

# RADCO

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For Immediate Release

## **RADCO Acquires Multifamily Property in Riverdale, GA; 615-Unit Community Rebranded as Rhythm at Riverdale**

*Purchase of former Legacy at Riverdale asset marks the latest value-add acquisition and rebranding opportunity for vertically integrated turnaround specialist*

**(Atlanta, GA – May 14, 2025)** -- RADCO, one of the nation's leading opportunistic real estate developers, announced the acquisition of Legacy at Riverdale, a 615-unit residential community in Riverdale, GA, marking the first RADCO multifamily acquisition in the current real estate cycle.



Rhythm at Riverdale consists of 57 two-story buildings across a 48-acre site and features studio, one-, two- and three-bedroom layouts ranging from 550 to 1,450 square feet. Community amenities include multiple swimming pools, tennis and pickleball courts, laundry facilities and grade-level parking.

“I am pleased to announce that RADCO has acquired the newly rebranded Rhythm at Riverdale apartment community,” said Norman Radow, CEO of RADCO. “The purchase of this well-located Atlanta market property allows us to tap into our vertically integrated, value-add strategy of repositioning underperforming multifamily assets. We look forward to unlocking its full long-term potential.”

Keanan Gomez, Executive Vice President and Co-Head of Multifamily Investments added, “RADCO is excited to add Rhythm at Riverside to our growing portfolio. This was a unique buying opportunity in an incredibly turbulent market and required a full team effort, including our various third parties, to get the transaction across the finish line. We are already underway on multiple capital projects to enhance the quality of the community and the overall resident living experience as we re-establish Rhythm at Riverdale as one of the top rental options in the Riverdale market.”

As part of this value-add acquisition, the property rebrand was overseen by Unmaker Studio, RADCO's internal full-service branding agency. Travis Block, VP of Marketing & Brand Strategy notes, “We are proud to introduce Rhythm at Riverdale, a brand crafted to reflect the everyday ease and energy of life in Riverdale, Georgia. Rooted in comfort, reliability, and convenience, the Rhythm brand was created for RADCO's value-add assets and celebrates a lifestyle designed for working-class residents who value connection and stability. With a name that speaks to routine and flow, Rhythm at Riverdale invites residents to find their rhythm in a community built to support their way of life.”

This is the first property in the RADCO portfolio to employ the Rhythm name, which is the company's new brand for value-add properties. Rhythm conveys a message of lifestyle, convenience, and comfort. It encourages residents to find their flow while living in a harmonious community.

RADCO's investment plans for the asset include a comprehensive capital improvement plan consisting of upgrades and renovations to the apartment units in addition to exterior improvements including building and mechanical repairs as well as enhancements to common areas. The well-located property is near downtown Atlanta and the Hartsfield-Jackson Atlanta International Airport and is convenient to a variety of eateries and retail options in the area clustered on both sides of Georgia State Route 85.

RADCO has a long history as a turnaround specialist, with 30+ years of experience creating and recovering value for partners, clients and investors while delivering a quality living experience for its residents. Vertically integrated in multifamily, RADCO provides strategic, tailored solutions to optimize real estate investments, with expertise spanning property management, brand strategy, marketing, asset management, construction, and capital markets, which ensure seamless turnarounds and maximized value.

Matt White and Scott Bray from Berkadia represented the seller in the transaction.

## **RADCO**

Founded in 1994 and headquartered in Atlanta, RADCO has proven success in opportunistic real estate investments across all asset classes. RADCO largely focused on multifamily

redevelopment. In 2021, RADCO broadened its investment strategy to include new development, hospitality, and industrial projects, while also expanding its multifamily property management platform to include third-party management services. RADCO has invested in about 30,000 units in fifteen markets, acquired eleven hotels. The firm completed more than 100 deals totaling \$3.3 billion. For more information, please visit <https://www.radco.us>.