

APARTMENT WIRE

T-MINUS NINE DAYS UNTIL WE SEE YOU IN ORLANDO!

Anticipation is mounting leading up to the premier real estate events of the year – 2022 NMHC Women’s Event, Apartment Strategies Conference and Annual Meeting. With just days to go, we’re in the midst of squaring away the agenda, finalizing speakers and packing our sunscreen for sunny Orlando.

[The 2022 NMHC Women’s Event](#), set for Jan. 17 from 1 p.m. – 4:30 p.m. ET, will feature a keynote conversation with **Alyssa Milano**, actor, producer, host, activist, entrepreneur, humanitarian and New York Times Best-Selling author, moderated by **Laurie Baker**, chief operating officer, Camden. The Women’s Event will certainly start the week off with a bang, but the engaging programming and meaningful networking won’t end there. In addition to our typical advocacy and research updates, this week’s newsletter provides a sneak peek of what to look forward to at this year’s January NMHC events.

And if you haven’t registered yet, there’s still time!

[Register for the 2022 NMHC Women’s Event](#)

The Women’s Event is open to any woman registered for the 2022 NMHC Apartment Strategies Conference, 2022 Annual Meeting or 2022 NMHC Annual Meeting Networking Pass. Separate registration is required.

[Register for the 2022 Apartment Strategies Conference](#)

ASC is open to members and non-members and requires separate registration from the Annual Meeting.

[Register for the 2022 NMHC Annual Meeting](#)

Annual Meeting is open to NMHC members only. Not an NMHC member? Click [here](#) to learn more about joining the Council.

Important Note: Absent a national or state lockdown, it is our intention to proceed with all three upcoming January events. We will have health and safety protocols in place, however. [Learn more here.](#)

 2022 NMHC 50 Survey Underway, email nmhc50@nmhc.org with any concerns or questions

Multifamily Markup

BIBBY UPDATES MEMBERSHIP ON MASSACHUSETTS RENT CONTROL PROSPECTS

NMHC President **Doug Bibby** recently [penned a letter](#) to NMHC membership outlining potential rent control prospects in Massachusetts and what NMHC is poised to take on in the New Year.

“Rent control remains an existential threat to our industry, and something that NMHC tracks across the country,” Bibby wrote. “It’s important to note at the top, the Legislature and Governor have taken a clear stand *against* rent control, including a decisive roll call vote in just the last session. While we do not expect that will change in this session, it’s important that we stay engaged, stay active and make sure our legislators have the facts about policy ideas that will help expand housing options, lower costs and improve access.”

Bibby went on to explain NMHC’s ongoing strategy and plans to, again, submit testimony for the record: “As we did during the last public hearing on this issue, we will be submitting testimony at the request of the Greater Boston Real Estate Board (GBREB). We continue to work with GBREB and the National Apartment Association to demonstrate to lawmakers and other stakeholders that rent control is the absolute wrong approach to housing affordability.”

Click through to read the full letter and learn how to get involved.

[READ MORE](#)



WHAT YOU NEED TO KNOW: HEALTH AND SAFETY PROTOCOLS FOR ANNUAL MEETING, ASC AND THE WOMEN'S EVENT

Absent a national or state lockdown, it is our intention to proceed with all three upcoming January events. We will have health and safety protocols in place, however. Namely, all attendees must either: (1) present proof of vaccination; OR (2) provide a negative COVID-19 test result taken within 72 hours of their first day attending the conference AND complete a daily COVID-19 rapid test onsite. Meeting registrants can learn more about how to comply by clicking through to our COVID-19 safety requirements webpage.

Additionally, NMHC encourages registrants to test for COVID-19 before arriving in Orlando.

[LEARN MORE](#)



HOW U.S. RENT GROWTH IN 2021 REALLY STACKS UP IN THE LONGER-TERM

National apartment rent growth climbed to record highs in the latter portion of 2021. Yet, these figures measure rent growth relative to what was an uncharacteristically weak apartment market during 2020 due to the outbreak of COVID-19. The December 2021 edition of NMHC Research Notes explores whether 2021's elevated rent growth represents an increase in the longer-term trajectory of rents or, alternatively, if we are simply witnessing rents recover from what was a below-trend 2020. It also takes a look at where rents are today relative to where they would have likely been if the pandemic had never taken place.

