

# RADCO

## RADCO Launches RADCO Property Solutions: A Bold New Platform to Rescue Struggling Multifamily Investments



**ATLANTA, GA (June 5, 2025)** – **RADCO**, a nationally recognized leader in opportunistic real estate development, has officially launched RADCO Property Solutions, a new platform purpose-built to help lenders, investors, and equity owners stabilize and recover value from underperforming multifamily assets.

With interest rates soaring, delinquencies on the rise, and insurance costs quadrupling, today's market demands experienced hands. RADCO Property Solutions steps in at critical moments—offering operational leadership, strategic oversight, and, when needed, structuring creative ways to inject fresh capital into struggling assets—to turn these troubled properties around and put them back on a path to profitability.

“RADCO built its legacy on solving the toughest real estate challenges,” said **Norman Radow, CEO of RADCO**. “Our job is to stop value destruction and claw back what others can’t—by making hard decisions and executing without hesitation. That’s what we do best.”

RADCO acts both as a principal investor and a service provider to a wide array of clients, including lenders, private equity firms, institutional investors, and court-appointed receivers. Every assignment is approached with an ownership mentality and a relentless focus on results. With over three decades of experience, RADCO brings a vertically integrated team that spans asset management, construction, property management, and capital markets.

“We’re not just consultants—we’re partners,” added **Lisa Hurd, RADCO’s Chief Investment Officer**. “Whether we’re injecting capital or running operations, we tailor solutions for each property’s unique challenges. And we move fast—because in distressed real estate, time is value.”

### **A Return to RADCO’s Roots**

The launch of RADCO Property Solutions marks a return to RADCO’s origins. During the aftermath of the 2008 financial crisis, RADCO earned its reputation as a turnaround specialist for troubled institutions, including its work on post-collapse assets for Lehman Brothers. Now, as the commercial real estate landscape faces fresh headwinds, RADCO is once again stepping in to steer distressed assets back to safety.

### **Case in Point**

Over the last 18 months, RADCO has been engaged by LP equity partners, preferred equity partners, and lenders to rescue struggling projects throughout the Southeast. Generally, these assets have been plagued by operational breakdowns including substantial accounts payable balances, vendor liens and shutoffs, systemic delinquency and accounts receivables balances, deferred maintenance issues, and down units.

RADCO Property Solutions has acted swiftly to deploy its proprietary ARLO system, overhaul operations, reduce bad debt, stabilize occupancy, address maintenance and life safety issues, and restore vendor confidence. In assets where RADCO has been engaged for more than six months, operational improvements have led to value growth of 15% or more. This allowed RADCO’s partners and clients to restructure loans, generate cash flow, and make long-term plans for their investments.

“We don’t just save properties. We reposition them for long-term success,” said Radow. “RADCO Property Solutions isn’t just a new initiative—it’s the future of how distressed real estate gets solved.”

RADCO Property Solutions is led by its seasoned multifamily investment and operations teams. Keanan Gomez and Nicoletta DeSimone, RADCO’s co-heads of multifamily investments, manage the investment and capital infusion strategies. Chris Simon, Executive Vice President of Property Management, oversees multifamily operations.

### **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>.