



FOR IMMEDIATE RELEASE

Lukrom Appoints Seasoned Sales Pro Merriah Harkins as Chief Sales Officer

PHOENIX, Ariz. (Jan. 14, 2025) – Lukrom, a local real estate investment and lending firm with its premier first loss commitment, today announced the hiring of Merriah Harkins as Chief Sales Officer to lead their growing sales division.

Harkins has more than 23 years of experience in the real estate, venture equity and debt, private equity, and life insurance industries, leading the sales divisions for multiple alternative investment firms. She honed her skills at Fortune 500 companies Aetna, Vanguard and Charles Schwab. For the past eight years, she served as the Head of Retail Capital Markets and Chief Services Officer for Beneficient and their related companies, where she was responsible for the sales and national accounts teams and efforts, as well as product development.

“Merriah brings a wealth of experience to Lukrom and we are looking forward to her leading our sales organization to even greater success,” said McPherson, CEO and advisory board member of Lukrom. “Her vast knowledge of alternative investments and raising capital will be a tremendous asset to our team and clients.”

In addition to more than two decades of experience, Harkins graduated from Shippensburg University in Pennsylvania with a Bachelor of Business Administration in finance. She holds the Financial Industry Regulatory Authority (FINRA) Series 7, 24, and 63 licenses.

As chief sales officer, Harkins will be responsible for the daily management, organization, guidance and growth of the entire Lukrom sales division.

Learn more by visiting Lukrom.com.

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About Lukrom

Lukrom is a real estate investment firm headquartered in Phoenix, Ariz. that offers equity investment in multifamily value-add opportunities, as well as ground-up developments. Lukrom also offers a private credit fund that provides returns with low risk and virtually no volatility as well as lending options that offer greater flexibility than traditional lending. The Lukrom executive team and board of directors believe so strongly in their business model they invested \$5 million to provide a first loss commitment so their funds are first to cover any losses, thus protecting the funds of remaining investors. For more information, please visit Lukrom.com.

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