



Ehrlich named president of Rose Associates, Inc.

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Marc Ehrlich

New York, NY Rose Associates, Inc. (Rose), the New York-based multifamily real estate manager and developer, has announced that Marc Ehrlich has been promoted to the position of president. Ehrlich has acted as Rose's chief investment officer since 2018. Amy Rose will continue to oversee the firm's activities as its chief executive officer. Ehrlich's appointment marks the first time someone outside of the Rose family has acted as president of the organization in its 99-year history.

“Marc is an exceptional talent and a proven leader, and I am absolutely thrilled that he is now President of our organization,” said Amy Rose, CEO of Rose Associates. “These are very exciting times at Rose with our continued expansion in New York City and the tri-state area. As we prepare to embark on a second century in business, Marc is uniquely suited to keep Rose on a path of positive growth while he also develops new, forward-looking strategies.”

Rose Associates Executive Team (from left)
J. Brian Peters, Amy Rose, Marc Ehrlich
and Scott Marino.

Ehrlich, 55, joined Rose in 2013 and was named the company’s chief financial officer in 2014. He advanced to the role of chief investment officer in 2018. An expert in real estate investment, development, asset management and tax structure, Ehrlich has been instrumental in growing the firm’s development and advisory platforms. In the past year, Rose has delivered five multifamily properties with over 1,200 units of housing. The firm’s advisory platform is also experiencing great momentum, onboarding numerous new consulting and asset management assignments in New York City, New Jersey, Westchester County and Connecticut. While at Rose, Ehrlich has facilitated financing for numerous development projects, recent examples include 301 East 94th St. in Manhattan, 8 Court Sq. in Long Island City, 57 Alexander St. in Yonkers and 440 Hamilton in White Plains. He has also managed countless refinancings within the firm’s existing portfolio.

“To be named president of Rose Associates is at once humbling and incredibly exciting. I have such deep respect for my colleagues and our firm’s history, and I look forward to working closely with Amy to help Rose reach new heights,” said Ehrlich. “While Rose operates at a very high, institutional level, the company has always stayed true to its founding values. I look forward to leading Rose with the integrity, honesty and civic-mindedness that has defined this organization since its inception.”

Rose Associates is one of the New York area’s most active developers and a leader in property management with 30,000 units of multifamily housing in its portfolio. In addition to Rose and Ehrlich, the firm’s executive leadership team includes J. Brian Peters, chief operating officer, and Scott Marino, executive director of multifamily.

Ehrlich teaches at Baruch College, where he is an adjunct professor at the Newman Real Estate Institute within the Zicklin School of Business and an Advisory Board Member of the Institute. He is also a member of the Real Estate Board of New York’s Economic Development Committee, a member of the Advisory Board of the Urban Land Institute in New York, and active with the Lincoln Center Real Estate and Construction Council.

Established in 1925, Rose Associates is a premier real estate firm specializing in multifamily rental properties in New York City and the tri-state area. Focused on the development, acquisition and management of the highest quality assets, the firm manages 30,000 apartments. Rose’s management platform incorporates state-of-the-art services to maximize revenue and enhance

asset value, ensuring that Rose properties consistently outperform the market. Under the leadership of CEO Amy Rose, the firm is a certified Women's Business Enterprise that is currently pursuing a diverse and aggressive growth strategy.

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