



Alfred Expands To North Carolina With Platform Launch In Over 2,000 Apartment Units In Charlotte
Alfred Accelerates Rollout of Alfred Operating System (AOS) To Growing Market Following Acquisition of RKW Residential

NEW YORK – April 14, 2022 - [Alfred](#), the largest and most advanced resident technology company, successfully expanded to North Carolina on the heels of its strategic acquisition of property management firm RKW Residential. In a phased rollout approach following the RKW acquisition, Alfred will be integrating its Alfred Operating System (AOS) in more than 2,000 apartment units in Charlotte, including The Beverly and The Griff, among others.

The initial rollout of AOS, which is the industry's most advanced platform, is poised to optimize the living experience for apartment residents in the rapidly growing Charlotte market. These residents – and eventually those throughout RKW's portfolio of 30,000 single-family and multifamily rentals across the Southeast U.S. – will have a single stop to support all aspects of residential living. That applies to resident management and communication, management of on-site operations and maintenance, payments, and unique community and resident wellness amenities.

“Just weeks after finalizing the acquisition of RKW, we’re revolutionizing the rental ecosystem through the infusion of our technology and RKW’s property management expertise,” says Marcela Sapone, Co-Founder and CEO of Alfred. “In a digital world, renters are now expecting a tech-enabled experience that they find everywhere else. Together with RKW, we’re powering the most seamless renting journey, where everything a resident needs is anticipated and available at the touch of a button.”

Charlotte is North Carolina’s most populous city and one of the nation’s fastest-growing metropolitan areas for job (300,000 new jobs projected by 2028, according to North Carolina’s Department of Commerce) and population growth (2.63% year-over-year and 19.6% growth over the past decade, according to the U.S. Census Bureau). These trends are creating intense demand for apartments in the city, with many residents opting for the flexibility and convenience of renting over owning.

“RKW’s home base of Charlotte is ideal for the North Carolina debut of Alfred’s revolutionary platform,” said RKW CEO, Marcie Williams. “Our residents have come to expect a seamless and efficient experience. They will love the convenience and ease of use of the Alfred platform.”

Alfred strives to positively impact the communities it operates in by partnering with - and supporting - local, women and minority owned businesses. As Alfred enters the North Carolina market, the company is expanding its current pool of trusted vendors to support the Alfred Marketplace, the suite of products and services available to residents through the resident app.

Notably, AOS has a proven track record of increasing operational efficiencies through the most robust technology solutions, while simultaneously streamlining property operations and boosting NOI for owners and operators. The AOS platform enhances the property value through bespoke community experiences and programming, on-site hospitality and concierge support, coupled with RKW’s industry leading property management.

The expansion to North Carolina signals the company’s unprecedented growth as Alfred makes renting more rewarding through the market’s first, and only, single-stop technology and management solution.

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About Alfred

Founded in 2014 by Marcela Sapone and Jessica Beck, Alfred is the largest and most advanced residential management platform. Since its inception, Alfred has focused on providing a resident-first experience. With an unparalleled knowledge of what residents want and technology that boosts income and efficiency for owners and operators, Alfred provides a single stop that elevates the rental ecosystem for all involved. Named by Fast Company as one of the Top 50 Most Innovative Companies, Alfred's AOS technology drives lower operating costs and higher returns for property owners and operators. Alfred strategically partners with international real-estate owners and operators such as Hines, Related, RXR, Greystar, Invesco, Brookfield and J.P. Morgan. With the latest acquisition of RKW Residential, Alfred's portfolio now extends to more than 300,000 residents in 52 cities across the U.S. and Canada and has planned expansions in Europe, Israel and Asia. To learn more, visit www.helloalfred.com

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