



## **Freestone Property Group promotes Wei and Wu to senior managers**

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Keqi Wei

Kate Wu

Manhattan, NY Freestone Property Group, a full-service property management company headquartered in New York City, made two appointments to key firmwide roles and the creation of two new functions to enhance business operations and financial reporting. Keqi Wei and Kate Wu have been elevated to senior managers. These promotions underscore the increasing breadth of Freestone's management capabilities and strengthen the leadership team as the company enters a new phase of growth.

Wei will lead the firm's operations team. In this new role, she will leverage technology and team members across the globe to drive growth and scale operations. During the last two years, Wei's contributions have resulted in significant and quantifiable process improvements across hundreds of buildings in the Freestone portfolio, resulting in enhancements to both resident satisfaction scores and investor value.

"The promotions of these incredibly talented individuals will allow Freestone to continue providing a best-in-class residential experience and enable the company to seamlessly integrate new assets onto our platform as we scale the business," said Fred LeCao, co-founder of Freestone Property Group.

"We are delighted to elevate Keqi and Kate to these new roles and look forward to their continued impact on our business as Senior Managers," said Prashanth Rayapudi, president of Freestone Property Group.

Wei said “I am excited to take on this new position and lead the Operations team. The platform is well-positioned to leverage our scale, innovative technology and vast intellectual capital across Freestone’s portfolio to deliver strong performance for residents, investors and owners.”

Wu will be responsible for overseeing property accounting and the financial reporting process for Freestone. Previously, Wu was an accounting manager overseeing a portfolio of transitional assets. She instituted processes and training for the global accounting team resulting in timely and accurate reporting.

Wu said, “I am very excited to lead our diverse, talented, and purpose-driven team. As our business expands, we continue to look for ways to best serve residents, property owners and capital partners.”

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