

GlobeSt.com  
**APARTMENTS**  
Formerly RealShare  
OCTOBER 29-30, 2019  
THE WESTIN DONAVENTURE | LOS ANGELES, CA

**10/29/2018**

11:45 am - 12:45 am

**Registration**

12:45 pm - 12:50 pm

**Opening Remarks by GlobeSt.com**

12:50 pm - 1:20 pm

**Keynote: The Transformation of the Multifamily Sector**

Ethan Penner, Managing Partner, Mosaic Real Estate Investors LLC

While Multifamily continues to be a favored asset in commercial real estate, deal velocity and rent growth has slowed. Our economic expert takes a look at growth and concessions in multifamily. Plus, a look at how CRE will evolve over the next 5-10 years.

1:20 pm - 2:05 pm

**Innovative Investment & Facilities Management through Technologies**

Moderator: Amy McGrath, Director, Goulston & Storrs

Gary Kao, General Manager, Dealpath

Mike Ballard, Partner, Ascent Multifamily Accounting

Ron Rossi, Vice President, Business Development, Investor Management Services

While digital disruption is often associated with consumer experience today, it's gaining steam in CRE. Technologies like virtual reality, artificial intelligence, and blockchain are shaking up the way everything from property transactions to facilities management is done. Additionally, as crowdfunding, marketplace lending, and automated portfolios rise in popularity are we on the verge of an evolution for real estate investing? This session will explore how disruptive technology is being applied to the multifamily industry and what to expect as it becomes more widely adopted.

2:05 pm - 2:40 pm

**Co-Living, Micro-Units, and Vacation Rentals: Value Opportunities in Non-Traditional Apartments**

Moderator: Laurie Lustig-Bower, Executive Vice President, CBRE

Zac Shore, LEED AP, Director of Development, Panoramic Interests  
Jim Wiegandt, Managing Director of Commercial Real Estate Banking, Banc of California  
John Petrov, President, Baldwin Construction  
Shaina Li, Director of Real Estate, Common  
Sebastian Rein, Managing Director , AddaZero

It's 2018 and co-living isn't just for start-ups anymore as more large developers enter the market of non-traditional rentals. These apartments typically cater to the young professional who is increasingly transient, often in debt, and favors experience over ownership. So where is the value in these social buildings and why are some developers beginning to bet big? Plus, how are lenders structuring deals and evaluating risks? Hear from experts on how they're navigating this new market and why it's here to stay.

2:40 pm - 3:20 pm

### **Networking Break**

3:20 pm - 4:00 pm

### **Domestic Investment: Navigating the Field Amidst Growing Foreign Investment**

Moderator: Joe Leon, Managing Director, Berkadia  
Ella Shaw Neyland, President, Steadfast REITs  
Seth K. Grossman, Senior Managing Director, Meridian Capital Group  
Adam Christofferson, Senior Vice President/Division Manager , Marcus & Millichap  
David Harrington, EVP & National Director of Multifamily, Matthews Real Estate Investment Services™  
Noah Hochman, Senior Managing Director of Capital Markets, TruAmerica Multifamily

Recently, foreign investment saw an uptick in activity and foreign investors continue to change the dynamics of the multifamily industry. As diversification outside of coastal areas continue to be a challenge for foreign investors, the domestic players are maintaining a stronghold over the market. Domestic and foreign investors share input on the best strategies to find yield, how to structure competitive deals, thoughts on the direction of the market, and what you need to know when considering foreign money.

4:00 pm - 4:45 pm

### **Deal Flow Drivers: Lending & Investing In Various Asset Types**

Greg Reed, Senior Vice President, Origination, Capital One Multifamily Financing  
Zach Murphy, Co-Founder / Managing Director Originations, Pender Capital  
Moderator: Sule Aygoren, Editor-in-Chief, ALM Real Estate Media  
Gregory J. Karns, Partner, Cox, Castle & Nicholson

Multifamily remained a favorite asset type for lenders and investors in 2018 and we saw an increase in activity around some asset types like senior housing and mixed-use buildings. As the year comes to an end where was there growth and what types of revenue models were successful? Plus, what should we expect from occupancy rates and in the debt space in 2019 and beyond? In this session, panel experts discuss the "Real Deals" of 2018 and the factors behind them. In addition, this session will discuss the 2019 capital markets outlook, the influence of Fannie and Freddie, challenges, opportunities and the not-so-easy to spot trends.

