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FOR IMMEDIATE RELEASE

**P.B. Bell Welcomes Human Resources Director to the Team**  
*Family-Owned Multifamily Real Estate Firm Brings HR Veteran on Board*

**Scottsdale, Ariz.** (May 21, 2020) – P.B. Bell, a leader in multifamily housing development, management and acquisitions, recently hired Nicole Gernux, a 21 year HR veteran, to its growing team as its human resources director.

In her new role, Gernux is responsible for directing the full scope of human resources initiatives, including policies and procedures, benefits and payroll, talent recruitment and retention, development and training, employee relations, and company culture and growth.

“I’m very excited to dive into my new role here with P.B. Bell,” Gernux said. “I highly value the idea that hiring and retaining quality employees, along with providing opportunities for growth, creates a strong work environment which is exactly the kind of culture that P.B. Bell upholds.”

Prior to P.B. Bell, Gernux directed human resources efforts, including strategic planning, performance management, federal and state law compliance, employee relations and payroll, within the civil construction and restaurant industries. Gernux believes HR is a balance between constantly supporting both the company and the employee.

Gernux is certified as a Senior Professional in Human Resources (SPHR) and is an active member of the Society for Human Resource Management (SHRM). In her free time, Gernux enjoys spending time on the lake with family, exploring the culinary offerings throughout Scottsdale and Phoenix, and volunteering her time with HopeKids.

For more information about P.B. Bell, please visit [www.pbbell.com](http://www.pbbell.com).

**About P.B. Bell**

P.B. Bell specializes in the development, management and acquisition of multifamily housing communities in Arizona. Based in Scottsdale, P.B. Bell has provided multifamily services throughout the Phoenix metropolitan area since 1976 and remains family-owned. Committed to quality product and service, P.B. Bell’s portfolio includes Class A, B and C products and its clientele range from global investment firms to individual

owners. As a leader in the multifamily housing industry, P.B. Bell has earned multiple awards for its design, development and management services. For more information, visit [www.pbell.com](http://www.pbell.com) or call 480.951.2222.