

Media Contact:

Eric Kalis, BoardroomPR
ekalis@boardroompr.com
954-370-8999

RKW RESIDENTIAL Expands Orlando Team with New Senior Vice President

Joe Springsteen brings nearly two decades of multifamily industry experience to premier management company

Orlando, FL (Nov. 12, 2020) — Rapidly growing multifamily management firm RKW Residential bolstered its team serving the Orlando market with the addition of new Senior Vice President Joe Springsteen. The industry veteran will oversee RKW’s portfolio and future expansion in Orlando and other key Florida markets, including Tampa.

Springsteen has nearly two decades of multifamily experience, including operations and portfolio management roles on new construction lease-ups and major renovation projects in the Orlando, Tampa, Jacksonville and South Florida markets. For RKW, he is responsible for oversight and strategy of the company’s market expansion and property operations, with a focus on asset profitability for each client.

“Joe Springsteen is a significant addition both for our existing community assignments in Central Florida and future opportunities,” RKW President Marcie Williams said. “He has a dynamic personality and vast experience that our team and clients will benefit from.”

Prior to RKW, Springsteen served as Vice President for Pinnacle, where he was responsible for 17,000 units across Florida. Before that, he was Director of Operations with Cortland. Springsteen also has a background in law as a corporate mergers and acquisitions attorney for General Mills in Minneapolis and the Sutherland firm in Atlanta.

“I am excited to have the opportunity to play a role in RKW’s expansion plan for Orlando, Tampa and other Florida markets,” Springsteen said. “These areas have been booming with new construction and population growth. With an incredible team that delivers superior customer service and unparalleled industry relationships, we are well-positioned to grow in lockstep with these markets.”

Founded just six years ago, RKW is one of the multifamily industry’s most compelling entrepreneurial success stories in recent memory.

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. The publication is also set to honor RKW in its 2020 “Fast 50” Awards for the region’s fastest-growing private companies.

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.