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Nominations

Influencers in Multifamily

Here are our picks for multifamily influencers in 2023.

By Erika Morphy | October 09, 2023 at 03:30 PM



These are interesting times for multifamily. Once the golden child of the CRE family, it still is considered to be a long-term favorite. But the short-term is fraught with problems. A supply pipeline that is reaching a 50-year high. An interest rate regime that has made refinancing harder and cut margins. A rental growth rate that is slowing, in some cities, dramatically.

Navigating this environment for the past year has not been easy and the men and women who have made this particular sector their careers have had to muster all of their skills and knowledge to do so. In the following pages you will read about the people, teams and companies that have made their mark on multifamily in the past 12 months by not only fielding these issues but also figuring out how to thrive in what has become a difficult environment. We hope you enjoy their stories.

ORGANIZATIONS

RKW RESIDENTIAL RKW Residential's success is built on a strategy of implementing a high-touch, boutique approach to servicing both residents and ownership groups. It is one of the industry's fastest-growing multifamily management firms with more than 35,000 units under management across seven states, leveraging its technology, marketing and customer experience platforms. The firm recently joined the ranks of the NMHC's annual list of top 50 property managers, and it ranked No. 2 in the country for J Turner's ORA Power Rankings of the top management companies based on online reputation scores. Founded in 2014 and led by CEO Marcie Williams, the Charlotte-based firm was acquired in 2022 by residential technology company Alfred, setting it up to scale nationally. Last year, the firm gained six additional management assignments in Florida, North Carolina and Georgia via its relationship with Bluerock Real Estate, and it debuted in Asheville, NC with McCall Capital's Enclave Piney Mountain and in Huntsville, AL with i3 Interest's Highfield Madison apartments. In addition, the company formed several new client partnerships with leading developers and investors, such as New York-based Dermot Co. and L&L Holding Co., Miami-based Mast Capital and Charlotte-based Levine Properties. It expanded its Georgia footprint shortly after debuting in the market with two prime community assignments from Starlight U.S. Multifamily – The Mill at Westside in Atlanta and Artesia Big Creek. During COVID-19, the firm was recognized for its "15 for 15" video series for which it received an excellence in marketing award from Multi-Housing News. Williams was inducted into the 2021 class of the Apartment Association of North Carolina Hall of Fame, and she also won the Charlotte Business Journal Most Admired CEO award for the second straight year — an extremely rare accomplishment.