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RKW RESIDENTIAL Makes Significant New Hire in Florida

New Regional Vice President Laura Rodriguez brings wealth of experience to premier multifamily management firm

Miami, FL - RKW Residential, one of the nation's fastest-growing multifamily management firms, strengthened its leadership team in Florida with the arrival of new Regional Vice President of Operations Laura Rodriguez. The industry veteran comes to RKW with nearly three decades of property management experience covering all asset classes.

Rodriguez previously held important roles with numerous top-tier developers and management firms, including Housing Trust Group, Alliance Residential, ZRS Management and Equity Residential. At RKW, she is responsible for the day-to-day operational oversight of the Florida region. Rodriguez works closely with third-party owners to plan and execute strategies that drive portfolio performance, while providing leadership and cultivating a strong culture for the region.

"Laura Rodriguez is a proven leader who will produce tremendous results for our clients throughout Florida," RKW Senior Vice President – Operations Johnny De La Espriella said. "She brings vast knowledge of every multifamily product type. We are thrilled to welcome her to the RKW family."

Rodriguez earned her bachelor's degree from the University of Florida and a master's degree from Nova Southeastern University's College of Psychology. A passionate Gator, Rodriguez cut her teeth in leasing apartments during her undergraduate years.

"After having the opportunity to spend time with RKW team members, it is clear why the company is known for having 'expert people,'" Rodriguez said. "I am so excited to work closely with our amazing teams across Florida."

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

The company recently surged to No. 2 in the nation for online reputation. It also debuted in the National Multifamily Housing Council's (NMHC) 2023 Top Property Managers list of the nation's 50 largest apartment managers.

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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 multifamily and build-to-

rent units under management and consulting and a growing footprint spanning eight 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, 2022 and 2023 and has also received numerous regional and national awards. The company recently reached significant milestones by making its first appearance in the National Multifamily Housing Council’s 2023 Top 50 Managers ranking, which is based on portfolio size as of Jan. 1, 2023, and surging to No. 2 in the J Turner Research’s 2023 ORA® Power Ranking for online reputation. To learn more, visit www.rkwresidential.com.