

# RSN and Monday Properties Announce Institutional-Quality Multifamily Investment Opportunity in Greater Atlanta

ATLANTA, GA, UNITED STATES, April 25, 2025 /EINPresswire.com/ -- RSN Property Group, a trusted leader in multifamily real estate, in partnership with nationally recognized institutional firm Monday Properties, proudly announces its latest acquisition: Alessia Gardens, a 126-unit, core-plus multifamily community in the high-growth Gainesville submarket of Greater Atlanta.



With over \$900 million in acquisitions and 5,000+ units owned, RSN Property Group has built a reputation for delivering 20%+ historical IRRs through rigorous underwriting and strategic execution. The firm's disciplined investment approach evaluates over 500 opportunities annually, acquiring less than 1%. By joining forces with Monday Properties, which brings \$16 billion+ in transaction experience and institutional asset management scale, Alessia Gardens offers investors an unparalleled opportunity.

## New Opportunity: Alessia Gardens

Built in 1999, Alessia Gardens features modern infrastructure, including fire sprinklers, individual HVAC systems, and upgraded mechanicals—setting it apart from older vintage assets that typically require substantial capital expenditures. With limited deferred maintenance and a high-quality tenant base, the property will be acquired off-market at a 34% discount to recent comparable sales.

Even before closing, RSN negotiated a preemptive operational takeover, allowing its property management partner, Alexander Properties Group, to implement immediate operational improvements. The early control has already resulted in a substantial NOI increase, streamlined collections, and optimized tenant relations.

## Key Deal Highlights

- Discounted Acquisition Price: Will be purchased at—34% below market comps
- Early Management Control: Onsite takeover prior to close created early NOI gains
- Turnkey Asset: Built in 1999 with modern infrastructure and limited CapEx needs
- Immediate Cash Flow: High occupancy and stabilized rent roll support distributions from day one
- High-Growth Submarket: Gainesville benefits from affordability, top-tier schools, and access to Atlanta's job market
- Attractive Projected Returns: 18–19% Average Annual Return (AAR), with three-tier equity structure for investor flexibility

### Why Invest with RSN & Monday Properties?

This partnership represents the ideal alignment of experience, execution, and scale:

- Proven Performance: RSN has acquired 28+ assets and consistently delivered above-market returns
- Institutional Scale: Monday Properties adds operational muscle and track record of \$16B+ in real estate transactions
- Disciplined Underwriting: Less than 1% of opportunities make it through RSN's deal funnel
- Flexible, Transparent Structures: Multiple investment classes, clear fee structures, and meaningful sponsor co-investment
- Tax-Advantaged Investing: Leverage cost segregation, bonus depreciation, and 1031 exchange strategies

Alessia Gardens presents a rare opportunity to acquire a stabilized, well-maintained property at a steep discount in a growing market, supported by institutional operators with a proven ability to execute.

RSN Property Group and Monday Properties are excited to welcome investors into this outstanding opportunity—combining conservative underwriting, proactive management, and a powerful vision for long-term wealth creation.

If you're interested in learning more or securing your allocation, we invite you to [schedule a call](#) with our investor relations team today.

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