

New Supply Sets Standard for First-Time Multifamily Dwellers

Community features, resort-style amenities and smart homes require multifamily owners to be innovative in both product and people, says American Landmark's Lawing in this **EXCLUSIVE**.

Lisa Brown | August 28, 2018



Lawing's experience allows her to analyze what does/doesn't drive supply and demand in different markets.

DALLAS—American Landmark has already surpassed the halfway point for its goal of closing \$1.5 billion in multifamily transactions this year. Its recent focus is on areas with low unemployment and [high population rates](#), such as Dallas-Fort Worth.

To continue that trajectory, 17-year CRE veteran Hollie Lawing recently joined the firm as executive vice president of revenue management. In this **exclusive**, GlobeSt.com caught up with Lawing to discuss her role within the firm's long-term vision.

GlobeSt.com: How have your numerous years of experience prepared you for the role you're about to step into?

Lawing: I launched my career in leasing and subsequently moved through various community roles at a rapid pace, gaining much of my early experience as a community manager for Camden Property Trust. After a brief stint as a regional portfolio director, I served as district manager for a national REIT, achieving revenue growth for multiple sites and immersing myself into portfolio management and negotiations. I would say my most recent role as a YieldStar manager best prepared me for my position with American Landmark. At YieldStar, I oversaw a team of eight advisors and created partnership reviews for national and regional clients.

GlobeSt.com: With Texas being a state that fits into the category of low unemployment and high population growth, how does your experience add to that strategy?

Lawing: I've always worked around the Dallas-Fort Worth area, so I've witnessed firsthand what it takes to accomplish particular goals in a competitive multifamily market like Texas. Thankfully, my experience has allowed me to work with clients in and out of the state, giving me new perspectives that allow me to compare and contrast what drives supply and demand in different markets and what doesn't. My new role gives me a great opportunity to use those perspectives for revenue management of the firm's portfolio including acquisitions, renovations and dispositions.

GlobeSt.com: What trend do you see having the biggest impact on today's real estate owners?

Lawing: The consistent new supply is setting the standard of new and glamorous for the first-time apartment dwellers. From new community features, resort-style amenities and smart homes, everyone is expecting the newest and greatest that now requires owners to stay innovated in both product and people. We continue to stay ahead of the competition by pushing brand loyalty, and in some markets show the freedom and risk-free living versus single-family homes.



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