

Deanna Wigley Joins Lion as Vice President of Operations Support in Dallas



Dallas, October 16, 2024 – Lion Real Estate Group, LLC ("LREG"), a Dallas-headquartered real estate investment and asset management firm focused on acquiring value-add and opportunistic multifamily properties, has expanded its leadership team with the addition of Deanna Wigley as Vice President of Operations Support. Ms. Wigley brings over 30 years of multifamily operational, supportive services, and analytical experience to Lion's management team.

“Deanna’s leadership and expertise in all facets of multifamily operations will be another asset to our team as we continue to grow Lion's leading multifamily platform,” said Jeff Weller, Co-CEO of Lion. “Deanna’s role at Lion will involve providing leadership on important initiatives and special projects to increase efficiencies and improve

processes to maximize operational performance. This role is crucial in aligning multiple departments, resources, and technologies to achieve our strategic goals.”

Ms. Wigley will supervise the review and evaluation of new supplier partners to maximize Lion’s business operations, hold responsibility for ensuring the appropriate systems-related resources are in place to facilitate efficient due diligence for acquisitions and sales transactions and have oversight for Information Technology (IT). She will also serve a key role in risk management and training for regional and community managers.

Mory Barak, Co-CEO of Lion, said of the latest addition to the team, “We welcome Deanna to Lion, confident that this strategic expansion of our leadership team will further enhance operations and result in efficiencies across our growing national portfolio of nearly 30 multifamily properties in five states. We continue to be focused on maximum asset stabilization and cash flow through operational best practices that drive yield to investors.”

Most recently, Ms. Wigley held blended operational and supportive service roles as Regional Vice President at both Allied Orion Group and US Residential Group. Early in her real estate career, Ms. Wigley held leadership positions at Riverstone Residential Group, Henry S. Miller Realty Management, WaterStone Residential, and Equity Residential.

Ms. Wigley is another strategic expansion of the Lion team at the portfolio level following the addition earlier this year of Amanda Zinsmeyer, Vice President of Marketing and Education, who brought more than 30 years of multifamily and real estate industry leadership experience, as well as the addition last year of Loyal Proffitt as President of Operations, who has more than 35 years of industry experience.

About Lion Real Estate Group

Lion Real Estate Group ("LREG") is a real estate investment firm founded in 2007 by Jeff Weller and Mory Barak. The firm is headquartered in Dallas, Texas, with additional offices located in Los Angeles, CA and Nashville, TN. Since its inception, LREG has acquired more than 14,634 units nationwide and is focused on value-add multifamily. LREG is investing from its 3rd pooled vehicle and aims to acquire 15+ multifamily assets in the Sun Belt/Southeast states. Lion aims to acquire value-add and opportunistic multifamily assets at a discounted cost basis relative to market and replacement cost. For more information, visit <https://www.lionreg.com/> or contact Dasha Waller (dasha.waller@lionreg.com).