



# Grady Management, Inc.

## Kristy Serra

DIRECTOR • MARKETING

Kristy Serra brings over 24 years of experience in multifamily and hospitality management to Grady Management as the Director of Marketing. Specializing in data-driven marketing, lease-ups, and stabilized acquisitions, she has worked with a variety of community types, including student housing, affordable, senior, and market-rate communities. Kristy is an accomplished trainer with expertise in strategic marketing strategies, branding, and leasing techniques. An active member of the Maryland Multi-Housing Association (MMHA), she received her CALP in 2014, and TCS certification in 2020.



### CONTACT:

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*Exceptional People.*  
**Exceptional Communities.**

