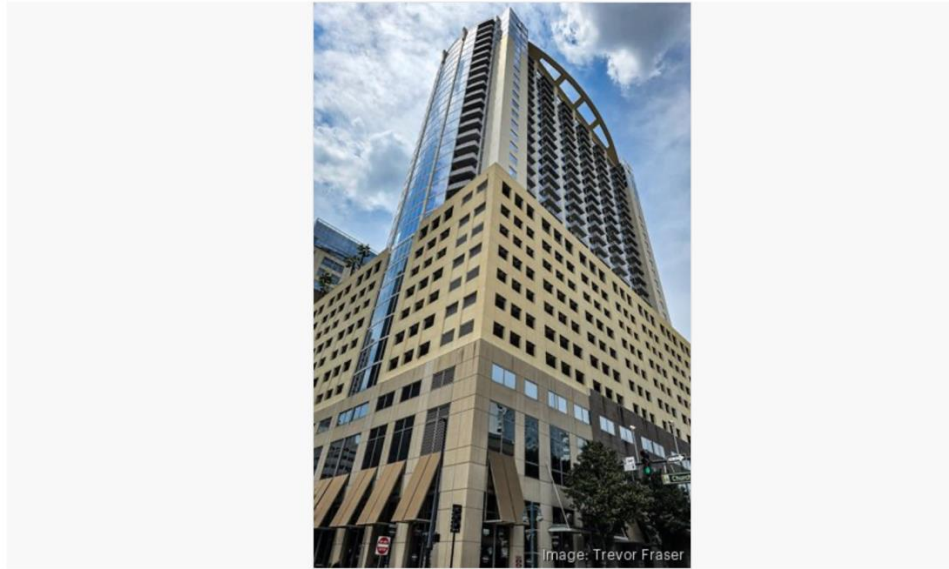


# ORLANDO BUSINESS JOURNAL



KW Property Management & Consulting added 2,000 units to their portfolio in Central Florida, including the Solaire at the Plaza tower in downtown Orlando.

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By **Trevor Fraser** – Staff Writer, Orlando Business Journal  
Aug 9, 2024

KW Property Management & Consulting has added three new properties to its management portfolio in Central Florida totaling more than 1,600 units.

The Miami-based firm has been contracted to oversee two condominium towers in downtown Orlando — Solaire at the Plaza at 155 S. Court Ave. and Star Tower Condos at 260 S. Osceola Ave.

Built in 2007, the 30-story Solaire features 306 units and first-floor retail including The Corner Pizza Bar, among others. Star Tower was also completed in 2007 and includes 100 units across 10 stories.

KWPMC will oversee all maintenance operations for the towers, as well as maintain governing documents and provide training for association boards. "So that they know how to operate these properties, not just for today, but with long-range planning for the future," said KWPMC senior vice president Zuly Maribona.



Zuly Maribona, senior VP, KW Property Management & Consulting  
KW PROPERTY MANAGEMENT & CONSULTING

Both of the buildings are younger than the minimum age to require a legacy inspection under Florida's new condo rules, but Maribona said her company is performing audits to make sure both towers have adequate reserves for future repairs. "So that residents don't see a major increase [in fees] five years down the line because of deferred maintenance," she said.

"If you look at them from day-to-day operations, they're complex, they require expertise and financially sound management," Maribona said.

KWPMC will not manage the retail space in Solaire.

The South Florida company also took over management of Trilogy, a 1,200-home 55+ community in Groveland.

The gated community includes a 57,000-square-foot clubhouse with a pool, fitness center, art studio and full-service restaurant, bar and sports lounge.

In addition to overseeing property maintenance and working with the HOA, KWPMC is customizing the menus and handling food and beverage service. The company employs more than 30 service and lifestyle employees, such as gym instructors, on site.

"We avoid the finger-pointing between different parties handling different services," Maribona said.

Representatives for the associations at all three properties were not immediately available for comment. KWPMC did not disclose the terms of their management contracts.

Founded in 2004, KWPMC has built its business largely on coastal towers and communities, managing more than 90,000 units and 300 community associations in the state. Maribona said that KWPMC is interested in expanding more into the Orlando metro.

"Our resources are best spent in complex properties where we can apply our expertise," Maribona said. "We've learned ... how to operate these properties like a business, but also treat it like their home."