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**The Finch Group Bringing True Balance to Cleveland**

**CLEVELAND, OH (May 14, 2015)** – For The Finch Group and its team at Innova, True Balance means investment in the community. That's why they are partnering with Innova Insider institutions to bring Cleveland the True Balance Program for referrals to their brand new 216,000 square foot luxury residences, where apartments are leasing quickly.

Since opening Park Lane Villa in Cleveland's University Circle in 2008, it has remained a commitment of The Finch Group to revitalize the area. "Many doubted the viability of luxury housing in University Circle based on past norms and stereotypes. We focused on University Circle supply and demand trends and extrapolated future growth based on the stickiness of its world-class institutions and cultural gems. We have since been joined by other developers who are starting to see what Wes saw nearly a decade ago," explains Executive Vice President Blake Bendett, referring to Wes Finch, founder and president of the group.

It is no secret that Cleveland, specifically Greater University Circle, is home to some of the world's finest healthcare and educational institutions. With each referral to Innova generated by the True Balance program, organizations such as, Rainbow Babies, Cleveland Municipal School District, the Ronald McDonald House, Healthy Hough and Case Western's own Student-Run Free Clinic among others will receive a generous donation to help fund their continued success.

"We focused our attention on organizations centered around healthcare and education; two cornerstones to living a long and fulfilling life," stated Wes Finch. "Not all education is created equally and healthcare can be very expensive. We will continue support the schools, clinics and other organization doing yeoman's work caring for and educating those that might not have the means to do so on their own."

Innova was designed and built with ease and comfort in mind to balance its residents from the stress of work and school. At the same time, The Finch Group

understands the role those institutions play in the success of Innova and are proud to support those institutions and organizations with their own form of true balance.

**About The Finch Group:**

The Finch Group (“TFG”) founded in Boston, Massachusetts in 1981 and relocated to Boca Raton, Florida in 1997, controls a group of associated single-purpose entities, each of which handles an aspect of the development, ownership and/or management of government assisted, affordable, market rate and/or luxury multifamily residential rental properties, hospitality properties and commercial properties.

**About Innova Living:**

Innova is a modern, amenity-rich residential community located in Cleveland's Greater University Circle neighborhood that includes convenient, onsite shopping and an exclusive 24-hour concierge service. Residents enjoy an all-inclusive community that's directly adjacent to Cleveland Clinic's main campus, and in close proximity to Case Western Reserve University, University Hospitals, the VA and Cleveland's cultural institutions.

For more information on Innova Living, please visit <http://www.innovaliving.com>

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