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**RKW RESIDENTIAL Expands into Asheville and Huntsville Markets, Adds Over 2,800 Apartments to Growing Portfolio**

*Premier multifamily management firm now has footprint in seven states*

**Charlotte, NC (Aug. 25, 2022)** - RKW Residential, one of the nation's fastest-growing multifamily management firms, expanded its portfolio with 13 new community assignments totaling more than 2,800 apartments. The assignments include RKW's first communities under management in Asheville, North Carolina and Huntsville, Alabama.

In Asheville, RKW is overseeing leasing and management of McCall Capital's Enclave Piney Mountain, a brand-new luxury community. In Madison, Alabama, which is just west of Huntsville, RKW was retained by i3 Interests to lease and manage the newly constructed Highfield Madison community.

RKW's recent expansion also includes five new assignments from existing client Bluerock Real Estate: Galleria Village, Greelyn Estates and Harrison Trace Apartments in Charlotte, Wayford at Concord in Concord, North Carolina and Glenwood at Grant Park in Atlanta.

Other new assignments include:

- LM Sandler & Sons Inc.'s The Lorrel in North Myrtle Beach, South Carolina and The NinetyNine in Raleigh, North Carolina
- Existing client Spectrum Properties' Wellen community in Charlotte
- Zach Tran-led Diamondback Investment Group's The Point at Caldwell Station in Huntersville, North Carolina
- Armada Hoffler's Chronicle Mill, a unique adaptive re-use project in which a Belmont, North Carolina textile mill is being reimaged with apartments and shops
- Cherner Development's 511 Queens in Charlotte

"Asheville and Huntsville are two markets experiencing incredible growth and development activity," RKW CEO Marcie Williams said. "It is exciting to debut in both areas with a pair of stunning new apartment communities. We are also thrilled to significantly expand our presence throughout the Carolinas."

Founded just eight years ago, RKW is one of the multifamily 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.

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### **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](http://www.rkwresidential.com)

Link to Enclave Piney Mountain and Highfield Madison images:

<https://www.dropbox.com/scl/fo/35m56tx8hiwoeujx9onbj/h?dl=0&rlkey=99mfh9o36d872ovup9afyvvyq>