

# ‘It’s Game On’: What Expansion Looks Like For Rose Associates In Northeast Multifamily Market

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Emily DeNardo, *Studio B Writer*

Rose Associates, a New York-based multifamily property manager, has more than 40,000 units under management. It’s already one of the largest firms in the region, but it’s not stopping there.

The firm is rapidly expanding its presence throughout the Northeast — going from about 2,000 units outside of the city to just under 10,000 in a few years, said Lindsey Geitz, multifamily director at Rose Associates.

Geitz said Rose has noticed shifts within the northeastern multifamily market, particularly in the luxury segment. Residents now expect building management to take a hospitality-driven approach, placing an emphasis on personalized service, amenities and community engagement. Management teams are also getting creative with ideas that support owners with building returns.

“Renters can get four vanilla walls anywhere, there are lots of beautiful apartments with great amenities, but what makes the difference is customer service and engagement,” she said. “Everyone is looking for management they can depend on.”

Geitz said Rose’s approach to management is far from average. Given its size and scale in and around New York City, one may expect it to conduct business operations remotely or via satellite offices. But Rose prefers to take a more hands-on approach. The company’s expansive operations are handled from its central corporate offices in Midtown Manhattan. This enables Rose’s support teams to assist more locally and touch the properties they service.



*18 Dock in Stamford, Connecticut.*

“I have a director in Massachusetts covering a single deal for us, and that’s because we’re committed to growing in that area, and we understand that in order for us to do that, we need a presence there,” Geitz said. “A similar story can be told for the Philadelphia market. The expectation for our directors is that they are touching real estate three or four times a week, not sitting in a corporate office.”

Geitz said it’s imperative for her support teams to be on-site as frequently as possible to receive feedback from Rose’s on-site team members as well as residents. According to a 2025 research report from myQ Community, the No. 1 factor impacting resident satisfaction is the quality of their interactions with management teams. This includes friendliness of staff, expeditious maintenance response times and the ease of the move-in experience.

Not only does this hospitality-focused approach foster a greater sense of trust among all parties, but it gives Rose the ability to be preemptive in its services — predicting clients’ needs before they happen.

As a result of this proactive approach, Rose has been recognized four years in a row by Grace Hill’s Kingsley Index as a top service provider among multifamily peers with similarly sized portfolios.

“It’s a faster irritation when apartment shoppers and residents are lacking information,” Geitz said. “Nowadays, residents expect to have information at their fingertips. It’s not a luxury anymore. We are really preemptive in getting [residents] a process for everything, including living in our building.”

Rose’s management approach is demonstrated in Stamford, Connecticut, at a new 395-unit luxury multifamily community called 18 Dock. This luxury community sits at the center of the city’s South End neighborhood, minutes to dozens of restaurants, shops and transportation hubs that allow for easy access to New York City. Geitz said the building’s ownership has poured itself into the project, accounting for every detail.

Each unit at 18 Dock features high-end finishes, floor-to-ceiling windows and expansive city and/or water views. In terms of amenities, the building features a 24/7 concierge service, a terrace area with a pool, grill stations and cabanas as well as a fitness center, resident lounges and coworking spaces.

“It’s a great asset,” she said. “The ownership group, The Heyman Enterprise, has done a wonderful job. This building sits right between Harbor Point and downtown Stamford, so you can enjoy both areas very easily and feel like you are a part of both.”

What makes this community stand out the most, besides it being far from cookie-cutter in terms of design, is its programming, curated by Rose Associates.



*The Magnolia in Port Chester, New York.*

Several miles down the road in Port Chester, New York, Rose is also the property manager at The Magnolia, a 223-unit luxury community in the heart of the growing city. While the community is still under construction, it represents a new partnership for Rose with New Jersey-based Saxum Real Estate.

“Saxum is a new client for us, so we’re really excited to work with them,” Geitz said. “Port Chester is an area where we are placing a great deal of leadership attention and focus. It really plays well within our Westchester market footprint.”

Geitz said within walking distance of The Magnolia are dozens of businesses, shops, restaurants, entertainment venues and even a 100-plus-year-old bakery that’s a local staple. The Magnolia itself will feature nearly 5K SF of retail space on its ground floor.

“We’re excited about the opportunity to deliver this particular neighborhood a little bit more of a lively approach to apartment living,” she said. “There’s something for everyone within this building.”

Geitz said Rose’s local footprint and strategic growth outside of New York City make it stand out from other third-party management providers.

National third-party management groups often manage their properties from out of state. Rose’s approach, having the biggest local footprint within a 100-mile radius of New York City, challenges the notion that property management is a hands-off, disconnected service.

“If I have a deal in New Jersey, for example, our corporate support teams, including regional maintenance crews and project managers, learning and development personnel, our accounting group — literally every single department — will go out to meet the on-site teams,” she said. “That just doesn’t happen with national groups.”

Geitz said Rose is looking to expand even further into the Northeast and mid-Atlantic markets. Right now, the firm has properties stretching from Philadelphia to Boston — but it’s open to areas beyond this.

Rose has existing clients who own buildings farther south and west who have inquired about bringing its services to their regions.

“If it’s the right product for us in the right location where we feel like we can manage them well, we’re happy to take the deal,” Geitz said. “I can confidently say we are ready for that type of expansion. Places like New Hampshire or Maine, or further into the mid-Atlantic beyond Philadelphia, may not be a huge market for us right now, but if the right opportunity arises, **it’s game on.**”



*The Magnolia in Port Chester, New York.  
Courtesy of Rose Associates Inc.*