

Rachel Russell Krenz launched the real estate development consulting firm The Lagniappe Group in 2024 with the mission of helping maximize the value of place for all stakeholders. Lagniappe (LAN-yap), a Creole word from her hometown of New Orleans, means "a little something extra." Ms. Krenz previously executed over 18 development assets, all of which have been lauded to pull out "the extra" that many developers often overlook.

Her 20+-year professional background in placemaking includes her work at the National Trust for Historic Preservation, and as Vice President of Real Estate Development for Ram Realty Advisors, Milhaus, and Grubb Properties. She is an active member of Urban Land Institute including Chair-elect of ULI Charlotte, Chair of Charlotte Center City Partners South End Board Committee, the Founding Board Chair of Montford Park Partners, and she has served as a member/volunteer for several historical and community organizations.

Ms. Krenz has a master's degree in city and regional planning from the University of North Carolina with a specialization in real estate development and design. Her education also includes an undergraduate degree from Sewanee: The University of the South, a graduate-level Certificate in Historic Preservation from Goucher College, and real estate-focused coursework at Kenan-Flagler Business School.