

# Lion Expands Executive Team with Addition of 30-Year Multifamily Asset Leader Amanda Zinsmeyer

By News - May 2, 2024



*"Passion fuels innovation, and in the world of real estate, it's our commitment to people that truly drives success. By prioritizing education, culture, and creative marketing strategies, we not only engage customers but also elevate our industry standards," said Mrs. Zinsmeyer.*

Lion Real Estate Group, LLC ("LREG"), a Dallas-based real estate investment and asset management firm focused on acquiring value-add and opportunistic multifamily properties, continues to expand its executive leadership team. The firm announced **Amanda Zinsmeyer** has joined the firm as Vice President of Marketing and Education, bringing more than 30 years of multifamily and real estate industry leadership experience. She will play an integral role in enhancing Lion's property management team as its portfolio continues to grow.

"Amanda has earned a reputation for creating and implementing innovative and large-scale, marketing and training programs that engage customers and advance reputation and portfolio performance," said Mory Barak, Co-CEO/Co-Founder of Lion. "We anticipate her more than three decades of marketing and education expertise will elevate Lion's on-site property management teams and enhance compliance and career development through increased utilization of technology and internal communication."

Mrs. Zinsmeyer is another valuable addition to a growing Lion team at the portfolio level following the addition of Loyal Proffitt as President of Operations last year. Mrs. Zinsmeyer will work alongside Mr. Proffitt to deepen and expand Lion's overall operational expertise at the property level, delivering marketing and education initiatives for all of its on-site associates serving 28 properties across five states.

Previously, Mrs. Zinsmeyer served at **Allied Orion Group**, where she was the Vice President of Marketing and Education and responsible for marketing initiatives and training strategy for a multifamily portfolio of more than 30,000 units. Before Allied Orion Group, her real estate career included influential positions at industry-leading firms such as US Residential, Mill Creek, and Behringer Harvard Residential.

Lion Real Estate Group is a vertically integrated real estate investment firm founded in 2007 by Jeff Weller and Mory Barak. Lion Real Estate Group focuses on the acquisition of value-add and

opportunistic workforce housing communities in the Sunbelt states. Its experienced leadership is able to create mid to high-teen returns (net) for investors through hands-on renovation, repositioning, better management, and optimum capitalization of its properties. Historically invested \$705 million of equity and owns approximately 6,000 units as of 2023. Preferred borrower status with Fannie Mae and Freddie Mac has secured continued success even during high-interest rate waves in the market.

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