

## NATIONAL EVENT

**10/19/2016**

1:00 pm

**Onsite Registration & Exhibit Space Opens**

California Ballroom Foyer & San Diego Ballroom

Onsite registration and badge pick-up will be outside of the exhibit space. Registration will be on the 2nd floor by the escalators. Attendees will not be able to enter the exhibit space or conference room without a badge. We will have electronic registration for those who have pre-registered. In order to make sure that the process runs quickly and smoothly, make sure to bring your confirmation email with the barcode.

1:45 pm

**Opening Remarks**

California Ballroom

1:50 pm - 2:05 pm

**Special Presentation from Joe Derhake, PE, CEO, Partner Engineering & Science, Inc.**

California Ballroom

2:05 pm

**Multifamily Tech Series**

California Ballroom

The multifamily sector is currently the fastest-growing in the country with investment hitting a record \$43B in Q4 2015 and multifamily units accounting for more than one-third of all new housing. Still, the multifamily sector has notably lagged in adopting many of the latest technological advances. Can the sector continue this resistance while the market activity remains strong? Many factors—the increased renter demand due to the shifting U.S. lifestyle; the evolving habits and preferences of landlords; the expectations for easier online interfaces due to the popularity of consumer-based apps like Zillow, Trulia & Realtor.com—highlight the need for increased technology in the space. Find out how you can leverage the right technology for success in all facets of your business, from asset and portfolio management, to day-to-day operations, to investment strategies and more.

2:05 pm - 2:40 pm

**Large-Scale Efficiencies: Leveraging Technology for Asset Management**

California Ballroom

Managing the complex processes and financials of multiple assets and investments can be a time-consuming and difficult task. How are top executives leveraging technology to streamline this process? Accessibility of data to stakeholders at every level is important, but how can the accessibility of real-time data positively affect your bottom line? Expert panelists share best practices on how to select and implement the right systems and practices for your business.

**Confirmed Speakers:**

**Justin Alanis - MODERATOR**

Co-Founder & CEO

Rentlytics

**Mike Ballard**

Partner

Ascent Multifamily Accounting

**Brad Cribbins**

President/Chief Operating Officer

Alliance Residential

**Robert Finlay**

CEO

R.J. Finlay & Co.

**Michael Roos**

Director of Asset Management

ColRich

2:40 pm - 3:15 pm

**24/7 Tools & Strategies: Tech & Innovations for Day-to-Day Operations**

California Ballroom

Property management is ever changing, as technology becomes a top priority for operators. New tech strategies are helping property managers keep up with maintenance, payment and organization, while renters are now demanding everything from free wireless to digital rent payments. How are industry professionals responding to these trends and preparing for the future?

**Confirmed Speakers:**

**Nate Hanks, CCIM - MODERATOR**

Principal

RealSource

**Matthew Blake**

President, CEO, Private Investigator

Franklin Data

**Christian Davis**

Regional Vice President

Pinnacle

**Kevin George**

President & Chief Operating Officer

InfoTycoon

**Networking Break**

California Ballroom Foyer & San Diego Ballroom

**Capital in the Cyber World: Technology's Role in Investment**

California Ballroom

3:15 pm - 3:30 pm

3:30 pm - 4:05 pm

Funding multifamily development and initial business start-ups from online platforms is becoming a popular alternative to traditional debt & equity offerings. How are property owners using non-traditional lending options, such as crowdfunding, to leverage their investments? How do capital sources find opportunities online? What challenges and constraints are there to this process? Are these platforms complementing or conflicting with the traditional investment arena?

**Confirmed Speakers:**

**Ada'Pia d'Errico - MODERATOR**

Chief Marketing Officer

Patch of Land

**Jordan Fishfeld**

Co-Founder & CEO

CFX Markets

**Michael Sanchez**

Managing Director

RealtyMogul.com

**Bryan Schultz**

Vice President of Commercial Equity

RealtyShares

**Steve Wayne**

Owner

**ProspectNow.com**

4:05 pm - 4:25 pm

**Networking Break**

California Ballroom Foyer & San Diego Ballroom

4:25 pm - 4:55 pm

**The Multifamily Giants: The Latest from Fannie and Freddie**

California Ballroom

Although there is still discussion around reform and tighter regulations, GSEs continue to support the growth of multifamily debt. Both Fannie & Freddie remain key elements of the US housing market and are, in fact, the biggest sources of apartment financing in the US. What can we expect from the agencies going forward and how are they adjusting their strategies to combat increased competition and regulations? What new products and policies have they introduced to the market, and what have been the results? Get the inside scoop as senior executives from the mortgage giants share their insights on the direction of the multifamily capital markets, and their firms' roles in the future of apartment finance.

