



Media Notice

IMMEDIATE RELEASE

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6 Years – 6 States – Nearly 4,000 Units Under Property Management

CORE LIVING RECOGNIZED FOR PROPERTY MANAGEMENT EXCELLENCE IN BOTH MINNESOTA AND IOWA, CELEBRATES RAPID GROWTH WITH SEVERAL AWARDS

TWIN CITIES – APRIL 15, 2019 – Core Living, the once “quiet” six-state, full-service property management company under the Roers Companies umbrella, recently took home several awards from the Minnesota Real Estate Journal and Greater Iowa Apartment Association. The company was awarded the Best Marketing for both Flux and Soll in Des Moines, as well as the Best Senior Living Community in the West Metro for Havenwood Senior Living in Richfield, Minnesota. They were also named as finalists for the Best Urban Multifamily (Mezzo in Northeast Minneapolis) and the Property Management Company of the Year.

Based in the Twin Cities, Core Living offers comprehensive asset and property management services for third-party clients and its own properties developed with Roers Companies – everything from branding and leasing to property financing and investor reporting. But the core of its services is always the same: the people. Whether negotiating vendor contracts or strategizing a lease-up campaign, its work always revolves around the people who make its communities there home and the team of employees who pour their energy and passion into their communities, which is why Core Living properties are such vibrant, rewarding places to live. It’s thanks to hard work, ingenuity, and all-hands-on-deck problem solving that its communities have excelled – even in the most challenging climates.

Core Living is involved in every customer relationship touchpoint in the property management process. Its well-rounded leasing team uses innovative marketing strategies to keep demand high and turnover low. From move-in and everything after, the award-winning Core Living staff ensures that vacancy rates diminish quickly.

In just six years since its founding in 2013, Core Living boasts rapid revenue growth from \$150,000 in 2015 to more than \$3.2 million in 2018. It manages residential and commercial properties that enhance neighborhoods, cultivate community, and provide an exceptional living experience, with a portfolio of luxury, affordable, student, and senior apartments that cater to every lifestyle and stage of life.

“We’ve been pretty hush-hush about our activities, but 2018 was Core Living’s biggest year yet,” notes Brian Roers, owner of Core Living and Roers Companies. “Not only did we open four new buildings and successfully lease them up in record time – Flux, CORE, and Soll in Des Moines and Mezzo in Northeast Minneapolis – we also took over the management of seven buildings across three states – significantly growing the third-party property management side of the business. Our revenue doubled from 2017 to 2018.”

“Core Living has been very smart in product placement, backed by the best leasing/sales/operational team you could hope for,” Roers adds. “Mezzo, for example, in Northeast Minneapolis opened mid-November 2018 and in just over four months, it’s 90% occupied – even as we enter prime leasing season! This is truly a slam-dunk by any industry standard.”