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**RKW RESIDENTIAL Welcomes Kevin Owens as President – Property Management, Promotes Joya Pavesi to President – Brand & Strategic Services**

*Executive leadership duo positions premier multifamily management firm for continued growth, innovation and industry impact*

**Charlotte, NC** - RKW Residential, one of the nation's fastest-growing multifamily management firms, commenced the next chapter of its executive leadership to position the firm for even greater success in the years ahead. Joya Pavesi, RKW's longtime EVP of Marketing & Strategy, was promoted to the newly created role of President – Brand & Strategic Services.

Additionally, RKW welcomed tenured industry veteran Kevin Owens as President – Property Management. Kevin brings a wealth of experience across the Southeast U.S. and most recently was the Divisional President at RPM, where he oversaw the company's growth from 18,000 to 60,000 units.

This innovative leadership structure enables RKW to deploy expertise with precision across all facets of the company. It underscores the creativity and forward-thinking approach that has propelled RKW to the NMHC Top 50 Managers list in just a decade.

"This is an exciting time for RKW, as Joya Pavesi and Kevin Owens are exceptional leaders who perfectly complement each other," said Jess Beck, Co-Founder and Co-CEO of RKW owner Alfred. "Joya and Kevin are uniquely suited to keep RKW at the forefront of operational excellence and innovation."

Pavesi has been a cornerstone of RKW's success since nearly its inception. Her customer experience excellence and strategic leadership have earned RKW many awards over the years, including the *Multi-Housing News* Marketing Executive of the Year and Best Marketing Campaign awards; *Multifamily Executive's* Best Use of Proptech honor; and top 5 rankings in the J Turner Research Division I ORA® (Online Reputation Assessment) Power Ranking each of the last two years.

In her new role, Pavesi will expand her impact to oversee growth, revenue optimization and further bolster the firm's service offerings. She will continue to lead brand and strategy, with a deeper focus on innovation and technology.

"I am excited to work alongside Kevin to lead and ensure RKW's growth in the years ahead," Pavesi said. "Innovation and customer experience have been hallmarks of our success throughout our first decade, and I will focus on advancing our industry leadership in those areas in the years to come."

With more than two decades of experience, Owens is a respected property management executive who has successfully led operating teams in 36 U.S. states, with a particular focus on Class A and value-add communities. At RPM, Owens was responsible for all of his division's property management departments, including marketing, operations, business development, property transitions, facilities and construction management. He successfully oversaw the development and stabilization of more than 40 lease-up communities that outperformed initial occupancy and rental rate projections.

“It is so exciting to join such a dynamic and forward-thinking organization,” Owens said. “I plan to contribute to the continued success and growth that RKW is known for. My focus is making sure our operations are not just efficient, but exceptional, as we deliver the highest quality service to our clients and residents.”

Marcie Williams, one of the founding leaders of RKW who helped the company become the industry powerhouse it is today, will transition from her CEO position to a strategic advisor role.

“We have endless gratitude for Marcie Williams' contributions to RKW's ascension into a premier national multifamily management firm and are thrilled to benefit from her wisdom and experience as a strategic advisor,” Beck said.

In 2022, RKW was acquired by Alfred, an award-winning technology firm based in New York. This strategic acquisition enabled RKW to deploy a best-in-class suite of technology and customer experience solutions to increase resident satisfaction and improve operational performance.

RKW's continued expansion resulted in the firm making the NMHC 2023 and 2024 Top 50 Managers ranking, which is based on portfolio size. It also recently landed in the top 5 of a pivotal ranking for resident satisfaction and operational excellence for the second consecutive year. The firm secured the No. 5 spot in the 2024 J Turner Research Division I ORA® (Online Reputation Assessment) Power Ranking.

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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. RKW perennially appears on *Multi-Housing News* List of Top Multifamily Property Management Firms in the U.S., secured consecutive top 5 placements in J Turner Research's 2023 and 2024 ORA® Power Rankings and appeared in the National Multifamily Housing Council's 2023 and 2024 Top 50 Managers ranking, which is based on portfolio

size. 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).

### **About Alfred**

Founded in 2014 by Jessica Beck and Marcela Sapone, Alfred is the largest and most advanced residential management platform in North America. Since its inception, Alfred has focused on providing a technology powered, resident-first experience for residential properties. With an unparalleled knowledge of what residents want and technology that boosts income and efficiency for owners and operators, Alfred provides an integrated solution that elevates the rental ecosystem for all involved. Named by Fast Company as one of the Top 50 Most Innovative Companies, Alfred’s AOS technology drives lower operating costs and higher returns for property owners and operators. Alfred’s pioneering acquisitions of RKW Residential in 2022 created the first technology forward property management platform for institutional real-estate. Alfred’s full portfolio is present in 52 cities across North America. To learn more, visit [www.helloalfred.com](http://www.helloalfred.com).