The Rise Collective Named Finalist for 16th Annual GrowFL Florida Companies to Watch Awards

Florida company recognized for growth of its vertically integrated real estate, hospitality, investing, lending, tax strategy and business services portfolio

GrowFL Florida Companies to Watch Award

Rise Collective

ST. PETERSBURG, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- The Rise Collective, a Florida-based parent company bringing together specialized businesses across real estate, hospitality, investing, lending, tax strategy and business services, has been named a finalist for the 16th Annual GrowFL Florida Companies to Watch Awards.

The statewide recognition comes during a period of significant growth for The Rise Collective and the companies within its portfolio. Collectively, Rise companies now operate across 31 states, serving property owners, investors, hospitality operators, businesses and consumers through an expanding range of specialized services.

The Rise Collective has grown by building and bringing together companies that address different but interconnected needs across real estate ownership, investment and hospitality. This vertically integrated model connects specialized capabilities across multiple stages of the real estate and investment lifecycle, from property acquisition and financing to tax strategy, management, hospitality operations and business growth.

“Being named a GrowFL Florida Companies to Watch finalist is meaningful because it reflects something much bigger than the growth of any one company,” said Elliott Caldwell, Co-founder and CEO of The Rise Collective. “We’ve been fortunate to build an incredible group of companies and, more importantly, an incredible group of people behind them. The growth we’ve experienced is a result of those people continuing to find better ways to serve our clients, support each other and build something that can last."

Roam Hospitality

SURGE Tax Advisory & Accounting

Building an Integrated Ecosystem Around Real Estate and Hospitality

The Rise Collective was built around the idea that specialized companies can remain focused on what they do best while becoming more valuable when connected to complementary expertise.

For a real estate investor or property owner, that can mean needs extending well beyond the initial acquisition of a property. Financing, tax strategy, business structure, property management, hospitality operations and growth can each play a role over the life of an investment.

The Rise Collective's vertically integrated structure brings businesses addressing many of those needs into a broader ecosystem while allowing each company to maintain its own specialization, leadership and expertise.

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>
> *Elliott Caldwell*

Two of the collective's flagship companies demonstrate both the scale and breadth of that approach.

Home Team Luxury Rentals is a national vacation rental management company managing more than 650 homes. The company provides full-service short-term rental management for homeowners and real estate investors, with capabilities spanning revenue management, property marketing, guest experience and operations.

Roam Hospitality extends The Rise Collective's hospitality expertise into hotel and food-and-beverage management. Roam works with hospitality owners across hotel and F&B operations, combining property management and operational expertise with a focus on positioning, guest experience and long-term property performance.

Beyond its flagship hospitality companies, the Rise portfolio extends into complementary areas of real estate ownership, investing and business growth through companies and partnerships including STR Realtor Search, BNB Lending, Surge, Legacy Business Services and The Scale Space.

Together, these businesses give The Rise Collective vertically integrated capabilities spanning real estate acquisition, financing, tax strategy and accounting, business infrastructure, vacation rental management, hotel and F&B management, and business growth.

“Our goal has never been growth simply for the sake of getting bigger,” said Michael Elefante, President of The Rise Collective. “We want to build companies that are genuinely excellent at what they do and create an ecosystem where those capabilities become more valuable together. “Being recognized by GrowFL is an exciting milestone, and we’re energized by how much opportunity still lies ahead.”

Recognized Among Florida’s Growing Second-Stage Companies

The GrowFL Florida Companies to Watch Awards recognize growing second-stage companies headquartered in Florida that demonstrate the potential for continued success.

Finalists advance through a competitive selection process examining factors including company growth, entrepreneurial leadership, competitive advantage, company culture and community involvement.

Being selected as a finalist places The Rise Collective among a group of Florida companies demonstrating both established growth and the capacity for continued expansion.

For The Rise Collective, the recognition also represents the contributions of employees and leaders across its portfolio of companies.

“The recognition belongs to the people who have built these companies,” Caldwell said. “There are talented people across Rise who care deeply about what they do, and they are the reason we’ve been able to grow without losing sight of the quality and service that got us here.”

The finalists will continue through GrowFL’s selection process before the 2026 Florida Companies to Watch honorees are announced.

About The Rise Collective

The Rise Collective is a Florida-based parent company for a vertically integrated portfolio of specialized businesses spanning real estate, hospitality, vacation rental management, investing, lending, tax strategy, business services and growth.

The collective brings together companies with specialized expertise across interconnected stages of real estate investment, ownership and hospitality. Today, companies within The Rise Collective operate across 31 states, serving property owners, real estate investors, hospitality operators, entrepreneurs and businesses throughout the United States.

About GrowFL

GrowFL supports Florida’s second-stage companies and entrepreneurs through programs focused on business growth, leadership and economic development. Its annual Florida Companies to Watch Awards recognize high-growth second-stage businesses headquartered throughout the state.

Albert Brown
The Rise Collective
+1 619-586-2817
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
Other
