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Multifamily CX Strategist Laurel Zacher Joins Housing Connector Board to Help Scale Tech-Enabled Housing Access Nationwide

Henderson, NV – March 31, 2025 – Laurel Zacher, a nationally recognized leader in multifamily marketing and customer experience strategy, has been appointed to the Board of Directors for **Housing Connector**, a Seattle-based nonprofit leveraging technology and cross-sector partnerships to reduce homelessness by connecting property owners with individuals in need of stable housing. Her appointment signals the organization’s commitment to scaling its proven model and expanding its national footprint.

With more than 30 years of experience leading strategic marketing and CX initiatives across portfolios totaling \$16 billion in assets, Zacher brings deep industry insight and a strong innovation mindset to Housing Connector’s board at a time of expansion and growing national relevance.

“As someone who has spent my career working at the intersection of housing, marketing, and customer experience, I’m honored to join the Housing Connector board,” said Zacher. “I look forward to contributing to a mission that aligns deeply with my personal and professional values—creating pathways to stable, high-quality housing for all.”

Zacher is the founder and principal of **LZ Strategic**, a consulting firm that advises multifamily operators and PropTech companies on go-to-market execution, brand strategy, and customer experience design. Her appointment underscores Housing Connector’s commitment to system-level solutions that scale across markets while keeping resident needs at the center.

“We are thrilled to have Laurel join the Housing Connector team! Her deep experience and understanding of the housing industry and track record of delivering solutions for some of the largest property management companies in the country will be key in helping Housing Connector scale our impact nationally,” said **Shkëlqim Kelmendi**, Founder and CEO of Housing Connector.

About Housing Connector

Housing Connector is a nonprofit organization that helps private property owners and landlords easily and successfully rent to people experiencing homelessness. Housing Connector takes a business-to-business approach based on the belief that leveraging existing housing in the private market can meaningfully reduce homelessness. Its partnerships offer a cost-effective model for housing, costing roughly \$3,900 to place and support a household in a property for two years.



About LZ Strategic

LZ Strategic is a consulting firm specializing in marketing, customer experience, and go-to-market strategy for multifamily operators and PropTech companies. Founded by Laurel Zacher, the firm provides fractional CMO and CXO services, strategic planning, and advisory support for brands navigating growth, innovation, and industry transformation. Learn more at www.lzstrategic.com.

Media Contact:

Laurel Zacher

laurel@lzstrategic.com