



# Hunt Midwest

## PRESS RELEASE

### **Hunt Midwest and Principal Senior Living Group Open Ninth Benton House**

*Partnership more than doubles planned investment in local senior housing market*

KANSAS CITY, Mo. – May 21, 2019 – [Hunt Midwest](#), in partnership with Principal Senior Living Group, recently welcomed the first residents to Benton House of Olathe, its newest assisted living and memory care community located at 15700 W. 151st St. in Olathe, KS.

“Benton House of Olathe is situated amongst several established neighborhoods, providing area seniors needing assistance with daily activities the option to remain in the same community, close to friends and family,” said Ora Reynolds, president and CEO of Hunt Midwest. “Excellent schools, city services and a full range of housing options have made Olathe a popular choice for families to call home, but market research indicated a gap between demand and the availability of high-quality senior housing. Our team is thrilled to offer Benton House of Olathe to meet the current and ongoing needs of seniors and their families for first-class assisted living and memory care.”

This is Hunt Midwest and Principal Senior Living Group’s ninth metro area Benton House community; more than double the number locations initially planned by the partnership when it entered the Kansas City senior housing market in 2011.

Reynolds noted, “The success of Benton House senior living communities has significantly outpaced our initial projections in terms of capital investment and number of locations. Our investment of \$85M in senior housing development has subsequently resulted in the creation of more than 700 jobs to support the construction, management and operation of our Benton House locations.”

Reynolds also recognized the team at Principal Senior Living Group for their steadfast management and operation of Benton House communities over the last eight years.

“Our award-winning team takes great pride in providing compassionate, individualized care to residents and their families,” said Kyle Diekmann, chairman of Principal Senior Living Group. “Benton House offers a variety of programs and events designed to promote an engaging, active lifestyle for our residents. We’re proud to have earned the reputation of being a wonderful place for area seniors to call home.”

Benton House of Olathe incorporates a variety of indoor and outdoor amenity spaces and 55 studio and one-bedroom apartment suites arranged in a figure eight around two landscaped courtyards. Also offered is the Beacon Neighborhood, an exclusive, secured area dedicated to residents in need of additional memory care services and support.

Traditional architecture and interior design give Benton House of Olathe a classic, timeless look that complements the surrounding neighborhood. Elements include a neutral color palette and mix of stone, brick and stucco on the façade, lush landscaping, and signature white cupola atop a sweeping, covered front entry.

The single-story, 52,000-square-foot building is situated on 4.4-acres, allowing ample room on the site for future expansion of the Beacon Neighborhood with minimal impact to residents living at Benton House or nearby.



## Hunt Midwest

Hunt Midwest and Principal Senior Living Group currently own and operate a portfolio of six Benton House locations that include Benton House of Olathe, Benton House of Staley Hills, Benton House of Lenexa, Benton of Tiffany Springs, Benton House of Raymore and Benton House of Blue Springs. Previously owned locations include Benton House of Shoal Creek, Benton House of Lee's Summit and Benton House of Prairie Village.

A groundbreaking ceremony held on May 14 kicked off a 10,000-square-foot expansion at Benton House of Raymore that will add 14 memory care suites. Reynolds indicated that additional locations may be forthcoming, "Our decision on where and when to build the next Benton House is driven by consumer demand. We're continuing to monitor the market and identify areas that demonstrate a need for assisted living and memory care housing."

### About Hunt Midwest

[Hunt Midwest](#) is a dynamic real estate development company privately held by the Lamar Hunt family. Based in Kansas City with over 50 years of development, construction and management experience, Hunt Midwest's wide range of projects include industrial, commercial, mission critical, self-storage, residential, multifamily, senior living, mixed use and SubTropolis, the world's largest underground business complex. Hunt Midwest is part of the Lamar Hunt family's diverse portfolio of entities involved in real estate, sports/media, energy/resources and private equity investments. In addition to Hunt Midwest, marquee entities include the Kansas City Chiefs, Hunt Southwest, FC Dallas Soccer Club, Toyota Stadium, Chicago Bulls and United Center.

### About Principal Senior Living Group

[Principal Senior Living Group](#) was founded in 1997 with the goal of providing high-quality assisted living and memory care communities. The company's Benton House assisted living facilities serve seniors who don't want or need a nursing home, but who are weary of home upkeep, in need of a little personal assistance or simply desire to have more interaction with others. Principal Senior Living Group's hands-on management style, careful staff selection and successful track record set a superior standard. The company currently owns or operates 25 Benton House assisted living and Alzheimer's/memory care services centers.

**Benton House of Olathe Images:** [Exterior](#) | [Interior](#)

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