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## **Rachel Miller Palmer Joins Robbins Electra as Executive Vice President of Operations**

*Palmer brings nearly 20 years of property management expertise to rapidly expanding multifamily team*

**TAMPA, Fla. (April 19, 2017)** – Robbins Electra, one of the fastest-growing multifamily owner-operators in the Southeastern U.S., has appointed Rachel Miller Palmer to the role of Executive Vice President of Operations. Palmer will be responsible for strategic planning and property management for Robbins Electra’s portfolio of 70 multifamily communities, which includes over 23,000 apartment units. She reports to Robbins Electra COO Kristi King.

“Rachel brings a new dynamic and vision to Robbins Electra that will promote resident satisfaction and retention across all of our properties, and drive leasing to new levels,” said Joe Lubeck, CEO and co-Manager of Robbins Electra. “Her experience with management in local markets offers new insight and vision that are ahead of the curve in property management guidance and expansion.”

Prior to joining Robbins Electra, Palmer served as Director of Operations for Invitation Homes in Tampa, FL. She was responsible for the implementation of comprehensive programs, initiatives, and strategies throughout her assigned portfolio, as well as the overall portfolio performance of marketing, pricing, and financial strategies.

Palmer has overseen over 3,000 units for B and C type properties in the state of Florida, as well as the successful completion of multimillion dollar renovations. She also brings a wealth of experience in employee administration and supervision, having managed over 100 on-site employees and establishing effective communications between team members, residents and vendors.

Palmer served as a Board of Director for the Bay Area Apartment Association Board in Tampa. She is also a licensed Sales Associate by the Florida Department of Business and Professional Regulation, as well as a Certified Apartment Portfolio Supervisor.

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**ABOUT ROBBINS ELECTRA**

Robbins Electra is a national multifamily owner-operator specializing in multifamily acquisition, repositioning and property management. It owns and operates properties in Georgia, Florida, Maryland, North Carolina, Texas and Virginia. The company is committed to delivering great service and outstanding living environments to residents; delivering attractive risk-adjusted returns to investors and partners; and providing opportunities for growth, advancement and diversity to its team members. For more information, visit [www.RobbinsElectra.com](http://www.RobbinsElectra.com).