Rentwell Announces "The Rentwell Library," a Long-Term Educational Initiative for Real Estate Owners

Philadelphia-area property management firm outlines plans for an ongoing series of educational resources built from nearly two decades of operating experience.

Rentwell Logo

PHILADELPHIA, PA, UNITED STATES, July 25, 2026 /EINPresswire.com/ -- -- [Rentwell](), a Pennsylvania-based [property management company]() serving owners and residents across Philadelphia, Pittsburgh, and the surrounding region, today announced plans to launch the Rentwell Library, a long-term collection of white papers, playbooks, podcasts, and educational resources for real estate owners and investors. The company says the first installment, a white paper examining why so many small and mid-size apartment buildings underperform, is currently in development and will be released in the coming months.

> My goal isn't simply to publish a white paper. It's to build something that will continue serving owners, employees, interns, and our communities long after it's written""
>
> *Rob Coldwell*

The initiative is spearheaded by Rentwell Co-Founder and CEO Rob Coldwell, who has blocked dedicated weekly time on his calendar to work on the project personally, describing it as an effort to preserve operational lessons the company has learned since it was founded in 2008.

"Every property we manage, every renovation we complete, every mistake we've learned from: it contains knowledge that should be preserved," Coldwell said. "Not for marketing. For stewardship."

A Long-Term Commitment, Not a One-Time Publication

Rentwell describes the Library as a multi-year undertaking rather than a single release, one the company intends to treat with the same priority as any major client engagement or strategic initiative. Coldwell will personally author much of the early content while drawing on input from across the organization.

Founders Rob Coldwell and TJ Hock


Rentwell Founders Rob Coldwell and TJ Hock Presenting at DIG

According to Rentwell, the idea for the Library has been discussed internally for years, as a book, a training curriculum, a podcast, but had not previously moved from concept to execution. Leadership says this attempt is structured differently: rather than a single announcement or a distant deadline, the plan calls for consistent, incremental progress on a weekly basis.

"I've talked about projects like this before, and not all of them made it across the finish line," Coldwell said. "This one is different, not because I'm making a bigger promise, but because I'm making a smaller one. I'm committing to consistent, weekly progress, not a single grand announcement."

First Publication Will Target Owners of 2 to 30 Unit Buildings

The inaugural publication, titled Why Most 2–30 Unit Apartment Buildings Underperform, is being developed as an educational resource for owners of small and mid-size multifamily properties, a segment of the market Rentwell says is frequently underserved by existing industry content. The company has been explicit that the white paper is not intended as a promotional piece for its own services.

Rentwell says the goal of the publication is for any owner who reads it, regardless of whether they ever engage Rentwell directly, to come away better equipped to operate their building. Early drafts have circulated internally among mentors, landlords, and industry contacts, with feedback shaping the direction of the final publication ahead of release. That feedback has consistently pointed toward one theme: readers want to see results, not just philosophy. In response, the final publication will be built around concrete metrics and case examples drawn from properties

Rentwell has managed, rather than general commentary on the apartment building industry.

Part of a Broader Series

Company officials say the apartment building white paper is only the starting point. Rentwell has outlined plans for additional series covering single-family homes, rowhomes, and condominiums; asset management; redevelopment and renovation; leadership; operations; and real estate investing more broadly. Over time, the company says it hopes the Library will also become part of how new team members are trained, giving employees and interns a documented record not just of company procedures, but of the reasoning and experience behind them.

Rooted in the Company's Founding Story

Rentwell was founded in 2008 by Rob and Emma Coldwell. According to the company, the Library initiative is closely tied to that origin story and to lessons learned across nearly two decades of managing rental properties through multiple market cycles.

"When Emma and I started this company in 2008, we weren't trying to build a large property management company," Coldwell said. "We were trying to build something that reflected our values and created opportunity through real estate. Since then, we've expanded, we've contracted, we've made great decisions and we've made mistakes, and we've learned lessons no textbook could ever teach."

The company describes the Library as an extension of its stated mission: to create the opportunity for wealth and freedom through real estate investing. Rentwell leadership says education has long been part of how it approaches that mission with owners and residents, and the Library is meant to formalize and scale that effort.

A Team Effort

While Coldwell is expected to write much of the initial content himself, Rentwell says the project reflects input from across the company. The company is actively soliciting stories and lessons learned, both successes and mistakes, from staff as the project develops, with the goal of ensuring the Library reflects the collective experience of the organization rather than a single perspective.

Timeline and Next Steps

Rentwell has not announced a specific release date for the first white paper but says updates will be shared as the publication nears completion. The Library will be available through the company's website, with future installments released on an ongoing basis rather than a fixed schedule.

Readers interested in following the project's progress, including the reasoning behind the initiative in Coldwell's own words, can read more on the Rentwell blog in a post titled "Building the Next Twenty Years: Introducing the Rentwell Library."

"My goal isn't simply to publish a white paper," Coldwell said. "It's to build something that will continue serving owners, employees, interns, and our communities long after it's written."

About Rentwell

Founded in 2008 by Rob and Emma Coldwell, Rentwell is a property management company serving owners and residents throughout Philadelphia, Pittsburgh, and the surrounding Pennsylvania markets. The company manages a range of residential property types on behalf of individual and institutional owners and has built its reputation on systems, transparency, and long-term relationships with the owners and residents it serves.

Rob Coldwell
Rentwell
+1 610-643-7522
email us here
