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EDEN Multifamily Rebrands as EDEN Residential, Reflecting Expanded Development Platform

Rebrand coincides with announcement of Palm Tree Residences Miami, the firm's first luxury condominium development

Miami, FL and New York, NY – October 26, 2026 - **EDEN Multifamily** today announced its rebrand to **EDEN Residential**, reflecting the company's evolution into a diversified residential development platform spanning multifamily, build-to-rent, and for-sale condominium communities.



The rebrand marks a significant milestone for the firm as it continues to expand its footprint across multiple residential asset classes throughout the Southeast and beyond.

"Over the past decade, our company has evolved well beyond traditional multifamily development," said **Marc Chasin with EDEN Residential**. "The transition from EDEN Multifamily to EDEN Residential better reflects who we are today — a fully integrated residential development company focused on identifying opportunities across all residential verticals, including multifamily, build-to-rent (BTR) and for-sale condominiums and communities. As market dynamics continue to shift, we believe our ability to operate across multiple sectors positions us for long-term growth and success."

The announcement coincides with the recent launch of Palm Tree Residences Miami, a 400+ unit luxury condominium project being developed in partnership with Sterling Equities, PMG, Lion Development Group, and Palm Tree Crew, the global entertainment, hospitality and investment company co-founded by internationally renowned music producer Kygo and entrepreneur Myles Shear. The project is the first-ever Palm Tree-branded residence.

In 2022, EDEN formed a joint venture with Sterling Equities to expand its residential development and investment platform throughout the Southeast. Palm Tree Residences Miami represents EDEN's first condominium project for the partnership and further demonstrates the partnership's strategic expansion into new residential categories. In August 2025, EDEN commenced construction on a new townhome BTR community located in the Steele Creek neighborhood of Charlotte, North Carolina, in partnership with Peakline Real Estate Funds that is currently under construction. EDEN recently delivered and owns four BTR communities

throughout Florida, totaling over 1,000 units. EDEN currently has a robust development pipeline of nearly 2,500 units spanning across multifamily, BTR, and condominium projects.

“We’ve built a strong and highly collaborative strategic partnership with EDEN over the past several years,” said **Greg Katz with Sterling Equities.** “The rebrand to EDEN Residential reflects the company’s impressive growth trajectory and the team’s ability to successfully execute across a broad range of residential product types and market cycles. We’re excited about the continued momentum of the partnership and the opportunities ahead as we continue to expand our platform together.”

The new EDEN Residential identity underscores the firm’s long-term vision to vertically integrate all its projects under one comprehensive brand while remaining flexible and opportunistic across the residential landscape as the firm continues to deliver thoughtfully designed communities that meet evolving consumer demand.

About EDEN Residential

A joint venture formed by real estate industry veterans Jay Massirman and Jay Jacobson, EDEN Residential (EDEN) brings more than 70 years of experience and a rich history of identifying and developing successful residential projects. In 2022, EDEN entered into a strategic partnership with Sterling Equities. Sterling is a New York-based real estate and media investment company that through the past 70 years has developed and invested in thousands of multifamily units, millions of square feet of commercial and industrial properties as well as sports teams and sports media. EDEN seeks out multifamily development opportunities in neighborhoods that are underserved and overlooked, specializing in boutique infill projects. For more information, visit Home | Eden Residential

About Sterling Equities

Sterling Equities is an investment firm with holdings across real estate and sports media. Founded in 1972, Sterling is guided by the values of partnership and civic responsibility. Sterling's vertically integrated national real estate business encompasses direct ownership of a diverse portfolio including multifamily, industrial, self-storage, retail and office property, in addition to development, investment, lending, asset/property management, and construction management activities. For additional information about Sterling Equities, please visit Sterling’s website at www.sterlingequities.com.

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