

Influencers in Multifamily

Here are our picks for multifamily influencers in 2023.

By **Erika Morphy** | October 09, 2023 at 03:30 PM

These are interesting times for multifamily. Once the golden child of the CRE family, it still is considered to be a long-term favorite. But the short-term is fraught with problems. A supply pipeline that is reaching a 50-year high. An interest rate regime that has made refinancing harder and cut margins. A rental growth rate that is slowing, in some cities, dramatically. Navigating this environment for the past year has not been easy and the men and women who have made this particular sector their careers have had to muster all of their skills and knowledge to do so. In the following pages you will read about the people, teams and companies that have made their mark on multifamily in the past 12 months by not only fielding these issues but also figuring out how to thrive in what has become a difficult environment. We hope you enjoy their stories.



GREG WEST

For more than 25 years, Greg West has been CEO of ZOM Living during which time he has guided the company to become a leader in the multifamily space with offices in several major cities across the country. ZOM Living

has developed more than 24,000 apartment units nationwide, with a total value of nearly \$5 billion, earning more than 200 industry awards for project design and development expertise. Under West's leadership, the company has accelerated its growth in the past decade, developing more residential and mixed-use projects during this period than it had in the first 30 years. West, who joined the firm in 1997, takes a particular focus on development activities at a national level and oversees the company's 50-plus employees. His unique vision for rental living includes modern amenities from sun decks with infinity pools to state-of-the-art fitness centers

with cycling and yoga studios, workstations for remote workers, pet spas and parks, digitized resident markets, walking and biking trails, game rooms, and waterfront amenity centers featuring paddle boards and kayaks. One of the firm's latest developments, Atelier, is a testament to West's innovative approach. Located at the entrance to the Dallas Arts District, Atelier boasts 53 loft-style and 364 high-rise units with breathtaking views of Klyde Warren Park, Uptown and Downtown Dallas. The lobby, which is open to the public, showcases rotating public art installations, and Atelier works with local artists to curate art events and activities on-site, including painting classes for residents. Under West's guidance, the firm established ZOM Senior Living and has already delivered three senior living communities in Florida. West serves on the board of directors of the NMHC and the advisory board of the University of Miami's Master of Construction Management program. ■