4:45 pm - 5:45 pm

### **Networking Cocktails**

**10/30/2018**

8:15 am - 9:00 am

***Breakfast & Registration***

9:00 am - 9:50 am

**Mega Trends & Large Scale Disruption Affecting Multifamily**

Moderator: Kitty Wallace, Executive Vice President, Colliers International  
Jennifer Staciokas, Senior Vice President, Marketing and Training, Pinnacle  
Daniel Gehman, AIA, LEED AP, Studio Director, Humphreys & Partners Architects  
Will Cipes, Vice President, Development, Carmel Partners  
Jeff Adler, Vice President, Yardi@ Matrix  
Richard K Green, Director and Lusk Chair in Real Estate, USC Lusk Center for Real Estate

When the topic of disruption arises we often hear; smart homes will soon be the norm, more people than ever are connected via the Internet of Things, and Artificial Intelligence will disrupt the way we live, work and play. However, will policy change be the true disruptor of 2018? With election day quickly approaching, it looks like that may be the case. This session will examine major disruptors from political measures like proposition 10, 13, the Elis Act, and trade wars. In addition to changes in population hubs and new tenant facility and service demands.

9:50 am - 10:40 am

**Transaction Talks: The Art of Multifamily Dealmaking**

Moderator: Marc D. Renard, Executive Vice Chairman, Capital Markets Group, Cushman & Wakefield  
David Schwartz, CEO and Chairman, Waterton Associates L.L.C.  
Gary Goodman, Senior Vice President of Acquisitions, Passco Companies, LLC  
Tim Hennessey, Managing Director, PGIM Real Estate  
Mark Deason, Managing Director and Head of U.S. Asset Management, Starwood Capital Group  
Richard Boynton, Senior Vice President - Acquisitions, Fairfield Residential

Though transactions slowed a bit in 2017, the multifamily sector saw more activity than any other property type. 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.

10:40 am - 11:10 am

***Networking Break***

11:10 am - 12:00 pm

**Identifying Development & Redevelopment Opportunities in the Middle Market**

Moderator: Mike Rovner, President, Mike Rovner Construction  
Michael Dowling, Senior Director, AvalonBay Communities  
James D'Argenio, Senior Principal, Acquisitions, The Bascom Group  
Kimberly Laten, Founder, Color Design Development Group LLC  
Dylan Simon, Executive Vice President, Colliers International  
Moses Kagan, Co-founder & Manager, Adaptive Realty

As residents are increasingly driven by the desire to find a better standard of living and less expensive rents, some developers are finding success outside of the region's primary markets. As we begin to see an excess of luxury supply in cities, where are the next opportunities for growth? Plus, what property types are most profitable in these markets?

**Luncheon Keynote: U.S. & California Housing and Apartment Investments in the Next Decade**

Hessam Nadji, President and Chief Executive Officer, Marcus & Millichap

*Lunch Service*

Ample volumes of capital from every type of investor seeking commercial real estate investments point to an active, albeit slower, investment marketplace. How will shifting capital sources, investment requirements and rising interest rates impact the industry?

12:00 pm - 1:00 pm

1:00 pm - 1:15 pm

***Networking Break***

1:15 pm - 2:10 pm

**Debt and Equity Financing: The Issues Affecting Deal Flow**

Moderator: Gary M. Tenzer, Co-Founding Principal , George Smith Partners

Jason Haye, National Sales Director, Velocity Mortgage Capital

Gary Bechtel, President, Money360

Jeff Burns, Managing Director , Walker & Dunlop

Jordan Goforth, Director, Ready Capital Structured Finance

Jerome Fink, Co-Managing Partner, The Bascom Group

The debt financing landscape continues to evolve and in some areas strict housing regulations are making it more difficult to get a loan. However though banks tend to be cautious, alternative lenders have made it possible to still find financing. In addition, GSEs continue to support the growth of multifamily debt as both Fannie & Freddie remain key elements of the US housing market. Experts weigh in on the macro issues affecting debt financing, the direction of interest rates, and where we are in the overall housing cycle.

