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RKW RESIDENTIAL Names Four New Partners

Holly Casper, Joya Pavesi, John Zalkin and Frank Simone play pivotal roles in success of multifamily property management firm

Charlotte, NC and Miami, FL (Feb. 24, 2020) — Premier multifamily property manager RKW RESIDENTIAL, one of the industry’s fastest-growing companies since launching five years ago, has named four new partners. The four individuals are integral to RKW’s growth and continued success.

Holly Casper is RKW’s Senior Vice President, overseeing all property operations, execution of corporate strategy and business development. Casper joined the company during its infancy as Vice President of Operations and worked closely with RKW President Marcie Williams to create much-needed infrastructure to position the young company for aggressive growth. Casper is also President of the Greater Charlotte Apartment Association (GCAA).

Joya Pavesi is RKW’s Senior Vice President of Marketing & Strategy. A dynamic and passionate marketer, Pavesi taps into her deep knowledge of marketing and brand strategy, customer experience and loyalty, interactive marketing, social media and reputation management on a daily basis for RKW’s benefit. Her innovative marketing strategies have directly correlated with the company’s expansion since she arrived at RKW in 2016.

John Zalkin is Senior Vice President of Client Services, building key relationships and ensuring client satisfaction at the executive level. Zalkin joined RKW in 2016 and has successfully leveraged his two decades of South Florida real estate experience working closely with major multifamily developers and operators. His significant real estate industry involvement includes serving as a committee member of the National Multi Housing Council (NMHC) and Urban Land Institute (ULI).

Frank Simone is General Counsel of RKW and sister company KW Property Management & Consulting (KWPMC), a leading condominium and homeowners association management company. An experienced transactional and litigation attorney based in Miami, Simone previously served as outside counsel for RKW and KWPMC before moving in-house a year ago.

“This is an exciting moment for me personally and for the entire RKW family,” Williams said. “Our company would not be where it is today if it wasn’t for Holly, Joya, John and Frank. And all four will be instrumental in RKW’s next chapter.”

RKW reached new heights in 2019, adding more than 3,500 units throughout the Carolinas and Florida and earning several regional and national accolades. For the second consecutive year, the *Charlotte Business Journal* recognized RKW in its annual list of the largest property management companies in the area. In the 2019 list, RKW moved up five spots to No. 7.

The company appeared on the *Multi-Housing News* 2019 “Top Property Managers” list for the first time in its five-year history. RKW also received two of the publication’s Excellence Awards, which recognize the multifamily industry’s top projects, companies, transactions and individuals.

About RKW RESIDENTIAL: RKW RESIDENTIAL is an award-winning third-party multifamily property management firm headquartered in Charlotte with a regional office in Miami, Orlando, Atlanta and Raleigh. With 20,000 multifamily units under management and a growing footprint spanning six states, RKW delivers expertise in multifamily management through its technology, marketing and customer experience platforms. The firm’s principals have extensive experience in multifamily investments and property management including acquisitions/dispositions, developments, lease-ups, stabilized and value-add assets. 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. Through this, the firm delivers on its brand promise of “Expert People. Exceptional Places” to enhance property values and achieve success. RKW was formed out of the partnership of Rivergate Companies, a private real estate investment firm, and KW PROPERTY MANAGEMENT, one of the largest condo management companies in Florida representing more than 90,000 condo units. RKW was ranked #17 on the Multi-Housing News List of Top 25 Management Firms in the US in 2019 and has also received numerous regional awards. For more information, visit www.rkwresidential.com.