



FOR IMMEDIATE RELEASE

WELLER RESIDENTIAL APPOINTS LORI KRULL AS PRESIDENT OF MANAGEMENT DIVISION

*Proven Leader Takes Helm of Recently Formed Weller Management to Grow Third-Party
Management Footprint*

ST. PETERSBURG, FL – March 24, 2014 – [Weller Residential](#), a multifamily real estate investment and property management company, today announced the appointment of Lori Krull as president of the newly formed company division, Weller Management. Lori brings an extensive track record of proven results, strong client relationships and professionalism to the role, and is poised to grow Weller's third-party management footprint while fostering improved systems and high ethical standards for the company.

"We are pleased to have an individual with Lori's reputation, experience, ethics and track record of success, as part of Weller," said George Quay, managing partner of Weller Residential. "With the addition of Lori, we are able to more fully pursue third-party management opportunities while continuing to improve our organization."

In her new role, Lori will oversee all aspects of operations, including new business, client relations, financial analysis, annual operating budgets, marketing plans and corporate policy.

Lori is well positioned for her new responsibilities with 24 years of experience in property management. Prior to joining Weller, she served as the president of WestWind Property Management, a private firm owning and managing 4,800 units across six states. Previously, Lori also served as the director of operations with Greystar, responsible for third-party operations for 8,000 units throughout the Tampa Bay area. Lori's experience and strong client base have included local entrepreneurs, partnerships and institutional clients such as Invesco, Prudential and TIAA Cref.

"I am honored to be charged with the responsibility of driving Weller Management forward," said Lori Krull, president of Weller Management. "The vision for this company is well within reach, and I look forward to utilizing my expertise and dedication to deliver hard results to our stakeholders and clients."

Lori is also highly involved within her industry and communities, maintaining an active role in several committees for the local, state and national apartment associations. She is a graduate of both the NAA LYCEUM and NAAEI Instructor programs and currently serves as FAA and NAA Delegate. Lori currently resides in St. Petersburg, Florida.

About Weller Residential

Weller Residential is a multifamily real estate investment and property management company



based in St. Petersburg, Florida. Led by George Quay and Joe Emerson, who have extensive track records in multifamily real estate, Weller takes a national perspective combined with deep local expertise to maximize investor returns, resident satisfaction and team member experiences—all while positively impacting and improving the communities in which it operates. Weller executes its mission through its integrated operating platform comprised of property management, investment, asset management, construction and corporate housing.

Since its launch in 2012, Weller has acquired seven properties and manages more than 1,500 units. For more information, visit www.wellerres.com.

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