

October 7, 2020

Multifamily Influencers

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By **Erika Morphy** | October 07, 2020 at 09:00 AM



The year 2020 has been a long and hard slog for everyone, including the experts in the multifamily field. To be sure, apartments have weathered the pandemic relatively well, holding onto their private-market value and staying relatively flush with capital thanks in part to the GSEs. But as our story on page 28 shows, there are some weaknesses beginning to show. Navigating these forces, to say nothing of a nationwide eviction moratorium, takes skill and wisdom. In the following pages we have done our best to identify the people who best exemplify these traits. As always with our influencer series, we have made our picks not based on the number or size of deals completed, but rather on what these people, teams and companies have added to the multifamily community in the past twelve months. And this year, that is saying quite a lot.

INDIVIDUALS



MARCIE WILLIAMS **RKW RESIDENTIAL** Joining RKW Residential as president in 2015 during the firm's infancy, Marcie Williams quickly grew the company into an industry leader with a vast portfolio of assets. Leveraging her extensive experience with prominent industry firms, Williams has added more than 13,000 units to RKW's portfolio, expanded its footprint across six states and grew its executive and support teams by 25% within the past three years. Since 2017, she increased RKW's revenue from \$7.9 million to \$22.2 million in 2019, through her people-first philosophy. While leading all aspects of the firm's multifamily property management operations and new business development, Williams has implemented new training, technology, an organizational structure and a holistic branding strategy to enhance the firm's service level, improve operational performance and resident satisfaction, integrate new team members and receive national recognition.