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RKW RESIDENTIAL Expands South Florida Portfolio with Lazul in North Miami Beach

Prolific firm takes over management and leasing of EDEN Multifamily's 349-unit community

Miami, FL (Oct. 30, 2020) — RKW Residential added another luxury apartment community to its expanding South Florida portfolio. The premier multifamily management firm is now overseeing Lazul in North Miami Beach.

Developed by EDEN Multifamily, Lazul is an 8-story, 349-unit apartment building in the heart of North Miami Beach's Town Center district. EDEN, the Miami-based joint venture formed by real estate industry veterans Jay Massirman and Jay Jacobson, completed the Class A building at 2145 Northeast 164th Street in October 2018.

Lazul includes studio, one-, two- and three-bedroom apartments, two-story townhomes, an eight-story parking garage and ground-floor commercial space. RKW has already secured 33 leases in its first five weeks overseeing the community,

"We had the opportunity to tour Lazul when it first opened and were blown away by the quality of the building, individual units and amenities," RKW President Marcie Williams said. "RKW is thrilled to have the chance to play a direct role in the successful operation of this exceptional community. Lazul fills a void for high-end apartment product catering to professionals and families in North Miami Beach and nearby cities, including Aventura."

Lazul's amenities include an inner courtyard with a heated pool, an elevated sundeck seating area with a firepit, community rooms, automated package delivery system, a state-of-the-art fitness center with a yoga/spin room and a dog walk and grooming area. Common area Wi-Fi and large community gathering spaces are a dynamic feature of the community.

EDEN also enhanced the public greenspace along the Snake Creek Canal with extensive landscaping, public seating, a walking path/bikeway and a significant public art installation.

"Lazul is a crown jewel of our portfolio of successful urban infill multifamily developments," EDEN's Jacobson said. "It is also an important catalyst for the City of North Miami Beach and its revitalized Town Center district. With a top-tier management company like RKW at the helm, Lazul is in great hands."

For more information about Lazul, visit <https://livelazul.com>.

Founded just six years ago, RKW is one of the multifamily industry's most compelling entrepreneurial success stories in recent memory. It was just recognized by *Multi-Housing News*

as the nation's second-fastest growing multifamily management company in the publication's 2020 rankings.

For the third consecutive year, the *Charlotte Business Journal* recognized RKW in its annual list of the largest property management companies in the area. In the 2020 list, RKW moved up to No. 6 and notably was the top for multifamily specifically.

RKW was also recognized as one of the industry's top management companies in J Turner Research's 2020 ORA™ Power Ranking for online reputation management and in epIQ's Top 100 Management Companies list based on renter reviews and surveys from ApartmentRatings and SatisFacts.

The company appeared on the *Multi-Housing News* 2020 "Top Property Managers" list for the second consecutive year. RKW also received two of the publication's 2019 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 appeared on the *Multi-Housing News* List of Top 25 Management Firms in the U.S. in 2019 and 2020 and has also received numerous regional and national awards. For more information, visit www.rkwresidential.com.