

2025



APARTMENT STRATEGIES CONFERENCE

January 28, 2025
ARIA Resort & Casino
Las Vegas, NV

PRELIMINARY AGENDA AT-A-GLANCE

(As of January 14, 2025; Subject to change)

MONDAY, JANUARY 27

11:00 AM – 5:30 PM	Registration (<i>Mariposa 5, East Level 2</i>)
12:00 – 5:30 PM	Nursing Room (<i>Copperleaf 2, West Level 2</i>)
12:00 – 5:30 PM	Health Room (<i>Copperleaf 1, West Level 2</i>)
1:00 – 5:00 PM	2024 NMHC Women's Event (<i>Juniper Ballroom, West Level 3</i>) <i>(Separate registration required. Open to women who work for NMHC member companies and are registered for the Apartment Strategies Conference or Annual Meeting)</i>

TUESDAY, JANUARY 28

7:00 AM – 3:00 PM	Registration (<i>Mariposa 5, East Level 2</i>)
7:00 AM – 7:00 PM	Nursing Room (<i>Copperleaf 2, West Level 2</i>)
7:00 AM – 7:00 PM	Health Room (<i>Copperleaf 1, West Level 2</i>)
7:30 – 8:30 AM	Breakfast Social (<i>Juniper 3, West Level 3</i>)
8:30 AM	Welcome & Introduction (<i>Ironwood 5, West Level 3</i>) Speaker: Sharon Wilson Géno , President, NMHC
8:40 – 9:30 AM	Macroeconomic Keynote interview: Justin Wolfers, Professor of Economics and Public Policy, The University of Michigan; Senior Fellow, The Brookings Institution (<i>Ironwood 4-8, West Level 3</i>) Kick off your NMHC Apartment Strategies experience with an overview of the economic environment. Through an engaging fireside chat, our speaker will share expert perspectives on key trends in the U.S. economy expected to shape real estate development and housing demand in the next 12-24 months. This discussion is sure to provide fresh insights into the financial landscape, offering a deeper

understanding that will inform and guide your strategic decision-making in the coming year.

Moderator: **Kim Betancourt**, Vice President, Economics and Multifamily Research, Fannie Mae
Speaker: **Justin Wolfers**, Professor of Economics and Public Policy, The University of Michigan; Senior Fellow, The Brookings Institution

9:30 – 10:15 AM	<p>Apartment Market Trends and Investment Insights (<i>Ironwood 5, West Level 3</i>)</p> <p>Don't miss this flagship session of the NMHC Apartment Strategies Conference, where premier market research analysts provide an exclusive, behind-the-scenes look at the multifamily sector. Dive into an in-depth analysis of transaction trends, financial market movements, and shifting demographic patterns influencing the multifamily sector. This session is your unique opportunity to hear expert industry perspectives on the shape of multifamily real estate's current and future state, equipping you with the knowledge to navigate and strategize effectively in an evolving landscape.</p> <p>Moderator: Jay Lybik, National Director of Multifamily Analytics, CoStar Speakers: Mike Carney, Vice President, Investment Research-North America, Heitman John Chang, SVP, National Director of Research and Advisory Services, Marcus & Millichap Suzanne Mulvee, EVP, Chief Strategy Officer, GID Greg Willett, Chief Economist, LeaseLock</p>
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10:15 – 11:00 AM	<p>Navigating Today's Capital Landscape: Strategies for Multifamily Development Financing (<i>Ironwood 5, West Level 3</i>)</p> <p>With private markets cautious and capital costs still elevated, how are developers structuring deals to keep projects moving? This panel dives into the challenges and opportunities of financing multifamily development in today's watchful economic climate. Industry leaders will share how they tackle rising construction costs, adapt to fluctuating interest rates, and create resilient capital structures. From balancing risk with opportunity to aligning financing strategies with market realities, this conversation offers a clear view of how top firms are navigating a pathway to successful project delivery.</p> <p>Moderator: John Sebree, Senior Managing Director, Head of Real Estate Investment Sales, Lument Speakers: Adrienne Bain, Managing Director of Capital Markets, JPI Tommy Brunson, President, Development & Construction, Fairfield Ed Madell, CFO, Continental Properties Company</p>
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Erin Spears, President, Fifield

11:00 AM – 11:45 AM

Portfolio Management: Balancing Growth and Stability in Dynamic Markets (*Ironwood 5, West Level 3*)

What separates winning portfolio strategies from merely adequate ones in today's market? Get inside the investment playbook of accomplished investors and operators who have deployed capital across multiple market cycles. This candid discussion will explore how market leaders are finding opportunity in disruption, optimizing portfolio construction, and innovating in capital structure. Hear practical approaches to portfolio positioning from practitioners with proven track records of delivering superior risk-adjusted returns across market conditions.