**Confirmed Speakers:**

**Andrew Behrens - MODERATOR**

Vice Chairman

CBRE

**Scott Croul**

Managing Director of Production & Sales

Freddie Mac

**Phyllis Klein**

Vice President

Fannie Mae

**Agencies of Change**

California Ballroom

As the GSEs increase their presence and offering in the apartment sector, how are the agency lenders that work with them adapting to the changes? Does the evolution of agency lending create potential growth opportunities within their own groups? How do these firms deal with the increase in the number and types of capital sources in the market? The lenders who work with GSEs on behalf of borrowers will give their take on Fannie and Freddie and where they see the state and direction of the multifamily capital markets in Q4 2016 and beyond.

**Confirmed Speakers:**

4:55 pm - 5:40 pm

**Gary Tenzer - MODERATOR**

Co-Founder

George Smith Partners

**Jeff Burns**

Managing Director

Walker & Dunlop

**Laurie Morfin**

Senior Vice President

Bellwether Enterprise

**Greg Reed**

Senior Vice President, Originations

Capital One Multifamily Finance

**Jeff Weidell**

President

NorthMarq Capital

**Ed Zimble**

Senior Managing Director

**Berkadia**

5:40 pm - 6:45 pm

**Opening Cocktail Reception**

California Ballroom Foyer & San Diego Ballroom

**10/20/2016**

8:00 am - 8:30 am

**Networking Breakfast and Onsite Check-in**

California Ballroom Foyer & San Diego Ballroom

8:30 am

**Opening Remarks**

California Ballroom

8:35 am - 9:25 am

**The X Factor: Fundamentals of Economic Drivers**

California Ballroom

Steady gains in the US economy have resulted in net positives for the multifamily sector and prices in core markets are at an all-time high. And the consensus is that demographics will continue to keep demand for apartments strong. Will apartments continue to ride the wave of these trends for the foreseeable future, or will the momentum abate as the uncertainties—including wage growth, overbuilding and global factors—come into sharper focus? These expert panelists will discuss the macro issues impacting deal flow and the outlook for the sector across the nation.

**Confirmed Panelists:**

**Eric Paulsen - MODERATOR**

Senior Vice President of Business Development

Ten-X

**Jeff Adler**



Vice President

Yardi Matrix

**Sheila Miller**

Vice President for Multifamily & 55+ Housing

NAHB

**Skylar Olsen**

Senior Economist

Zillow

**Conor Wagner**

Analyst

Green Street Advisors

**Greg Willett**

Chief Economist

RealPage

9:25 am - 10:15 am

## **Clearing the Hurdles: Development Update**

California Ballroom

Demand from both individual renters and investors for apartment homes and buildings has intensified. To meet this growing need, developers have expanded the volume of new construction. This, of course, leads to a quandary. On one hand, multifamily builders want to create the best product to lure both renters and potential investors. On the other hand, the costs of construction materials, land and labor remain high and loans are becoming more expensive due to Dodd-Frank regulations. How are today's apartment developers managing to pencil deals out in this climate? Be it new construction or redevelopment, which investments, including materials to amenities, are worth making? The apartments sector's most active developers share insights on the development drivers and challenges that influence their decisions and shape their pipelines.

### **Confirmed Speakers:**

#### **Laurie Lustig-Bower - MODERATOR**

Executive Vice President

CBRE

#### **Jim Andersen**

Senior Vice President

Trammell Crow Company

#### **Bob Champion**

Founder | President | Managing Partner

Champion Real Estate Company

**Kevin Farrell**

COO & EVP

Century West Partners

**Joe Gambill**

Development Associate

Wood Partners

**Dean Henry**

CEO

Legacy Partners

**[Daniel Gehman, AIA, LEED LP](#)**

Studio Director

Humphreys & Partners, Architects, L.P.

10:15 am - 10:40 am

**Networking Break**

California Ballroom Foyer & San Diego Ballroom

10:40 am - 11:30 am

**America's Favorite Pastime: Investment's Current Inning**

California Ballroom

The apartment sector continues to see an influx of capital activity due to healthy property operations and potential demographic-driven upsides. While primary markets accounted for the majority of dollar volume and deals, secondary and tertiary locations also showed large gains in investment. Hear from our experts on the best strategies to find yield, how they're structuring deals and their thoughts on the direction of interest rates and overall housing cycle. Multifamily's top investors give their investment forecast and talk about how their strategies are evolving with the competitive market conditions.

**Confirmed Speakers:**

**Marc Renard - MODERATOR**

Vice Chairman, Capital Markets Group

Cushman & Wakefield

**Bob Hart**

Founder, CEO & President

TruAmerica Multifamily

**Chris Graham**

Managing Director, Real Estate Group  
Blackstone

**Tim Hennessey**

Managing Director

PGIM Real Estate

**Brett T. Kahn**

Executive Director  
J.P. Morgan Asset Management  
Global Real Assets - Americas

**David Woodward**

Managing Partner, Head of Multifamily  
Brookfield Property Group

11:40 am - 12:30 pm

**BREAKOUT SESSION: Designs for Living**

Emerald Ballroom

The demographic of today's renter is very broad— cost-conscious urbanites and renters by choice, or millennials delaying homeownership and empty-nesters returning to the rental pool. It is no surprise that the demand for product is more varied than ever. How are the nation's multifamily builders, architects and designers dealing with the diversification of the renter pool and bringing to market the various types of product they're looking for, on time and on budget?

