

Preliminary Agenda

May 21-22, 2026 • Loews New Orleans

(Subject to Change; as of May 14, 2026)

Thursday, May 21

- 8:30 a.m. – 5:30 p.m.** **Registration** (*Parish Hall, 10th Floor*)
- 8:30 a.m. – 5:30 p.m.** **NMHC HQ** (*Parish Hall, 10th Floor*)
- 8:45 a.m.** **Breakfast** (*Parish Hall, 10th Floor*)
- 9:30 a.m. – 12:00 p.m.** **Morning General Session** (*Louisiana Ballroom, 10th Floor*)
- 9:30 – 9:45 a.m.** **Welcome and Introduction**
- 9:45 – 10:45 a.m.** **Research Presentation: Quantitative Easing, Housing Prices & Inflation Post-COVID**
The post-COVID surge in inflation brought renewed focus to the role of housing costs in shaping broader economic outcomes. Drawing on new research from Brookings, this presentation examines how the Federal Reserve’s large-scale mortgage-backed securities purchases influenced housing prices—and, in turn, overall inflation. The analysis offers a timely perspective on how monetary policy interacts with housing markets, and what it may signal for future policy decisions, capital markets, and housing affordability.
Moderator: **Chris Bruen**, Sr. Director, Chief Economist, NMHC
Research Presenter: **Aaron Klein**, Miriam K. Carliner Chair, Economic Studies, Senior Fellow, Center on Regulation and Markets, Brookings (esmedia@brookings.edu)
<https://www.brookings.edu/people/aaron-klein/>
- 10:45 -11:15 a.m.** **Model Transparency & Data Integrity in the Age of AI**
As AI becomes embedded across both economic research and property operations—from forecasting and underwriting to leasing and resident engagement—the integrity of AI-generated

outputs is no longer just a technical concern, but a strategic and operational one. This session will examine how research and operations leaders are establishing governance structures, validation practices, and transparency standards to ensure AI-driven insights are reliable, explainable, and aligned with real-world decision-making.

Moderator: **Alekhya Achanta**, Senior Data Engineer, Continental Properties

Speakers: **Jeff Adler**, Vice President, Yardi Matrix
Joby Byroad, VP, Data and Analytics, GID
Meghan Czechowski, SVP, Head of Apprise, Apprise by Walker & Dunlop
Julianne Goodfellow, Head of Community and Policy, RETTC

11:15 a.m. – Noon **From Insight to Action: Translating Research for Executive Decision-Making**

The most rigorous analysis only creates value when it drives decisions. As housing markets grow more complex, research leaders are increasingly responsible not just for producing insight but for structuring it in ways that executive audiences can act on with confidence. This session examines how research teams are bridging the gap between analytical depth and executive decision-making, covering how to frame market signals, communicate uncertainty, and align research outputs with the strategic questions that matter most at the enterprise level.

Moderator: **Greg Willet**, Chief Economist, LeaseLock

Speakers: **Alyson Bode**, SVP, Head of Research, Kettler
Mark Franceski, Chief Strategist, Middleburg
Jay Lybik, Senior Director of Marketing Research, Continental Properties

Noon – 1:45 p.m.

Lunch Social (*Parish Hall, 10th Floor*)

2:00 – 5:30 p.m.

Afternoon General Session (*Louisiana Ballroom, 10th Floor*)

2:00 – 2:05 p.m.

Welcome & Introductions

2:05 – 2:50 p.m.

Keynote Discussion: Interpreting Housing Supply Signals

Housing supply projections are shaped by differing methodologies, assumptions, and data inputs — and those differences matter. From housing shortage estimates to pipeline projections and forward-looking scenarios, varying

approaches can produce materially different views of market balance and risk.

In this moderated keynote discussion, leading economists and research executives will pull back the curtain on how supply forecasts are constructed — examining the variables, data sources, and scenario assumptions that drive variation across projections. The conversation will focus on what those differences mean in practice: how to read competing forecasts signals with a more critical eye, where the genuine uncertainty lies, and how firms are incorporating — and stress-testing — supply projections analysis in an increasingly unpredictable market environment.

Moderator: **John Leer**, Chief Economist, Morning Consult

Speakers: **Eric Finnigan**, Vice President of Demographics Research, John Burns Real Estate Consulting
Mike Wilkerson, Partner / Director of Economic Research, EConorthwest

2:55 – 3:45 p.m.

Measuring the Resident Experience: Survey Data, Satisfaction & Market Signals

As resident expectations evolve and competition intensifies, understanding renter satisfaction has become a critical input into both operational performance and demand analysis. For research leaders, the challenge is moving beyond anecdotal feedback to structured, comparable, and decision-relevant insights. This session will examine how organizations are designing resident surveys, integrating feedback data with operational and market indicators, and using satisfaction metrics to better interpret retention, pricing power, and long-term demand signals.