Moderator: **Jay Parsons**, Principal & Head of Investment Strategy, Madera Residential

Speakers: **Andrew Bethke**, Executive Director, Real Estate Lead Asset Manager, UBS Realty Investors

Steve Gullo, Managing Director, Portfolio Management, Berkshire Residential Investments

Tess Gruenstein, Senior Vice President, Acquisitions and Portfolio Management, Bailard, Inc.

Dan Walsh, CEO, Citymark Capital

11:45 AM – 1:00 PM

Lunch Social (*Juniper 3, West Level 3*)

1:00 – 1:45 PM

Navigating Market Trends and Maximizing Opportunities in Multifamily Operations (*Ironwood 4-8, West Level 3*)

In a rapidly evolving market, multifamily firms must adeptly balance shifting trends with technological opportunities, demographic shifts, and capital investments. We open the afternoon by bringing together industry leaders to discuss where they're finding growth potential and managing operational risk across their portfolios. Gain insights on how to optimize technology for operational efficiency, align capital investments with long-term asset performance, and adapt resident preferences. Join us for a forward-looking discussion revealing how multifamily leaders are positioning their companies to thrive in today's ever-changing environment.

Moderator: **Margette Hepfner**, Chief Operating Officer, Residential Management, Willow Bridge PC

Speakers: **Stephanie Brock**, Managing Partner, Property Management, Waterton

Ogal Claspell, SVP, Asset Management, Passco Companies, LLC

Donna Summers, President, Residential Management, Gables Residential

1:45 – 2:15 PM

From Election Coverage to Political Commentary: The Role of the Media Shaping in the First 100 Days (Ironwood 5, West Level 3)

What's in store for the nation under the new Trump administration? Join NMHC President Sharon Wilson Géno in a candid conversation with political commentator turned journalism professor, Christina Bellantoni as they unpack the key political dynamics and policy priorities shaping the new Trump administration's first 100 days. With sharp insights and a reporter's perspective, Bellantoni will help us explore the opportunities and challenges faced by the new administration and Congress in advancing the priorities upon which they were elected and what corporate leaders should watch in this rapidly evolving political landscape. Tailored to set the stage for the multifamily housing discussion that follows, get your seat for this deep dive into the political forces at play—and what it could mean for housing.

Moderator: **Sharon Wilson Géno**, President, NMHC

Speakers: **Christina Bellantoni**, Former Assistant Managing Editor for Politics Los Angeles Times and Former Editor-in-chief of Roll Call

2:15 – 3:00 PM

Closing Perspectives: Multifamily Housing in a Changing Landscape (Ironwood 5, West Level 3)

As the day's discussions come full circle, this closing session brings together leading voices in real estate and housing policy for a dynamic conversation on the interplay between market realities and the evolving political economy. Moderated by **Dr. Richard Green, Director and Lusk Chair in Real Estate at USC's Lusk Center for Real Estate**, the panel will unpack the implications of shifting policies and economic trends for multifamily investment and development strategies. Expect a compelling analysis that builds on the previous session's commentary and provides a forward-looking perspective on the challenges and opportunities shaping the future of the multifamily industry.

Moderator: **Richard Green**, Ph. D, Director and Lusk Chair in Real Estate, USC Lusk Center for Real Estate

Speakers: **Rachel Diller**, Chief Investment Officer, Bridge Workforce & Affordable Housing, Bridge Investment Group

Daryl Fairweather, Chief Economist, Redfin

Janneke Ratcliffe, Vice President, Housing Finance Policy Center, Urban Institute

3:00 – 5:00 PM

Networking Areas