[LEARN MORE](#)

2022 MULTIFAMILY TECH TRENDS TO WATCH FOR

NMHC Vice President of Industry Technology Initiatives **Rick Haughey** lays out the top three tech trends coming our way in 2022 in his latest article for Multifamily Executive. "What's next for multifamily is all about technology investment, management and leadership," he writes. "Multifamily firms are thinking more holistically about their tech infrastructure both at the enterprise and site levels and focusing on developing the right teams and processes to become truly data-driven decisionmakers and efficient operating machines."

[READ MORE](#)

WHAT CAN THE APARTMENT INDUSTRY EXPECT IN 2022? ASC TO PROVIDE ECONOMIC AND MARKET OUTLOOK

Open to members and non-members, the [2022 Apartment Strategies Conference](#) will take place on Jan. 18 and requires separate registration from the Annual Meeting. Attendees should mark their calendars for can't-miss content that will investigate economic and market trends important to the industry's performance going forward. **Richard Barkham**, global chief economist and global head of research, CBRE, is slated to headline.

Note: This conference precedes the NMHC Annual Meeting. It is open to members and non-members and requires separate registration from the Annual Meeting.

[REGISTER HERE](#)





NMHC PAC TO THANK SUPPORTERS AT 2022 ANNUAL MEETING

NMHC PAC looks forward to seeing members in Orlando for the NMHC Annual Meeting, Apartment Strategies Conference and Women's Event! If you plan to attend, be sure not to miss the NMHC PAC exclusive events happening throughout the week. **All meeting attendees** are encouraged to join the PAC from 8 a.m. – 9 a.m. ET on Jan. 20 for the 2022 NMHC PAC Recognition Breakfast. During the breakfast, the PAC will recognize the top NMHC firms that were supportive in 2021 and hear from renowned political analyst and Editor in Chief of The Cook Political Report, **Amy Walter**.

Open exclusively to NMHC PAC supporters, NMHC PAC will host its Annual Appreciation Reception from 5 p.m. – 6 p.m. ET on Jan. 18. Contact [Lisa Costello](#) to learn more about how to participate.

[VIEW THE ANNUAL MEETING AGENDA](#)

HOUSING POLICY OUTLOOK UNDERSCORES THE NEED FOR REAL AFFORDABILITY SOLUTIONS

“Amid rising threats of more stringent policies around rent control and evictions, it’s time to get serious about what works and what doesn’t to address housing affordability,” NMHC President **Doug Bibby** writes in the Wealth Management Real Estate 2022 Market Outlook. “But this didn’t happen overnight. It’s the outcome of decades of neglect by policymakers from both sides of the aisle and at all levels of government. Now policymakers are looking for “quick” and “free” solutions like rent control and eviction moratoriums to fix this legacy problem.” Click through to read about what the policy failures have been thus far and where we should go from here.

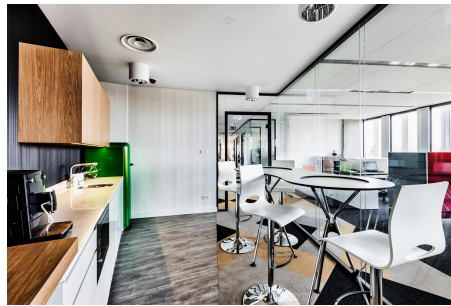
[READ MORE](#)

THE MULTIFAMILY REAL ESTATE EVENT YOU WON'T WANT TO MISS: 2022 NMHC ANNUAL MEETING IS FINALLY HERE!

Last, but certainly not least, the 2022 NMHC Annual Meeting will commence the afternoon of Jan. 18 with various committee meetings taking place followed by an evening reception. Throughout the rest of the week, attendees can look forward to numerous networking and deal making opportunities and loads of thought-provoking content – including remarks from keynote speaker **Bob Iger**, executive chairman, The Walt Disney Company. And what would NMHC Annual be without a bit of fun? In addition to the various receptions, our Wednesday evening dinner will feature comedian and impressionist **Frank Caliendo**.

