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RKW RESIDENTIAL Expands Build-to-Rent Management Portfolio by Over 1,400 Units

Premier multifamily management firm continues substantial growth in hot market segment

Charlotte, NC - RKW Residential, one of the nation's fastest-growing multifamily management firms, added over 1,400 units to its rapidly expanding portfolio of build-to-rent (BTR) community management assignments. A pioneer in the emerging market segment, RKW consulted on its first BTR project in 2018 and now has over 5,000 BTR units under management or consulting.

The newest BTR community assignments are located in North Carolina, South Carolina, Georgia and Florida. RKW was tapped to oversee leasing and management of the communities from both new and existing clients. Developers in these Sun Belt states are moving quickly to accommodate significant demand for BTR product from renters seeking more living space and privacy than conventional apartment buildings can offer.

"We were an early adopter in the BTR space and have an established playbook for operational success at these communities," RKW CEO Marcie Williams said. "That enables us to earn repeat business from existing clients and form new relationships with BTR developers. We look forward to continuing our strategic growth in the sector."

One new client, Hopper Communities, hired RKW to manage three of its BTR communities in the Charlotte market: Crossings at Noda, Enderly Towns and Towns at Eastland. Hopper is based in Charlotte and focuses its development activity on the Carolinas and Austin, Texas.

RKW's expanded relationships with existing clients include Mandrake Capital Partners (Easthaven in Pooler, Georgia), Stellar Communities (Havens at Central Park in Port St. Lucie, Florida) and Sands Companies (Argent Cottages in Hardeeville, South Carolina). RKW manages the full portfolio of Sands, a Myrtle Beach-based BTR developer.

Fueled by this growth, RKW has been recognized during IMN's Build-to-Rent Industry Awards in the Property Management Company of the Year category each of the past two years.

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About RKW Residential

RKW is an award-winning third-party multifamily property management firm headquartered in Charlotte with regional offices in Miami, Orlando, Atlanta and Raleigh. With over 35,000 multifamily and build-to-rent units under management and consulting and a growing footprint spanning eight states, RKW is built

on the foundation of its *People First Philosophy*, which prioritizes client relationships, employee satisfaction, and top-tier customer service for its residents. RKW perennially appears on *Multi-Housing News* List of Top Multifamily Property Management Firms in the U.S. and just reached significant milestones by surging to No. 2 in J Turner Research's 2023 ORA® Power Ranking and making its first appearance in the National Multifamily Housing Council's 2023 Top 50 Managers ranking, which is based on portfolio size as of Jan. 1, 2023. RKW was also honored by *Multifamily Executive* with a 2023 MFE Award in the "Best Use of Proptech" category. To learn more, visit www.rkwresidential.com.