

# ASSET

PRESS KIT

ASSETLIVING.COM

# Asset by the Numbers

**40+**

Number of years we've been in the residential property management business.

**16**

Consecutive years we have been an Accredited Management Organization of IREM.

**0**

Properties we own, which means we are exclusively aligned with our clients' best interests.



**#1**

Our ranking among SHB's Top Third-Party Property Managers List of student housing managers nationwide.

**#2**

NMHC's Top 50 List of largest apartment managers nationwide.

**#1**

NAHMA's Affordable 100 List of largest apartment managers nationwide.

**455K+**

Total units under our management nationwide.

**140K+**

Total beds we manage nationwide.



# A reputation for *excellence.*

Asset Living was founded with a vision to better serve communities. Since the beginning, our undeniable passion has driven our organic growth from a small property management firm to one of the most trusted allies in real estate.

HEADQUARTERS:
Houston, TX

CEO + PRESIDENT:
Ryan McGrath

FOUNDED:
1986

EMPLOYEES:
12K+

UNITS
455K+

BEDS
140K+

## 1986

**Asset Plus Companies** is founded

## 2011

**Asset earns AMO Accreditation** and is named **#1 on SHB's Top Third-Party Property Manager List**

## 2020

**Shelton Residential, Alpha Barnes,** and **Poetic Digital** join Asset Living

## 2021

**Echelon Property Group, JMG Realty, Aspen Heights, and City Gate Property Group** join Asset Living

## 2023

Asset acquires **SMP** and **FCM** and is ranked **#3** on **NMHC's Top 50 Managers List**

## 2026

Following strategic partnerships in the **West** and **Midwest**, Asset became the **largest affordable property management company in the industry**



# Service Suite

Our capabilities continuously evolve to ensure we can partner with our clients to make the most of real estate's unlimited potential. We draw upon these services to meet the specific needs of a wide range of clients, from sophisticated institutions to smaller local market investors.

## Management & Operations

National management expertise providing hands-on operational support tailored to each community.

## Marketing

Local marketing strategies with centralized national resource teams and innovative practices.

## Learning & Performance

Dynamic and responsive team that delivers key components for employee growth and organizational success.

## Facilities Management

A cornerstone for streamlined maintenance operations and optimal facility management.

## Construction Management

Comprehensive team overseeing the redevelopment of multifamily residential properties in every region.

## New Development

Boutique new development support combining hands-on operational expertise with specialized marketing strategies.

## Accounting

High-touch financial management through portfolio and property-specific accounting, reporting, and compliance.

## Human Resources

Benefits, culture, talent acquisition, and team member growth programming and management.

## Systems

Experts in Yardi, OneSite, Entrata, and a suite of property management systems.

## Data & B.I.

Facts and trends driving outcomes at the portfolio and site level across all systems in one common location.

## Centralized Services

Centralized leasing, delinquency, and resident experience teams to drive performance and expense-efficiency.

## Due Diligence

Business software, equipment, operations, and cyber-security support.

## Recruitment

Strategic recruitment focused on attracting top talent and connecting qualified candidates with the right opportunities.

## Client Exclusive Insurance

A client-exclusive insurance program administered with nationally recognized broker Lockton.

## Underwriting

Expertise across 200+ markets and $20 billion in evaluations to identify and maximize investment opportunities.

## People & Culture

Cultivating an engaged workplace that supports employee growth, connection, and long-term success.

## Poetic

An exclusive creative partnership providing dedicated support for Asset Living's forward-facing marketing initiatives.



## Student

In 1998, we entered the industry determined to become the top student housing operator. Our thoughtful approach to student housing has positioned us as unrivaled stewards since 2010, earning us the No. 1 spot on SHB's ranking for third-party manager.



## Multifamily

We are proudly ranked No. 2 on NMHC's Top 50 List of largest apartment managers nationwide. Our team brings decades of experience and exclusive data to local markets across the nation, delivering full-spectrum management for every class of property.



## Affordable

As the No. 1 ranked apartment manager on NAHMA's A ordable 100 List, we're driven by a steadfast belief that everyone deserves a roof over their head. Our team strives to exceed a ordable living needs for clients and communities.



