

Madison Communities Expands into Single-Family Build-For-Rent Market, Addressing Housing Supply Challenges in Sun Belt Region

Charlotte, NC, (March 15, 2024) — Madison Communities, a leading developer and subsidiary of Madison Capital Group, announces its strategic entry into the single-family Build-For-Rent (BFR) space, aligning with evolving housing trends and increasing demand for affordable, high-quality housing solutions.

As the housing market grapples with limited supply, rising prices, and shifting consumer preferences, Madison Communities recognized the need to provide attractive housing options that cater to the needs of individuals and families. The decision to venture into BFR communities underscores the company's commitment to innovation and addressing the pressing housing challenges faced by communities across the Southeast.

“Since inception, we have focused on the conventional multifamily rental sector; Madison Communities has identified a growing opportunity to bring its design-focused approach to this next phase of residential building,” said CEO Ryan Hanks. “Most of what we plan to build or acquire will be attached townhomes and cottage-style homes in growing Sunbelt markets. By having vertical integration with our in-house General Contractor, BenCo Construction, we feel we can deliver a quality product on an attractive basis. As we have done with our conventional multifamily business, we have created our BFR prototype, which we will use across our development projects.”

BFR communities, characterized by professionally managed single-family rentals within a cohesive development, have emerged as an asset class in response to the housing market dynamics since 2008. Madison Communities aims to capitalize on this trend by leveraging its development expertise and proven track record of delivering exceptional residential spaces.

With approximately 900 homes in its development pipeline across thriving markets such as Charlotte, Charleston, Hilton Head, and Florida's Space Coast, the firm is poised to significantly impact the BTR landscape. It is actively pursuing acquisitions of BFR communities, focusing on properties ranging from 30 to 150 townhomes or single-family homes in key Southeast markets, including Tennessee, the Carolinas, and Florida. “Having acquired thousands of apartment units coming out of the Great Recession, our team is well versed in what it takes to acquire assets in a market like we are in today,” said Hanks.

Madison Communities' expansion into the BTR market is facilitated by its subsidiary company, Madison 1031 Exchange. Madison 1031 Exchange enables efficient acquisition capitalization and fosters sustainable growth. Each development will be managed by the company's in-house General Contractor, BenCo Construction, ensuring the highest standards of quality and craftsmanship.

[About Madison Communities](#)

Madison Communities is an affiliated company of Madison Capital Group, a vertically integrated real estate development and investment firm focused on building high-quality, suburban, garden-style apartment communities throughout the Southeast. For more information, visit livemadisoncommunities.com.

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