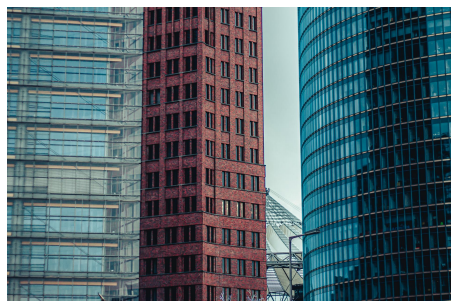
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NEWS



WEWORK CO-FOUNDER ADAM NEUMANN IS BECOMING AN APARTMENT MOGUL

Adam Neumann, who built office co-working giant WeWork before resigning as chief executive when his fortunes soured, has a new business venture under way: apartment landlord. Entities tied to Neumann have been quietly acquiring majority stakes in more than 4,000 apartments valued at more than \$1 billion in Miami, Atlanta, Nashville, Tenn., Fort Lauderdale, Fla., and other U.S. cities, according to court, property and corporate records and people familiar with the transactions.



UNDERUSED OFFICE BUILDINGS GET NEW LIFE AS DELUXE APARTMENTS

A few years ago, the two-tower Park Center in this Washington, D.C., suburb was another graying office complex. One building was about one-third empty, while the largest tenant was preparing to leave the other. Today, the property has taken on a new life as upscale apartment buildings. The 435 residential units are surrounded by private cabanas for small gatherings, grilling stations, a bocce lawn and contemporary sculpture.



GEN Z WANTS SINGLE-FAMILY HOMES. RENTAL OWNERS ARE HAPPY TO OBLIGE

Single-family rentals are still a relatively small part of the U.S. residential market, but investors are now betting on surging demand for such properties in the wake of rising house prices exacerbated by the coronavirus pandemic. Interest in the sector is encouraged by renter demand from new demographics and incentives for build-to-rent product, which has an 8 percent annual return on average, The Wall Street Journal reports, citing Green Street data. That is the highest of any property sector tracked by the firm.



MORE MILLENNIALS ARE RENTING BECAUSE THEY HAVE TO

As more millennials seek to become first-time home buyers in this immensely competitive pandemic market, many are finding that renting is the only option — even though they have the income and down payment required to make a purchase. A recent study by RentCafe found that high-earning millennials (with an annual income of more than \$50,000) submitted 39 percent of all rental apartment applications in 2021, their largest share in five years.



CONSULTING KENNY

Annual Meeting Preparedness Tips

NMHC COO Kenny Emson Weighs in on How to Prepare for the 2022 NMHC Annual Meeting

1



Confirm Your Registration

Whether you registered months ago or just last week, it's always smart to double check your email for your meeting registration confirmation. If you don't see it in your main inbox, please check your junk mail folder, spam filter, and deleted items. Email membership@nmhc.org with any questions.

2



Consult Our COVID-19 Safety Protocols

We will have a number of health and safety protocols in place. Namely, all attendees must either: (1) present proof of vaccination; OR (2) provide a negative COVID-19 test result taken within 72 hours of their first day attending the conference AND complete a daily COVID-19 rapid test onsite. We also recommend all registrants test before joining us in Orlando and travel using a KN95 mask for extra protection. KN95 masks will also be available onsite. Learn more at nmhc.org/annual

3



Download the Meeting App—Brella

We are excited to bring you the Brella networking app to maximize the efficiency of your networking experience. Registrants for the 2022 NMHC Annual Meeting will receive an invitation to join Brella. If you have not received an invite, you can look up your personal join code or contact membership@nmhc.org. Access additional app details at nmhc.org/brellafaq

4



Map Out Your Conference Schedule

With so much happening throughout the week we suggest taking a look at the agenda and planning ahead. Also be sure to check out our updated shuttle and parking protocols to help you best map out your day. Download the app to access the full agenda. Learn more about the shuttle and parking at nmhc.org/annualshuttle

Access Additional Meeting Info at nmhc.org/annual



UPCOMING MEETINGS

Register for the industry's premier meetings and events.

[MEETINGS](#)



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