to fruition. She is intricately involved in the creation and implementation of marketing materials that help clients experience their building or project in a new light. Through her extensive graphic design skills, Natalie customizes each project according to the client’s need. Her specific area of focus is producing marketing materials for the investment team, managing the strategy and implementation of various marketing materials for the company, execution and strategy of property signage and the company website.



NATALIE BURNS

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