Rock Real Estate Services Brings Integrated Accounting to Investors and Operators Nationwide

Jersey City firm led by former family office investment director Matthew Rodrigue serves landlords, syndicators, developers, and property managers nationwide.

JERSEY CITY, NJ, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Rock Real Estate Services, an accounting firm that works exclusively with real estate businesses, provides bookkeeping, tax preparation, investor services, and fractional CFO advisory to landlords, syndicators, developers, and property management companies across the United States. The Jersey City firm is led by founder Matthew Rodrigue, who served as Director of Investments for a family office overseeing a $100 million real estate portfolio before starting the practice.

Rock Real Estate Services, led by founder Matthew Rodrigue, provides integrated bookkeeping, tax, and investor services to real estate investors and operators nationwide.

One team handles the books, the tax returns, and the investor layer. An in-house CPA prepares federal and state returns and partnership K-1s from books and capital accounts the firm already maintains, and the firm guarantees on-time delivery of K-1s. Rodrigue leads each engagement personally. The firm describes itself as boutique by design and limits its client count to keep that arrangement in place.

"Real estate accounting breaks down at the seams between providers," Rodrigue said. "The bookkeeper closes the month, the CPA files the return, and the sponsor rebuilds the capital accounts in a spreadsheet every quarter because neither of them touches that layer. We run all three from the same set of books."

The work differs by asset class, and the firm organizes its practice around ten real estate segments.

For owners of single-family and small multifamily rentals, the firm keeps property-level books and maintains a depreciation schedule for each asset, with a structure that carries from a few doors to dozens held across multiple entities. For apartment communities operating on AppFolio or Yardi, it builds the accounting that sits behind the property management platform. For short-term rental operators, it consolidates income from multiple booking platforms, allocates turnover and channel costs to each property, and tracks occupancy taxes across jurisdictions.

Commercial property owners receive CAM reconciliations, expense recovery calculations, lease tracking, and property-level statements. Hotels and event venues, which the firm treats as an operating business and a real estate asset at the same time, are accounted for on both sides using processes the firm developed for that sector.

For real estate syndications and funds, the firm maintains dedicated books for each entity and a capital account for every investor reflecting contributions, preferred return accruals, distributions, and current equity balance, reconciled monthly. It builds and maintains the equity waterfall, from a simple preferred return and split to a multi-tier promote with catch-up provisions, and calculates each distribution against it. Investor reports are delivered on a set schedule through a portal. Multi-entity portfolio owners and asset managers receive consolidated financials across their LLCs along with debt service and asset performance tracking.

Developers receive cost tracking from land acquisition through completion, with budget-versus-actual reporting formatted for lenders. Fix-and-flip investors receive per-deal cost accounting and the tax treatment specific to flipped property.

Property management companies receive trust accounting that separates owner and tenant funds from operating money, three-way reconciliation each period, owner statements, and separate books for the operating company.

Across segments, the firm plans tax positions during the year, including entity structure, cost segregation, depreciation, and capital gains and losses, and provides fractional CFO work covering cash flow modeling, acquisition underwriting, debt strategy, KPI dashboards, and annual budgeting. It works across QuickBooks, AppFolio, Buildium, and Yardi, hospitality systems including Cloudbeds, Hostaway, and Hospitable, and investor platforms including Juniper Square, SyndicationPro, InvestNext, and Cash Flow Portal.

Rodrigue holds a master's degree, graduating first in his class, and has spent more than 15 years in real estate bookkeeping, accounting, tax, and investor services. He is an active real estate investor and built a proprietary application the firm uses to track debt, property taxes, and

insurance across client portfolios.

Real estate owners and operators can contact the firm through its website or by phone.

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