2:10 pm - 3:00 pm

**The Sustainability, Green Financing & Affordability Outlook**

Moderator: John Powell, Executive Vice President, Bellwether Enterprise

Jay Donaldson, President- Fannie Mae and FHA Platform, NorthMarq Capital

Molly Simpson, LEED AP, Manager, Green Financing Business , Fannie Mae Multifamily

Paul Volkoff, CSI, National Sales Manager, Homasote

John Devereux, Chief Real Estate Officer , PeerStreet

Tony Liou, President, Partner Energy

In 2017 and 2018, Fannie Mae made waves in the green financing arena as they encouraged owners to invest in smart, strategic, energy and water saving improvements that would help their bottom line and the quality and affordability of housing. In addition, as technology advances more sustainable options are available to developers even leading to an increase in contaminated sites being remediated in some regions. Hear from our experts as they consider legislation and the impact of building environmentally conscious

buildings. Plus, could sustainability provide a blueprint to help tackle the affordability crisis?

**Networking Break**

3:00 pm - 3:20 pm

3:20 pm



*Presented by GlobeSt.com and CRETech.*

GlobeSt.com and CRETech are coming together to present two highly engaging sessions that highlight cutting-edge technology solutions at RealShare Apartments. These interactive and entertaining discussions will provide key takeaways and practical insights from top technology innovators and top adopters in the multifamily industry.

**APARTMENTStech Opening Remarks**

3:20 pm - 3:30 pm

3:30 pm - 4:15 pm

**Landlords Leading The Way In MultiFamily Tech**

Moderator: Michael Beckerman, CEO, CREtech  
Scott Wesson, Senior Vice President and Chief Information, UDR  
David Seiler, Vice President, Trinity Property Consultants  
Louis Schotsky, Vice President, Equity Residential  
Peter Chmielewski, SVP of Development, LMC

Hear from the top tech professionals leading innovation in the MultiFamily development sector. Learn from these pro's what they are investing in, how they are sourcing new innovation solutions and where they see the future of technology heading in this industry sector. Michael Beckerman, CEO, CRETech will lead a lively discussion that will touch on many of the tech trends today and tomorrow such as Tenant Communication Tools, Build Access Solutions, Big Data, AI, Driverless Cars and more.

**APARTMENTStech Tank**

John Helm, Managing Director, Real Estate Technology Ventures (RETV)  
Michael Beckerman, CEO, CREtech  
Amber Schiada, Senior Director, Research, JLL  
Oron Maher, Founder, Maher Commercial Realty

4:15 pm - 5:00 pm

Leading multifamily technology companies pitch our panel of expert investors, developers, or venture capitalists. Learn more about cutting edge solutions, hear what you need to understand when investing in multifamily tech and forge partnerships for future success. This highly engaging session will give attendees the opportunity to understand the tools that can enhance ROI, productivity and business growth for this sector. Attendees will also get the chance to participate by voting on the best pitch in a variety of categories.

Featured Companies:

**Domuso Inc.:** Payment technology for the rental industry  
Michael Lightfoot, Co-Founder and Chief Operating Officer, Domuso

**SmartRent:** Smart home automation for renters and property managers  
Lucas Haldeman, CEO, smartrent

**CloudKeyz Inc.:** Access Management Reinvented  
Shane Robinson, Founder & CEO, CloudKeyz Inc.

**1Spot Tech:** Property & Facility Management  
Ryan O'Rourke, National Sales Director, 1Spot Tech

5:00 pm - 6:00 pm

**Networking Reception**