



The Watermark at Brooklyn Heights senior community appoints Bertini executive director

March 24, 2020 - Front Section

Brooklyn, NY Rocco Bertini, CDAL, has joined The Watermark at Brooklyn Heights, a 275-unit senior living residence at 21 Clark St., opening this spring, as executive director. The Brooklyn Heights location is one of four in Watermark's Élan Collection lifestyle brand of properties offering personal service with amenities. The \$330 million Watermark at Brooklyn Heights is currently undergoing a renovation and conversion from a historic hotel into the borough's first luxury senior community.

The Watermark at Brooklyn Heights is owned by a partnership of the majority owner Kayne Anderson, which has invested \$130 million into the project; the operator, co-developer, and minority owner Watermark/The Freshwater Group; and the development partner, minority owner, and construction owner's representative Tishman Speyer.

"Watermark is a leader in the development of transformative senior living programs that improve residents' quality of life by supporting not only their physical and intellectual health but also their emotional and spiritual well-being. The Watermark at Brooklyn Heights will provide seniors in the New York City market with a high quality retirement living option. We are delighted to welcome Rocco Bertini, one of the most experienced senior housing operations executives in the nation, to lead our newest property," said Watermark's Chairman David Freshwater.

"The Watermark at Brooklyn Heights is reimagining the concept of retirement living for discerning and active retirees who appreciate the cultural, social, and entertainment offerings of Brooklyn and New York City. This community will provide its members with outstanding opportunities to dine, learn, engage, and enjoy life, while receiving the highest levels of care. I look forward to contributing to the success of this extraordinary project," added Bertini.

Bertini manages the day-to-day operations of the entire Watermark at Brooklyn Heights community, including financial, hiring and managing of senior personnel, development and implementation of all operational standards, strategic planning, training, programming, culinary services, healthcare services, and member engagement. He leads an executive, operations, and support team of more than 200 employees.

Prior to joining Watermark, Bertini served as Executive Director and General Manager of The Bristol

at Jericho assisted living complex and the adjacent Encore Luxury Living senior residence in Jericho, NY. Bertini's extensive experience in the senior living and hospitality industries also includes positions as Executive Director and General Manager for Atria Senior Living in Louisville, Kentucky and as Regional Director of Operations for Morrison Senior Living – The Compass Group in Charlotte, North Carolina. Bertini received a Bachelor's Degree in Business Administration from the University of Phoenix and an Associates Degree in Hotel and Restaurant Management from Sullivan Community College. He is a Certified Director of Assisted Living (CDAL), as credentialed by the Senior Living Certification Commission (SLCC).

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