SOUTHERN EDGE CAPITAL

Introduction to Southern Edge Capital and Its Founders

How four decades of hands-on operating experience shaped a disciplined, execution-driven investment firm in one of the Southeast's most compelling multifamily markets

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Southern Edge Capital is a Jacksonville-based multifamily investment firm built on a straightforward premise: disciplined operators who buy right, execute well, and protect capital create durable value in any market cycle. We acquire underperforming assets across Northeast Florida, reposition them through direct operational control, and generate returns driven by NOI growth.

What distinguishes us is not the investment thesis. It is the people behind it, and the decades of unglamorous, real operating experience we bring to every acquisition.

The Foundation

CEO and Co-Founder, Tony Raimondo, bought his first building in the South Bronx at 19 years old with borrowed money. He operated as a landlord in genuinely difficult conditions for decades, navigating NYC courts and building departments, managing properties in neighborhoods where most operators would never set foot, collecting rent door-to-door in buildings that tested his conviction every day. He kept going.

That experience hardwired something that cannot be modeled in a spreadsheet: a ground-level understanding of what it actually takes to stabilize an asset, retain residents, and generate returns when conditions are difficult. It also shaped how Tony thinks about trust, transparency, and operating with integrity. Those values are not decorative at Southern Edge Capital. They are the mechanism by which every deal and every LP relationship functions.

One early property captures it well. Among the buildings Tony operated in the South Bronx was 2403 Hoffman Street, built in 1915. Managing a century-old walk-up is about as real-world an education as exists in this business. Aging infrastructure, complex tenant dynamics, and the full weight of New York City's regulatory environment, all at once. There is no theoretical framework for that. You either figure it out or you don't.

That operational DNA is baked into Southern Edge Capital's self-management thesis today. When we say we manage our properties to make money as owners rather than as property managers, that is not a pitch line. It is lived experience, earned on properties like Hoffman Street, decades before it became a positioning statement.

2403 Hoffman Street, Bronx, NY

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Tony with Princess and Wolfie - Hoffman Street

Those years in the Bronx also produced something else. In 2000, Tony founded A Cause for Paws, Inc., a nonprofit that has rescued and rehomed more than 1,000 dogs and cats from the streets of the neighborhoods where he operated. He ran adoption events on Manhattan street corners every weekend for years. The work reflected the same set of values that has defined how Tony operates in every other context: show up, do the work, and treat people (and animals) the way you want to be treated. That is not a footnote to this firm's story. It is part of it.

Tony's wife and Co-Founder, Crista Raimondo, serves as a Managing Principal for Southern Edge Capital. She built her expertise on a different front. Crista began her career in FF&E procurement, spending over a decade working on major projects across hotels, restaurants, bars, country clubs, luxury amenity spaces, and high-rise apartment buildings. Through managing complex multi-million-dollar deliverables across New York, D.C., Florida, California, and beyond, Crista eventually made partner at the firm. Tracking hundreds of line items and delivering on budget and on schedule for clients with zero tolerance for surprises requires a rare level of discipline, and it is exactly how she runs asset management for Southern Edge Capital today.

Together, Tony and Crista are proven leaders with the instincts of seasoned operators and the organizational precision to execute a defined plan.

From The Bronx to Jacksonville

In the summer of 2016, Tony sold his Bronx portfolio and spent the next several months conducting meticulous research on Southeast markets, scrutinizing data on population growth, job growth, and income trends, touring markets across Alabama, Tennessee, the Carolinas, Georgia, and Florida. When he got to Jacksonville, the data and the ground-level read aligned. He saw the infrastructure and trajectory before most institutional capital did.

The first Jacksonville acquisitions came quickly. In late 2016 and 2017, Tony and Crista acquired The Landings at Southpoint (108 units) and The Landings at Parkview (68 units), both underperforming assets with the operational upside they knew how to unlock. Both were repositioned, stabilized, and exited in mid-2022. The Landings at Southpoint delivered a 46.5% IRR and a 7.9x equity multiple over five years. The Landings at Parkview delivered a 78.5% IRR and an 11.2x equity multiple over four years.

The Landings at Parkview | 68 units acquired off-market in 2017 and sold in 2022.

Knowing when to exit is as important as knowing when to buy. After both dispositions, Tony and Crista made a deliberate decision to slow acquisitions. The pricing environment that followed no longer supported their underwriting thresholds, so they waited. When an off-market opportunity surfaced that did meet the bar (Lofts at Baymeadows, 103 units in Jacksonville), they moved on it in late 2022. Everything else, they passed on. They have been through enough cycles to know the difference between patience and hesitation. This was calculated patience.

In 2023, Tony and Crista made the move to Jacksonville permanently. They are now fully reactivated and moving back into an active acquisition phase. Northeast Florida's fundamentals (population growth, employment diversity, sustained occupancy and rent performance) remain intact, and the conditions that defined the last cycle's best entry points are beginning to reappear, for those who know where to look. The broader institutional repricing of that opportunity has not yet fully arrived. The acquisition window is open now, before broader capital catches on.

The Landings at Southpoint | 108 units acquired off-market in 2016 and sold in 2022.

Our Platform

Southern Edge Capital was built as the institutional expression of everything that came before it. The operational core is Southern Edge Management, the firm's affiliated property management company. Owning the management company means direct control over leasing, maintenance, capital improvements, and day-to-day operations. Not coordination with a third party, but direct accountability for execution at the asset level. That control matters most when conditions get difficult. During COVID, while many operators were suspending distributions (or worse), we continued sending distribution checks to our investors, a product of conservative underwriting and the kind of hands-on operational management that keeps assets performing when others cannot.

We target assets in Northeast Florida in the $15 million to $75 million-plus range, 100 units or more, acquired at a discounted basis relative to replacement cost. Target returns are 18-22%+ IRR on three-to-five year holds.

The business plan is consistent across properties: identify operational gaps, execute against a defined repositioning strategy, grow NOI, and exit when the timing is right, all while improving the standard of living for residents and providing them a place they are proud to call home.

Our philosophy stated plainly: capital preservation with return, while putting our investors in position to hit some homeruns, always with conservative assumptions, disciplined execution, and operational excellence.

At Southern Edge Capital, behind every acquisition and every asset is a robust team of experienced professionals, both in-house and trusted consultants, built over decades of operating in this market. From underwriting and capital formation, to legal and compliance, to asset management and day-to-day operations, the relationships that support our platform have been earned through years of working together in the field. These relationships are a vital part of who we are as a firm, and they show up in execution.

We are not passive allocators of capital. We are operators responsible for execution, performance, and results, with an unwavering commitment to doing things the right way.

Our Vision

Southern Edge Capital's growth target is upwards of 2,000 units over the next few years. The acquisitions are defined. The platform is built. The market is moving.

As we develop more capital relationships, particularly with family offices, the goal is not a single transaction. It is a long-term, programmatic partnership with investors who are reading this market the way we are. We operate as an open book with our capital partners: our underwriting, our assumptions, our performance. Investors who have been with us across multiple deals know exactly what that means in practice.

We are an emerging operator in an emerging market at an inflection point. The window is open. We are ready to execute, and we are looking for more capital partners who think the same.

Tony with Lucky - Boyton Avenue

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Interested in connecting with us?

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Southern Edge Capital acquires and repositions multifamily communities in high growth Southeast markets, creating value through a vertically integrated platform driven by operational execution rather than market appreciation.