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RKW RESIDENTIAL Promotes Jennifer Ipock to Regional Vice President

Experienced multifamily professional has been valuable team member since joining premier management firm in 2017

Charlotte, NC (Nov. 1, 2022) - RKW Residential, one of the nation's fastest-growing multifamily management firms, announces the promotion of Jennifer Ipock to Regional Vice President. Based in Charlotte, Ipock has been an instrumental member of RKW's team since joining the firm in 2017. She previously served as Senior Regional Manager.

In her new role, Ipock oversees operational strategy for a portfolio of communities throughout the Carolinas and Missouri. She leverages more than 20 years of multifamily management experience, including working with institutional clients such as JP Morgan, Passco Companies, Bluerock and Armada Hoffler. Ipock is a dynamic leader with a passion for teambuilding.

Ipock also has a successful track record of lease-up and reposition management.

"Jennifer is a superstar who plays a key part in the seamless operation of our rapidly growing portfolio," RKW CEO Marcie Williams said. "She is well-suited to take on additional responsibilities and oversight as Regional Vice President. Jennifer sets a tremendous example for her colleagues at all levels of the firm."

Ipock serves on the Programs and Operations Committee for the Greater Charlotte Apartment Association and holds her CAPS (Certified Apartment Portfolio Supervisor) designation. She has served as a mentor for those who are looking to break into the multifamily industry.

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

The company just made MHN's annual "Top Property Managers" list for the fourth consecutive year, ranking No. 27 in the 2022 edition.

In March 2022, RKW entered an exciting new chapter following the firm's strategic acquisition by Alfred, the largest residential technology company in the U.S. The acquisition speeds adoption of Alfred Operating System (AOS), the most advanced residential management platform, to RKW's 35,000 single-family and multi-family rentals in fast-growing cities including Miami, Charlotte and Atlanta. Alfred already serves over 143,000 units across 44 markets in the U.S. and Canada.

About RKW Residential

RKW is an award-winning third-party multifamily property management firm headquartered in Charlotte with regional offices in Miami, Orlando, Atlanta and Raleigh. With over 35,000 single family rentals and multifamily units under management and consulting and a growing footprint spanning seven states, 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. Its March 2022 acquisition by Alfred, an innovative technology company named by *Fast Company* as one of the Top 50 Most Innovative Companies in the World, puts RKW in position to redefine the future of living by adding “Extraordinary Experiences” to its brand promise of “Expert People. Exceptional Places.” RKW appeared on the *Multi-Housing News* List of Top Multifamily Property Management Firms in the U.S. in 2019, 2020, 2021 and 2022 and has also received numerous regional and national awards. To learn more, visit www.rkwresidential.com