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The Lee Adrion Company Acquires The Willows Apartments in New Orleans East, Launches $50,000 Resident Support Fund and $13 Million Full-Scale Rehabilitation Plan

In Partnership with Rampart Multifamily Management, the City of New Orleans, HANO, and NOPD's 7th District, The Lee Adrion Company Commits to a Transparent, Resident-First Approach to One of New Orleans East's Most Significant Redevelopment Projects

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NEW ORLEANS, LA — The Lee Adrion Company, a Los Angeles-based multidisciplinary real estate firm operating at the nexus of strategic acquisitions, value-add investment, and property management, has acquired The Willows Apartments — a 263-unit residential complex in New Orleans East — for $3.75 million. The property was secured through a federal court public auction on March 20, 2026 and marks the firm's first directly owned asset in New Orleans, signaling a long-term commitment to the revitalization of one of the city's most storied communities. The Lee Adrion Company has committed $13 million toward the full rehabilitation of the property.

Leading the project is New Orleans native Erin Earls, who serves as Chief Strategy Officer at The Lee Adrion Company. For Earls, this acquisition is both a professional milestone and a personal homecoming.

"I grew up in New Orleans East. I know what this community was, and I know what it can be again," said Earls. "The Willows is more than an acquisition for us. It's a responsibility. And we don't take that lightly."

The Lee Adrion Company acknowledges that the scale of rehabilitation required at The Willows will necessitate the vacancy of most units during construction. The company is committed to approaching this process with full transparency, meaningful financial support for affected residents, and close coordination with the City of New Orleans, the Housing Authority of New Orleans (HANO), and the NOPD's 7th District.

Resident Support: $50,000 Relocation Fund and Housing Resources

The Lee Adrion Company is establishing a $50,000 Resident Relocation Fund to provide direct financial assistance to Willows residents who must vacate during the construction period. Funds may be applied toward moving costs and deposits for new housing. The company recognizes that 30-day notice periods, while legally mandated, can place significant strain on families, and has committed to working individually with residents to provide additional time and resources wherever possible.

In coordination with HANO and the City of New Orleans, The Lee Adrion Company will provide residents with access to housing resources, voucher information, and a curated list of available apartment communities in the area. Residents with questions or requests for assistance may contact the dedicated resident support line at noeastwillowsinfo@gmail.com.

“We don’t want to displace people,” said Earls. “Where the scope of work requires residents to temporarily relocate, we are committed to making that transition as supported and dignified as possible. No one will be left without a path forward. We’ve committed $50,000 to help residents through this process, and we’re hopeful the City will step up and match that contribution.”

A Partnership with the City of New Orleans

The Lee Adrion Company is committed to operating in full alignment with the City of New Orleans and the Mayor’s Office at every phase of this project. The company views its municipal partnerships — with HANO, the NOPD’s 7th District, and city leadership — as foundational, not procedural. City officials, neighborhood stakeholders, and community advocates will be engaged as active participants in shaping the property’s future.

The Lee Adrion Company believes a successfully transformed Willows will serve as a catalyst for broader reinvestment across the New Orleans East corridor, raising standards for neighboring properties and attracting new residents to a community that has long deserved greater attention and resources.

“We are here to do this in-step with the City, not around it,” said Earls. “New Orleans East is a community with a real history and real people who love it. What we build here should reflect that.”

“We look forward to partnering with The Lee Adrion Company on the redevelopment of the Willows Apartments,” said Jeffrey Schwartz, Director of Housing, Community Development, and Special Projects for the City of New Orleans. “This long-blighted property has long been a priority of Mayor Moreno and is deserving of the attention and care that we know, in partnership with the developer, we can provide. The residents who have been mistreated by the former owner and the nearby neighbors of this property have been waiting to see this property receive the attention it deserves. This project represents a significant investment in New Orleans East, an area ripe for continued investment from the City and developers alike.”

Safety as the Immediate Priority

Upon assuming ownership, The Lee Adrion Company’s first operational priority is securing the property. The initial phase of restoration will address the most critical health, safety, and structural needs across the entire property, including:

- Securing the property with a reinforced security gate and a high-tech camera system integrated directly with the NOPD, the FBI, and judicial agencies.
- Removing and replacing roofs property-wide to eliminate bat infestations and optimize pest control.
- Restoring all common areas to fully functional status.

The Lee Adrion Company has been direct with city partners and residents alike: occupancy of over 100 units during active construction would compromise the health and safety of tenants. The decision to require current residents to vacate, while a difficult one, is grounded in that reality and in the company’s commitment to doing this work responsibly.

“Residents deserve to feel safe in their homes. That is non-negotiable,” said Earls. “We will have a firm policy from day one. Safety is where we start, and it is what everything else is built on.”

Phased Rehabilitation Plan

The Lee Adrion Company will conduct a comprehensive 90-day structural assessment of The Willows to evaluate the condition of each building and develop a detailed rehabilitation roadmap. The $13 million renovation will be privately financed, with full restoration proceeding building-by-building and completion targeted within two years. The phased approach is designed to ensure the scope of work is executed responsibly, transparently, and thoroughly, with ongoing communication to residents, city partners, and the broader community at each stage.

To ensure the highest standard of on-the-ground execution, The Lee Adrion Company has partnered with Rampart Multifamily Management, one of the Gulf South's most respected and established property management firms, to oversee this transition at The Willows. Rampart will lead on-site property management operations, resident engagement efforts, and the phased transition plan throughout the rehabilitation process. With a portfolio exceeding 11,000 multifamily units across the Southeast and a decades-long legacy in New Orleans, Rampart brings deep local market expertise, operational infrastructure, and strong community relationships to the initiative.

"New Orleans East is a vital and integral part of our city that has a demand for vibrant, safe housing," said Michael Ricci, Director, Rampart. "This investment by The Lee Adrion Company is a shot in the arm towards improving the housing situation there and the community as a whole, and Rampart is excited to help the new owner fulfill their vision of turning this property around. We hope this project becomes a bright example for future projects in the area, showing that helping the community and good investment can go hand in hand in New Orleans."

A Homecoming Rooted in Purpose

The Willows project is spearheaded by Earls, alongside company founders Dennis Earls and Mikáel Pyles. A proud New Orleans East native, Erin brings both the operational rigor of a seasoned real estate professional and the lived experience of someone who grew up in the community she is now helping to rebuild. Her dual role also reflects the company's broader investment mission. One that places people at the center of every asset it acquires.

"New Orleans East was a thriving, working middle-class community. A place where people took pride in where they lived," said Earls. "When this property is transformed, it won't just be a better apartment complex, it will be a signal to the entire corridor that New Orleans East is back."

About The Lee Adrion Company

The Lee Adrion Company is a multidisciplinary real estate firm operating at the nexus of strategic acquisitions, value-add investment, and property management — driven by disciplined operations and long-term ownership. Grounded in operational excellence, the firm builds and manages high-performing assets that strengthen communities, elevate resident experiences, and generate enduring value across commercial multifamily apartments and collegiate housing.

The company was founded by the Earls and Pyles families, who also own Haltere Group, a mission-driven real estate investment company with a portfolio of commercial multifamily properties across the United States. As The Lee Adrion Company expands its direct ownership footprint, the Haltere portfolio is being brought fully under the Lee Adrion umbrella. The unification brings together both companies' assets under a single brand committed to the same operational standards and community-forward values that have defined their work across Louisiana, Arkansas, Mississippi, Missouri, and beyond.

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