Moderator: **Quinn Eddins**, Managing Director, US Research & Analytics, Greystar

Speakers: **Ofo Ezeugwu**, Founder and CEO, WYL
Brian Hedge, VP Customer Experience & Product Insights, Kettler
Brian Miller, Director, Partner Experience and Engagement, Rentals, Zillow
Sparkle Mixon, Senior Vice President of Customer Experience and Marketing, Bell Partners

3:45 – 4:00 p.m.

Break

4:00 – 4:45 p.m.

Opportunity Zones & Housing Supply: Measuring Impact, Scaling Investment and Planning for OZ 2.0

Six years into the Opportunity Zone program, the multifamily industry is moving beyond policy intent to evaluate real-world outcomes and, more importantly, how those outcomes are shaping investment decisions. This session will focus on how firms are evaluating OZ 1.0 in practice, including where it is driving meaningful housing supply, where it is falling short, and how those outcomes are informing current underwriting and deal strategy. Looking ahead, panelists will discuss how OZ 2.0 could influence capital flows, development decisions, and the next cycle of investment.

Moderator: **Dave Borsos**, VP, Capital Markets, NMHC

Speakers: **Steve Guggenmos**, Director of Housing Market Research, Griffin Capital Company, LLC
Peter Lawrence, Chief Public Policy Officer, Novogradac & Company LLP
John Lettieri, President & CEO, Economic Innovation Group

4:50 – 5:30 p.m.

From Policy to Market Impact: Quantifying Regulatory Effects on Housing Supply

Housing policy is increasingly shaping where—and whether—new supply comes online. This session opens with a brief NMHC policy update, followed by a conversation with leading researchers on how regulatory developments are being interpreted across markets. Panelists will explore how policy signals are translated into views on pipeline health, development feasibility, and market performance—and where those interpretations diverge.

NMHC Policy Update: **Dave Borsos**, VP, Capital Markets, NMHC

RETTTC Policy Update: **Julianne Goodfellow**, Head of Community and Policy, RETTTC

Moderator: **Caitlin Sugrue Walter**, SVP, Head of Research and Innovation, NMHC

Speakers: **Brennan Griffin**, Deputy Director, Texas Appleseed
Tushar Kansal, Senior Officer, Housing Policy Initiative, PEW Charitable Trust
Grant Montgomery, National Director, Multifamily Analytics, CoStar
Michael Saadine, Senior Advisor, National Housing Crisis Task Force

5:30 – 6:30 p.m.

Networking Reception (*Parish Hall, 10th Floor*)

6:30 – 8:30 p.m.

RealPage Hosted Dinner

Location: Miss River at The Four Seasons

RSVP Required: Please email **Tara Ingram** at tara.ingram@RealPage.com.

Friday, May 22

8:30 – 11:00 a.m.

Registration (*Parish Hall, 10th Floor*)

8:30 – 11:00 a.m.

NMHC HQ (*Parish Hall, 10th Floor*)

8:45 – 10:00 a.m.

Breakfast Peer Roundtables (*Louisiana Ballroom, 10th Floor*)

Start your day in conversation with peers tackling the same challenges you are. These hosted breakfast roundtables offer a focused, small-group setting to exchange perspectives, compare strategies, and pressure-test ideas across the disciplines shaping today's housing market. Choose the table that best aligns with your role—**Research & Data Analytics; Asset Management & Portfolio Strategy; Development & Capital Deployment; Technology & Data Infrastructure; or Property Operations & Resident Experience**—and gain practical insight you can take back to your organization.

10:00 – 11:30 a.m.

From Macro Signals to Market Strategy: A Forecasting Deep Dive (*Louisiana Ballroom, 10th Floor*)

Forecasts are everywhere—but knowing how to interpret, challenge, and apply them is where real value is created.

This workshop examines how forecasts are built and how they are used inside multifamily organizations. The first half provides a clear, high-level view of how population models are developed, including the key assumptions, inputs, and limitations behind widely used projections. The second half focuses on application, exploring how advisory firms translate these forecasts into market-level insights, scenario planning, and investment strategy.

Designed for multifamily research and strategy leaders, this session will focus on how to evaluate forecasts with greater discipline, communicate uncertainty to stakeholders, and make better decisions when the data isn't clear.

MC: **Arben Skivjani**, Deputy Chief Economist & Director of Forecasting, RealPage

Presenters: **Cameron Pawelek**, Managing Director, RCLCO
Abhilasha Singh, Associate Director – Senior Economist, Moody's

11:30 a.m.

Program Ends