

RADCO

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The RADCO Companies Promotes Lisa R. Hurd to President

(Atlanta, GA – March 25, 2026) — The RADCO Companies (“RADCO”), one of the nation’s leading opportunistic real estate developers, **today announced the promotion of Lisa R. Hurd to President.** Ms. Hurd will continue to serve as Chief Investment Officer (CIO) and will also assume the role of Chief Executive Officer of RADCO Living. Norman Radow will remain Chief Executive Officer of The RADCO Companies.



This promotion reflects Ms. Hurd’s expanding leadership responsibilities and her significant contributions across RADCO’s investment, operational, and strategic platforms.

In her new role as President, Ms. Hurd will help shape RADCO’s strategic vision and drive enterprise-wide performance. She will continue to oversee all investment activity — including acquisitions, capital markets, investment management, and investor relations—in her role as CIO.

As CEO of RADCO Living, the firm’s fully integrated property, construction, and asset management platform, Ms. Hurd will lead operations supporting both RADCO-owned and third-party assets.

“RADCO has always been a special company where entrepreneurial thinking and institutional discipline come together to create opportunity,” said Ms. Hurd. “I am honored to step into this new role and to continue working alongside our exceptional team as we build on RADCO’s legacy and create long-term value for our residents, partners, investors, and team members.”

Since joining RADCO in 2012, Ms. Hurd has played a critical role in the company’s growth and institutional evolution following the Great Recession. Beginning as an analyst, she advanced through senior leadership roles spanning asset management, acquisitions, and capital markets. Over her tenure, she has evaluated thousands of investment opportunities, executed transactions, and helped reposition more than 100 multifamily assets across multiple markets.

She has also secured several billion dollars of debt and equity capital to support the continued expansion of RADCO's multifamily platform.

Under her leadership as CIO, RADCO has continued to expand its portfolio, including the recent acquisition of Gardens at Camp Creek, a 385-unit community in Atlanta, rebranded as Rhythm at Camp Creek. Today, RADCO manages more than 11,000 multifamily units, a combination of its owned and third-party properties.

"It is a thrill for me to celebrate Lisa's well-deserved promotion. Lisa's transition to President is a direct reflection of her leadership, vision, and unwavering commitment to RADCO's success," said Norman Radow, CEO of The RADCO Companies. "For more than a decade, she has been instrumental in helping transform RADCO into the institutional platform it is today. Her ability to combine investment expertise with operational leadership makes her exceptionally qualified for the coming real estate cycle. Having experienced much of RADCO's storied past, she is uniquely positioned to leverage our history and confidently lead us into a new era of greatness."

Ms. Hurd is also actively engaged in civic and philanthropic leadership. She serves on the Board of Directors and is the current Campaign Chair of Open Doors, an Atlanta-based organization dedicated to addressing homelessness. She is also Co-Chair of J-CREN, Atlanta's Jewish Commercial Real Estate Network. In addition, she serves on RADCO's Board of Directors and as Treasurer of The Radow Family Foundation. She previously served on the Board of Cool Girls, Inc. and co-founded RENEW (Real Estate Network Empowering Women), where she served as Co-President.

About RADCO

Founded in 1994 and headquartered in Atlanta, RADCO has a long track record of success in opportunistic real estate investments across asset classes, with a primary focus on multifamily acquisition and redevelopment. The firm's vertically integrated platform also provides property management services to third-party clients in addition to its owned portfolio. RADCO currently manages more than 11,000 units and has invested in over 31,000 units across 15 markets. Over the past 17 years, the firm has completed more than 100 transactions totaling approximately \$3 billion. For more information, please visit <https://www.radco.us>.