



## **LV Collective Launches Fully Integrated Property Management Platform, Marking Next Phase of Scaled Growth**

**LV Collective evolves from developer to full-scale operating ecosystem, aligning experience,  
performance and long-term value creation**

**AUSTIN, Texas — Feb. 24, 2026** — [LV Collective](#), recognized for creating experience-driven communities, today announced the launch of its fully integrated property management platform, formally bringing operations in-house as part of the company's next phase of growth.

The move marks a strategic evolution for LV Collective, which built its reputation developing highly branded, experience-driven student housing communities. This new phase includes a broader reimagining of how communities should function in an era where the boundaries between living, studying, working, and socializing have largely disappeared. By bringing property management in-house, LV Collective is consolidating hospitality, design, creativity, automation, and operational excellence into a single platform, one built to support both the resident and guest experience, and long-term performance at scale.

Since its founding, LV Collective has approached everything it does through an experience-first lens, blending thoughtful design, brand-forward marketing, and community-driven programming. As the company expanded its capabilities and owned portfolio, the need for a unified operating model became increasingly clear, one capable of translating vision directly into daily resident experience.

“We’re designing the systems that shape how people live,” said Jonathan Reyes, president of LV Collective. “Our residents today don’t experience life in silos. Their home is where they study, work, recharge, socialize, and take care of both their physical and mental health. Bringing property management in-house allows us to intentionally design an ecosystem where those experiences are connected, friction is removed, and wellness - mental, physical, and social, is embedded into everyday living rather than treated as an amenity.”

For several years, LV Collective operated under a private-label structure with Cardinal Group Management, during which Cardinal oversaw operations, accounting, and back-office functions while LV Collective led leasing and marketing. The partnership provided critical operational insight and scale, enabling LV Collective to refine its long-term vision for a fully integrated platform.

“Our private-label platform is designed to give owners the flexibility and support to operate in ways that best align with their long-term vision,” said Alex O’Brien, CEO of Cardinal Group. “LV Collective has been a thoughtful, forward-thinking partner, and we’re proud to have supported their evolution. We’re excited to see them take this next step and continue pushing the boundaries of what student housing can be.”

LV Collective has already begun transitioning assets onto its in-house management platform, supported by strategic hires across operations, accounting, engineering, and on-site leadership. The phased approach ensures continuity of service while enabling deeper integration of technology, data, and hospitality-driven service models, creating more responsive environments that support both performance and resident well-being.

“This is a defining moment in our growth as a company,” said Louie Colella, SVP of property management at LV Collective. “By vertically integrating property management, we’re building an ecosystem where strategy and execution are fully aligned—from ownership to on-site operations. This allows us to move faster, operate smarter, and extend our focus beyond the physical product into the everyday experiences of our residents. It’s about creating a platform that supports innovation, accountability, and consistency as we grow.”

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#### **About LV Collective**

LV Collective is a national real estate investment firm focused on acquiring, developing, and managing high-quality real estate in superior locations. Since its founding in 2012, LV Collective has expanded the business to include student housing and multifamily assets in excess of \$6 billion. For more information, visit [lvcollective.com](https://lvcollective.com). For renderings, images and additional media assets, visit [our gallery](#).