Top 10 Ideas Considered “Conventional Wisdom” Today

2014 Apartment Strategies Conference
Doug Bibby, January 2014
10. WHATEVER HAPPENS TO FANNIE AND FREDDIE, BORROWING COSTS ARE GOING UP
9. THERE IS MORE THAN ENOUGH CAPITAL “OUT THERE” TO MEET THE INDUSTRY’S NEEDS OVERALL
8. WE ARE STARTING TO OVERBUILD IN MORE AND MORE MARKETS AND WE ARE BUILDING ONLY HIGH-END PROPERTIES
7. SINGLE-FAMILY RENTALS ARE NO THREAT TO OUR GROWTH PROSPECTS
6. MILLENNIALS ARE THE KEY TO OUR FUTURE SUCCESS; BABY BOOMERS ARE A SIDE STORY
5. RENTING IS THE “NEW NORMAL”-A TRUE GENERATIONAL SHIFT IN PSYCHOLOGY
4. GROUND-UP DEVELOPMENT MAKES BETTER ECONOMIC SENSE (WITH TOO MUCH CAPITAL CHASING TOO FEW PURCHASE DEALS)
3. WHILE MANY INVESTMENT STRATEGIES CAN WORK, THE BI-COASTAL (“SEXY SIX”) MARKETS MATCH INVESTORS’ INTERESTS
2. SUBMARKETS ARE ALWAYS KEY, BUT THE SMART MONEY IS ON MEDIocre SUBMARKETS IN GREAT METROS VS. GREAT SUBMARKETS IN MEDIocre METROS
1. THIS MULTIFAMILY CYCLE WILL LAST LONGER THAN THE AVERAGE FOR A WIDE VARIETY OF REASONS