

## **Zora University Kicks Off Leasing at Build-to-Rent Community in Charlotte's University City**

*New Zora Living offering redefines standard for luxury rental home projects*

**Charlotte, NC** - RKW Residential, one of the nation's fastest-growing multifamily management firms, officially launched leasing at Charlotte's newest build-to-rent (BTR) community, [Zora University](#) in the sought after suburb of University City. The pet friendly Zora University sets a new benchmark for luxurious amenities, services and smart home features in a community environment.

Zora University is one of the nation's newest BTR communities delivering professionally managed, cluster rental homes providing residents with the unique opportunity to enjoy all the benefits of single-family living without burdens that often come with homeownership such as expensive long-term mortgage payments, never ending maintenance costs, property insurance, homeowners association fees or property taxes.

The one and two-bedroom ranch-style homes at Zora University are intentionally designed to create spaces for gathering and socializing, with spacious open floor plans and kitchens appointed with large islands. Smart home features include keyless entry, smart thermostats and lights. Each home has its own private, walk-up entrance, doggy door and individually fenced backyard, and is connected to neighborhood amenities by a network of walking paths.

Amenities at the gated community include a 24/7 fitness center with a yoga lawn, resort-inspired swimming pool, poolside sun deck, outdoor barbecue grills, open-air courtyards and 24-hour emergency maintenance.

"Zora University truly has no counterpart in the Charlotte market," RKW CEO Marcie Williams said. "The Zora Living brand is elevating the standard for BTR communities when it comes to in-home features and amenity offerings.

Zora University is a joint development between Suncrest Real Estate based out of Phoenix Arizona and Pintar Investment Company, LLC based out of San Juan Capistrano, CA.

Founded just nine years ago, RKW is one of the industry's most compelling entrepreneurial success stories in recent memory. RKW recently achieved a significant milestone by surging to No. 2 in one of the industry's most respected resident satisfaction rankings. The firm produced the nation's second-highest online reputation score in the J Turner Research's 2023 ORA® Power Ranking.

RKW also made its first appearance in the National Multifamily Housing Council's (NMHC) 2023 Top Property Managers list, a ranking of the nation's 50 largest apartment managers. In September 2023, RKW was honored by *Multifamily Executive* with a 2023 MFE Award in the "Best Use of Proptech" category.

## About Pintar Investment Company, LLC

Pintar Investment Company, LLC and its related companies are one of the nation's foremost leaders in developing and managing residential developments. Founded in 2009, the company has invested well over \$3 billion in over 20,000 residential units across 20 different markets.

## About Zora Living

Zora Living, by Suncrest, sets the new standard for luxury rental home communities. The one-, and two-bedroom ranch-style residences offer private walk-up entrances, fenced backyards and are connected to the neighborhood's resort-inspired amenities by a network of walking paths, fostering a true sense of community. Focused on tenant needs and desires, Zora Living prioritizes community and privacy. Strategically situated with easy access to employment, services and entertainment, Zora's pet friendly, tech-integrated homes ensure seamless work and leisure experiences. This blend of comfort, convenience, and security forms an authentic sanctuary, enriched by captivating indoor-outdoor living dynamics.

Suncrest, a geographically diverse master developer, creates sustainable mixed-use and residential communities reflecting local character and values. Handling everything from acquisition to operation, Suncrest transforms real estate into social, environmental, and economic harmony. To learn more, visit [www.suncrestreal.com](http://www.suncrestreal.com).

## 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. RKW perennially appears on *Multi-Housing News* List of Top Multifamily Property Management Firms in the U.S. and just reached significant milestones by surging to No. 2 in J Turner Research's 2023 ORA® Power Ranking and 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. RKW was also honored by *Multifamily Executive* with a 2023 MFE Award in the "Best Use of PropTech" category. To learn more, visit [www.rkwresidential.com](http://www.rkwresidential.com).