



RenaissancePG

Howard S. Primer

As founder and CEO and the visionary behind the Avistelé™ Lifestyle Communities brand of multifamily homes, Howard Primer provides operational leadership for this member-centric company, RenaissancePG.

Primer is an attorney with a substantial background in several facets of the real estate industry. He served as the general counsel for one of the largest privately held real estate companies in Chicago. While in that capacity, he participated in multiple aspects of the real estate business, including the syndication of the investment; the legal, operational oversight and protection of assets; and the facilitation of enhanced revenues.

Just prior to RenaissancePG, Primer served as the CEO of a large construction company that specializes in the rehabilitation of existing multi-family housing. In addition to his real estate experience, Primer has substantial understanding of the regulatory influences that affect real estate; he served as the chief executive of a large department of state government and on the staff level of the U.S. Senate.

Primer resides in Knoxville, Tenn.

The RenaissancePG logo depicts three columns which represent the Three Pillars upon which it is founded:

Authorship

The central pillar is Authorship. We acknowledge the purpose of a compassionate and loving higher divine power to see people thrive in wholesome and uplifting communities. We acquire, revitalize and manage our Lifestyle Communities in an attempt to promote the values of respect and harmony among their Members.

Stewardship

The left pillar is Stewardship. As we endeavor to walk out our purpose, we must first be good stewards of the land that we are blessed with authority over. Even more importantly, we must provide extraordinary service to the people who choose to occupy that land. Good stewardship means putting the needs of the community first, the individual Member second, and the owner third.

Discipleship

Finally, the right pillar is Discipleship. If we act sincerely, and strive to build relationships that are personal and genuine with all the people that we encounter, then we will encourage those people to act similarly with others in turn. By this powerful example, we spread our values among far more people than we could possibly encounter on our own.

These Three Pillars do not constitute a "test" for employment at RenaissancePG or membership in its Avistelé™ Lifestyle Communities. Rather, the pillars are the inspiration for the mission, which unites the company: to change the world, one community at a time, one relationship at a time.