**Confirmed Speakers:**

**Mike Rovner - MODERATOR**

President

Mike Rovner Construction

**Richard Friedman**

Managing Director - Client Services

**BREAKOUT SESSION: Affording Affordable Development**

Avalon Ballroom

An increasing number of borrowers are entering the affordable housing sector and with a dearth of sellers right now, most in the business are focusing on the deals that are rolling out tax credits. In many cities, market-rate developers must meet inclusionary requirements with affordable housing components in order to get projects approved. Those who have successfully financed, developed, bought and sold affordable housing will discuss the key considerations and how to leverage joint ventures with a public agency, supportive services, nonprofits and more.

**Confirmed Speakers:**

**Jeff Nishita, CPA - MODERATOR**

Partner

Novogradac & Company LLP

**Daryl Carter**

Chairman & CEO

Greystar

Avanath Capital Management, LLC

**Darin Schoolmeester**

Principal

MVE + Partners

**Paul Davis**

Founder &

CEO

Affordable

Housing

Advisors

**James Singleton**

Director – Acquisitions

The Bascom Group

**Sarah Garland**

SVP Multifamily

PNC Real Estate

**Thomas Vegh**

*Managing Partner*

SALT Development, LLC

**Sidney Stone**

Acquisitions Manager

Chelsea Investment Corporation

12:45 pm

**Lunch is Served**

California Ballroom

12:45 pm - 1:10 pm

**Special Presentation by Hessam Nadji, President & CEO, Marcus & Millichap**

California Ballroom

1:10 pm - 2:10 pm

**Industry Leaders: A View from the Top**

California Ballroom

Top executives from some of the most active players in multifamily discuss market conditions, strategies that work and how they propel their business forward. This can't-miss session will offer frank analysis of the prevailing trends in the capital markets, investment, development and operations and, of course, their expectations for the foreseeable future.

**Confirmed Speakers:**

**Stan Jones - MODERATOR**

Executive Director  
Institutional Property Advisors

**Jerry Fink**

Managing Partner  
The Bascom Group, LLC

**James Flynn**

President

Hunt Mortgage Group

**Angela Kleiman**

Executive Vice President & CFO

Essex

2:10 pm - 2:45 pm

**Networking Break**

2:45 pm - 3:35 pm

California Ballroom Foyer & San Diego Ballroom

**Where the Rubber Meets the Road: Transaction Specialists Talk Dealmaking**

California Ballroom

Apartments transactions rose to an all-time record of \$150 billion in 2015 and with \$72 billion in sales closed in the first half of the year alone, 2016 is on track to not disappoint. Behind these transactions are the professionals who put each deal together, whether they're connecting buyers with sellers or lining up the financing to make the sale happen. What does it take to sift through the massive number of players in the market to find the right components and parties for each transaction? The top dealmakers share insights into the direction of the market, where metrics are headed and what it takes to orchestrate the best deals.

**Confirmed Speakers:**

**Kitty Wallace - MODERATOR**

Executive Vice President

Colliers International

**James D'Argenio**

Principal - Acquisitions

The Bascom Group

**Steve Fried**

Principal

Mesa West Capital



**Gary Goodman**

Senior Vice President of Acquisitions

Passco

**David Harrington**

EVP & National Director |  
Multifamily  
Matthews Real Estate  
Services

3:35 pm - 4:25 pm

**Small Balance Loans, Big Business**

California Ballroom

Banks and other companies that generally do smaller transactions account for one of the largest shares of multifamily transaction volume. In fact, the segment is so active that the GSEs recently introduced their own SBL programs. What are the requirements of today's small-balance borrowers and how are capital sources meeting those needs? What considerations must be taken into account when underwriting deals where the borrower may not have the longest track record? As more individuals turn to real estate as an investment, will the need for SBLs grow? What are the most common products in the market and has the competition among lenders increased? Those in the know share their thoughts.

**Confirmed Speakers**

- [Jenny Redlin, REPA - MODERATOR](#)

[Principal](#)

[Partner Engineering and Science, Inc.](#)

**[Greg Gillam](#)**

[Originator](#)

Arbor

**Charles Hershson**

President

Fidelity Mortgage Lenders, Inc.

**[Andre Jimenez](#)**

[President](#)

[Windvest Corporation](#)

**[Jason Pendergist](#)**

*President – Consumer & Commercial Banking*  
Luther Burbank Savings

4:25 pm - 6:00 pm

**Closing Cocktail Reception**

California Ballroom Foyer & San Diego Ballroom

