

## **2016 NMHC Apartment Strategies Outlook Conference**

January 19 • Hilton Orlando Bonnet Creek /Waldorf Astoria Orlando • Orlando, FL

### **Preliminary Agenda**

*(As of January 12, 2016; Subject to change)*

#### **Monday, January 18**

**3:00 – 7:00 PM**      **Registration**

#### **Tuesday, January 19**

**7:00 AM – 3:00 PM**      **Registration**

**7:00 – 8:00 AM**      **Networking Breakfast**

**8:00 – 9:00 AM**

#### **Eye on the Apartment Market: Multifamily Dashboard**

Industry research experts analyze trends in supply and demand across the country, focusing on rent growth, net absorption, and occupancy rates. Find out how last year's hot markets will fare in the next 12 months, and which markets are candidates to top the list in 2016. The session will cover a selection of primary, secondary, and tertiary markets and examine whether any are likely to surprise to the upside—or downside.

Moderator: **Melissa Reagen**, Head of Research & Agriculture Research, MetLife Real Estate Investors and Agricultural Investments

Panelists: **John Chang**, First Vice President, Research Services, Marcus & Millichap

**Jay Parsons**, Director of Analytics, MPF Research, a Division of RealPage, Inc.

**9:00 – 10:00 AM**

#### **Are We Overbuilding or Even Building the Right Stuff?**

New development has been booming for several years now, but that's just the headline. One of the nation's leading data provider firms will break down what's been built in recent years—the overall amount, where it is, and what kind of properties. Industry leaders will then discuss their take on these trends, as well as the

particulars to successful developments, such as the proper unit mix and rents. They will also share their perspectives on what needs to be built in the future as the population ages and changes, particularly the Millennials and Baby Boomers.

Moderator: **Jay Denton**, Senior Vice President, Analytics, Axiometrics, Inc.

Panelists: **Clyde Holland**, Chairman and Chief Executive Officer, Holland Partner Group

**Bill MacDonald**, President and Chief Investment Officer, Mill Creek Residential Trust LLC

**Brian Natwick**, President, Multifamily, Crescent Communities

#### 10:00 – 11:00 AM

##### **Affordability Mandates Are Coming to Your Markets**

Municipalities across the country are worried that a growing number of their residents are being priced out of the neighborhoods where they want to live. Searching for solutions they have or are considering implementing rent restrictions or development guidelines such as rent control or inclusionary zoning which will all have a meaningful impact on apartment development. In this session developers will discuss their successful strategies in working with municipalities to craft balanced workable solutions that meet the needs of affordability with reasonable market returns.

Moderator: **Jeff Brodsky**, Vice Chairman, Related Companies

Panelists: **Cindy Clare**, President, Kettler Management

**Larry Curtis**, President & Managing Partner, WinnDevelopment

**Jonathan Holtzman**, Chairman and Chief Executive Officer, Village Green

#### 11:00 AM – Noon

##### **Awash in Capital: The Impact of Global Investment on the U.S. Market**

Swelling global and domestic demand for multifamily has produced a tsunami of capital flow to the industry in the US, resulting in a

historic high in sales volume. In this session hear from experts who are riding the wave as well as causing the wave and where they see the market heading. What implications does it have for the industry and when do they see the capital flow receding?

Moderator: **Bob White**, Founder and President, Real Capital Analytics Inc.

Panelists: **Ethan Bing**, Vice President, Starwood Capital Group

**Jeff Daniels**, Managing Director, AIG Global Real Estate Investment Corporation

**Olivia John**, Principal, The Blackstone Group

**Noon – 1:00 PM**

**Networking Lunch**

**1:00 – 2:00 PM**

**Strategic Operations in a Time of Exponential Change**

Technology is advancing at an exponential pace, the balance of power has shifted toward the resident and the employee via ratings and reviews and communication has become instantaneous. These trends have changed the world in which we live and work and have created a host of new and difficult strategic operational and technology decisions. Industry leaders will discuss how they balance cost, benefits and risk in a world where they have less control, where the pace of everything has quickened, and where obsolescence is measured in months rather than years.

Moderator: **Julie Smith**, Chief Administrative Officer and Partner, The Bozzuto Group

Panelists: **Cris Sullivan**, Executive Vice President, Operations, Gables Residential

**Scott Wesson**, Senior Vice President – Chief Information Officer, UDR, Inc.

**Mark Zettl**, Chief Operating Officer, Waterton

**2:00 – 3:00 PM**

**What Goes Up....Must Go Up? How Long Can the Apartment Expansion Continue?**

The final session of the 2016 NMHC Apartment Strategies Conference will bring together a panel of industry experts to discuss what could make or break the long-running expansion. Topics will include whether multifamily will continue to be the preferred real estate asset class, the direction of housing finance reform, pressures on cap rates, and if (and where) an apartment asset bubble may be forming. Are we reaching the peak of the market? What will 2016 hold for the industry? This session will bring it all together.

Moderator: **Michael Cohen**, Director of Advisory Services,  
CoStar Group

Panelists: **Grace Huebscher**, President, Capital One Multifamily  
Finance

**Craig Leupold**, President, Green Street Advisors

**Ella Shaw Neyland**, President and Affiliated Director,  
Steadfast Apartment REIT

**Ken Valach**, Chief Executive Officer, Trammell Crow  
Residential

**3:00 PM**

**Conference Adjourns**

*Note: The agenda is subject to change. Please be aware that photos may be taken at the meeting and posted online.*