



Raising Columbia SC

SHAYLA RILEY · REAL ESTATE DEVELOPMENT

Media contact: Ashley Elsey, ashleycadyelsey@gmail.com, 803.646.7793

FOR IMMEDIATE RELEASE

Shayla Riley Heads New Development Division of Berkshire Hathaway HomeServices Midlands Real Estate, Raising Columbia SC

Riley joins the firm as President of New Construction Sales and Development

COLUMBIA, S.C. (October 10, 2022) – Berkshire Hathaway HomeServices (BHHS) Midlands Real Estate is excited to announce the launch of Raising Columbia SC, a new residential real estate development division within the organization’s umbrella of services. Shayla Riley, a Columbia native, will lead the efforts, joining the team as president of new construction sales and development. Together with Andrea Reynolds, owner and broker of BHHS Midlands Real Estate, Riley will reimagine the framework of urban development through Raising Columbia SC.

“The culmination of my career has led to this incredible opportunity to lead Raising Columbia SC with BHHS Midlands Real Estate,” says Riley. “Our focus on cultivating community intends to breathe new life into urban residential development, and I am thankful for this chance to enhance and give back to the community that raised my entire family and me.”

Raising Columbia SC’s mission is to increase homeownership opportunities through multifamily and residential living that enhances the urban landscape. The firm will prioritize access, density and innovative living experiences to create communities where residents of all kinds can enjoy a high quality of life with amenities attractive to today’s consumers. In addition, Raising Columbia SC will place an emphasis on encouraging multifamily ownership opportunities in areas that have either been underutilized or underdeveloped. The firm aims to strengthen talent retention and economic growth through this focus on urban multifamily development.

“There is demand and necessity for vertical development in Columbia. Our community is ready for more multifamily housing and ownership with access to the great amenities that are here,” says Reynolds. “I am thrilled to have Shayla on our team to expand BHHS Midlands’ offerings in bringing new and creative developments to the area. Shayla’s passion and drive make her a fantastic fit to take charge of this effort.”

Raising Columbia SC is uniquely positioned to accelerate growth within the region with fresh ideas and a commitment to the community. The division will rely on feedback from residents and multiple local municipalities to ensure access to the amenities at the top of the list of today’s buyers — like dog parks, covered playgrounds or wellness centers. Maximizing residents’ time is integral to Raising Columbia SC’s strategy. By building strong connectivity between developers and the community, Raising Columbia SC intends to integrate projects seamlessly into the market while maintaining Columbia’s unique character and historical legacy.

Raising Columbia SC

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raisingcolumbiasc.com | development@raisingcolumbiasc.com | [@raisingcolumbiasc](https://www.instagram.com/raisingcolumbiasc)

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“We must take into consideration the most valuable asset we all share — time,” says Riley. “Raising Columbia SC’s communities will consistently evaluate ways to improve quality of life while making sure homeowners can afford the time to truly enjoy all that our city has to offer.”

A Columbia native, Riley brings over 20 years of experience in residential home sales, new construction lease-up management, vertical and multifamily residential development, and traditional new home construction sales. Over the years she has welcomed hundreds of families to the region.

Riley has spearheaded the success of two downtown residential buildings — Land Bank Lofts and Pulaski Square — and assisted with the conversion and leasing of historic buildings into multifamily housing communities geared toward talented professionals and students. Her past roles have proven her to be adept at leasing and selling at impressive closing velocities, helping developers reach permanent financing and maximum occupancy in record time.

Riley is actively engaged in the community and currently serves on the board of the Contemporaries of the Columbia Museum of Art, as a member of the Affordable Housing Task Force City of Columbia, an active class member of Leadership Columbia 2023, as a member of the marketing and sales committee of BIA of greater Columbia and as a member of the DEI committee, sponsorship task force and circle of excellence committee at Central Carolina Realtors Association. She looks forward to joining her passion for philanthropy and regional connectivity in her new role.

Through her love of design, construction and architecture, Riley envisions a city enriched by vertical development while maintaining the integrity of Columbia’s vibrant culture.

“Increasing home ownership enhances attachment to the community,” notes Riley. “I look forward to passing along my passion for the community to future homebuyers while reimagining what defines a ‘home’. A home means more than a single-family structure, and multifamily ownership is the indicator of a progressive city.”

Raising Columbia SC aims to bolster collaboration between local leaders, businesses and residential development to actively contribute to the growth of the region. Learn more about Raising Columbia SC and Berkshire Hathaway HomeServices Midlands Real Estate online at www.raisingcolumbiasc.com and www.bhhsmidlands.com.

About Raising Columbia SC

Raising Columbia SC is a local, boutique residential real estate development division within Berkshire Hathaway HomeServices Midlands Real Estate serving the greater Columbia S.C. region in developing multifamily and single-family residences that prioritize access, density and innovative living experiences to maximize economic impact. With a commitment to community, Raising Columbia SC elevates opportunities for home ownership by reimagining the framework of urban development. Raising Columbia SC is led by Shayla Riley, president of new construction sales and land development. For more information, visit <http://raisingcolumbiasc.com>, and follow @RaisingColumbiaSC on Instagram and Facebook.

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About Berkshire Hathaway HomeServices Midlands Real Estate

Based in Columbia, S.C., Berkshire Hathaway HomeServices Midlands Real Estate is a locally owned and operated franchise of Berkshire Hathaway HomeServices, a real estate brokerage franchise network designed for today's real estate market. Berkshire Hathaway HomeServices is the name buyers and sellers trust. From first-time homebuyers to high-end residential markets to middle-market communities to commercial real estate, the firm is made up of local experts who are nimble and down to earth. With a customer-first focus and strong core values that are reflected in every office, every agent and every interaction. For more information, visit <http://bhsmidlands.com>.

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