## Active Adult and Senior

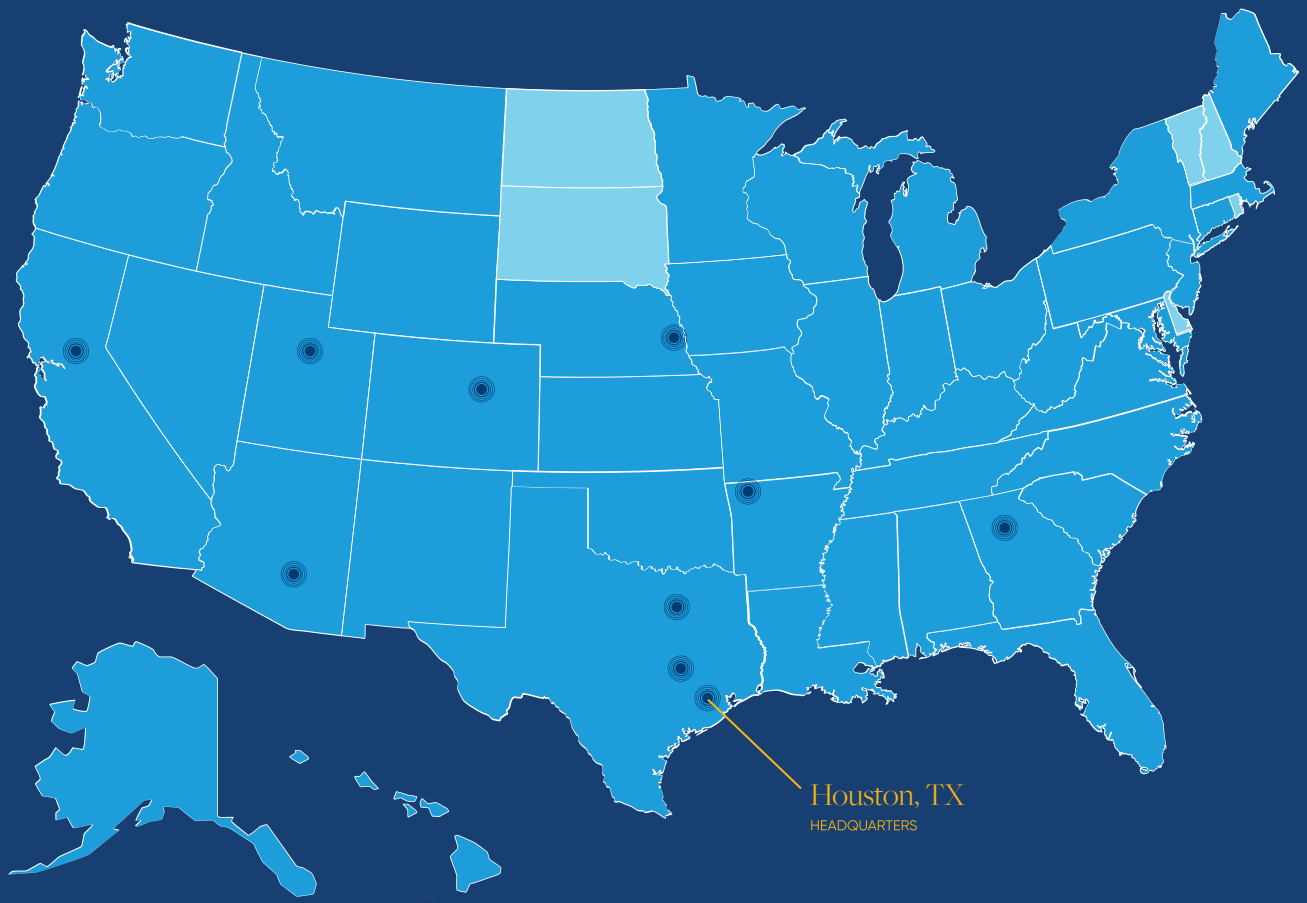
We are committed to delivering unmatched, tailored living experiences for our active adult residents who are 55+. With more than 300 active adult and senior properties under management nationwide, our experienced property management team focuses on fostering a strong sense of community while prioritizing comfort, convenience, and quality of life.



## Build-to-Rent

Building better communities starts with our personalized build-to-rent solution`s that are tailored for each client's needs. We empower your build-to-rent investment, crafting a living spacethat captures the essence of homeownership perks while o ering the financial agility of renting.

# We are honored to be a *valued partner* to customers and communities across the United States.




Leading with unrivaled passion, we're on a mission to foster community and drive positive impact that reflects our belief that everyone deserves a place to call home.

As the future of real estate unfolds, we're committed to make the most of its unlimited potential. Whether we're exploring new horizons or growing our capabilities, we are ever-evolving to turn challenges into opportunities and exceed industry expectations.

CORPORATE OFFICES: 9

STATES OPERATING IN: 40+

No matter where our work takes us, we're determined to drive a positive impact for our clients and the communities where we operate.

# The Community Impact Initiative

Asset Living's Community Impact Initiative empowers our regional Culture Committees to forge meaningful partnerships with local nonprofits that align with Asset Living's mission and values. Through this initiative, committees strategically select organizations where Asset Living can have the greatest impact, strengthening our commitment to lasting positive change and cultivating thriving neighborhoods in the communities that we serve.

Raised over $285k+ with volunteers across the nation.








## Doing *good* while doing *well.*

From families creating better lives to communities and coalitions promoting the greater good, we support all kinds of e orts to build a brighter future.

# Industry *Accolades*

## Houston *Awards*

Houston Business Journal
Top Property Management Firm
#2 in 2024

FAST 100 HBJ

Best and Brightest Companies to Work For — 2025 Winner — Houston

Leadership Top Workplaces 2025

## Property Management *Rankings*

#2 NMHC 50 Manager

#1 NAHMA Top 100 List
2025

#1 Student Housing Business Awards
Third-Party Manager since 2010

#2 MHN Multi-Housing News

## Company *Awards*

ORA Power Rankings — J Turner Research

2025 Einstein Best of Awards — Top 25 in Communication — Power Rankings — J Turner Research

2025 Einstein Best of Awards — Top 10 in Customer Service — Power Rankings — J Turner Research

Student Housing Business Innovator Awards

NAA National Apartment Association
Awarded in Houston, Dallas, San Antonio, Phoenix, Denver, Atlanta

## Workplace *Awards*

Top Workplaces USA 2026

Most Loved Workplace

Best and Brightest Companies to Work For — 2026 Winner — National

BPTW Best Places to Work

Best Places to Work in Multifamily





# Ryan McGrath

CEO + President

- Oversees all operations and leads the executive team to deliver the highest value to clients.
- As a 2nd generation leader of the company, he has grown Asset Living into the 2nd largest multi-family property management solutions provider in the country.
- Experience includes M&A and financing in investment banking at Goldman Sachs.
- Chairman of the Young Presidents' Organization's Houston Chapter; Lifetime Ambassador for Texas Children's Hospital; and a member of the Board of Visitors for MD Anderson.

## Explore how we can work together.

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*Learn more about Asset!*

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