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APTvirtual Breakout Sessions *(all times Eastern Standard)*
★ Session brought to you by the Texas Apartment Association

Monday, November 2
12:20 p.m. – 1 p.m.

Candid Conversations with Renters About COVID-19

COVID-19

Speakers: Lia Nichole Smith, Karen Trueman

COVID-19 has impacted our industry immeasurably. Current renters from across the country have been virtually interviewed for this session to answer questions such as, “What grade would you give your management team’s performance during this time?” and “Is there anything your management team can do to better prepare for an outbreak of this magnitude in the future?” And as an audience member, you’ll have the opportunity to hear their thoughts firsthand.

Demystify The Psychology of a Customer Referral

Marketing (social media, online reputation mgmt., etc.)

Speaker: Kate Good

When customers refer a product or service among friends, it's an act of social belonging, reciprocity and trust. Humans crave social connections and it's hardwired into our psychology. The emotional reward of feeling part of “our tribe” is irresistible and in order to obtain it, we'll gladly accept the risks involved in taking social action. But, there's a limit to what we will do. Trust is at the heart of this dynamic. The attraction of refer-a-friend programs is not only financial; they tap into a much deeper need for social recognition and belonging. Understanding this psychology will help you build better programs.

Lessons from Single-Family: Using Self-Guided Tours to Propel Leasing

Operations

Speakers: Todd Katler, Phil Rogers, Kari Warren

Self-Guided Tours was one of the most controversial new technology developments in rental housing. But when we entered an era of social distancing, this new platform brought a new set of variables to consider. Single-family has adopted this technology at a very high user rate. Out of all single-family leases signed in 2018 who toured, 61.3% chose a self-guided tour and 61.9% started their tour within one hour of booking it online. Learn how we can provide a self-service, instant access leasing process while practicing social distancing and how SGTs continues to carry rental housing through a global pandemic.

There's Room at the Table for Boots and Heels

Leadership/Professional Development

Speakers: Elizabeth Francisco, Kristie Arnst, Arianna Royster, Amy Smith Montoya

Evidence shows that companies with a diverse senior leadership team outperform their competition. The multifamily industry has made progress regarding gender equality, but we still have work to do and for good reason. Among senior leadership, partners and ownership in multifamily there is a disproportionate number of men to women. Hear from both men and women leaders across the multifamily industry about their personal experiences advocating for diversity and inclusion. Gain helpful insights into how they prepared for senior leadership differently and identify what may be holding you back in your own career growth.

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★ **Rebound: Finding Victory at the End of March Madness**

Career Development

Speaker: Dave Davlin

The late Jim Rohn once said, "Life is difficulty mixed with opportunity." While most individuals and organizations find it comfortable to thrive in times of opportunity, it requires specialized skills and a specific mindset to be victorious in times of difficulty and change.

In this presentation, Dave connects the "March Madness" created by the 2020 COVID-19 world-wide pandemic with the unexpected changes and challenges that can manifest themselves in conventional business and everyday life. He reveals seven principles that can lead us to thrive amid uncertainty and to be triumphant in the face of our own March Madness moments.

2 p.m. – 2:40 p.m.

Mental Health in the Workplace: Let's Talk About It!

COVID-19

Speakers: Amy Kosnikowski Dilisio, Claire Collins

Each year, one in four adults experience a severe mental health crisis ranging from anxiety to deep depression. Within the time of COVID-19, employee's well being is negatively being challenged. Odds are, they will need a higher level of understanding, support and guidance from leaders. This session will sharpen awareness of the effects that mental wellness has on business, and how to recognize red flags, as well as, how to respond effectively. Learn methods to ask about employee's wellbeing with empathy, and establish effective ways to support team members through building a culture of caring.

How to Crack the Code of Remote Employee Disengagement

Leadership/Professional Development

Speaker: Jill Christensen

We are living in unprecedented times. 'Work' as we know it has is changing. In order to thrive, organizations must re-invent themselves and embrace the new normal. As a former Fortune 500 business executive who has seen it all, Jill understands how organizations operate, and what they need to do to attract, retain, and engage employees - whether they sit under your nose or work remotely. Are remote workers uber productive? Yes, but they also tend to feel more disengaged and neglected. In a day and age when many people are 'sheltering in place,' the companies that will come out on top are the ones which create and execute a strategy to effectively manage remote workers.

Excuse Me ... Your Bias is Showing

Human Resources

Speakers: Susan Sherfield, Rebecca Rosario, Marci French

We have all heard the old saying "What you don't know won't hurt you", but when it comes to unconscious bias, what you don't know, may hurt others. The reality is that we all have biases. That doesn't make us bad people; it makes us human. Unconscious biases can present a serious challenge in how we treat other people, and can result in workplace conflict, discrimination, and lack of inclusivity. Learn how to identify your unconscious biases, and then apply strategies to combat them.

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Marketing and HR: Rental Housing's Newest "It" Couple

Career Development

Speakers: Jen Piccotti, Lori Snider, Ashley Cerasaro, Jamie Capodiferro

What happens when your company website and social media platforms claim that they are the "Best Places to Live and Work," but Glassdoor and Indeed show a company rating of 2 stars? How do you convince residents to renew their year-long lease when you can't keep a maintenance tech for longer than a month? Your brand has come to encompass not only what residents know, see and say about you, but also the same from your employees. No need to be nervous when the industry's newest "It" couple is on the scene.

★ I Can't Believe I Heard That!

Career Development

Speaker: Vicki Sharp

In today's world, people have to be very careful what they say, who they say it to, and how the message was received. Come laugh at some of the crazy things that have been said by residents, managers, leasing agents, and maintenance team members, while learning techniques for better communication to all stakeholders.

2:50 p.m. - 3:30 p.m.

Is the Leasing Agent an Endangered Species?

COVID-19

Speakers: Ellen Thompson, Guntram Weissenberger, Jennifer Staciokas, Lucas Haldeman

To date, marketing technology has played a supporting role and made life easier for leasing agents. While they can hardly be called human, there are new kids in town with cute names like Lisa and Rentron ready and willing to chat up your prospect, answer your phone and enable self-tours. Will the robots take center stage, steal the spotlight and push the leasing agent off the stage; or will human touch prevail? Join us for a lively debate to learn what leasing agents must do to survive a Darwinian fate. Attend, cast your vote and see how this story ends.

Selling What Your Customer Can't See: Your Competitive Intangibles

Leasing

Speaker: Lisa Trosien

Showing apartments during COVID requires a special emphasis on the things that really make your community unique. Most leasing and marketing efforts tend to put their focus on the obvious: location, rents and amenities. But in the days of closed and limited use amenities, it's essential for your customers to know, what about all of the little things that make your property truly special. Learn how to craft compelling leasing and marketing messages that focus on the intangibles that are often taken for granted by your team.

Integrating Self-guided Tours with Leasing Agent Tours

Leasing

Speakers: Allison Walentowicz, Karen Gladney, Joe Melton

Self-guided tours were making a push in apartment leasing even before the pandemic forced lockdowns and safer-at-home orders nationwide. Today, operators are reeling in their ability to launch fully integrated approaches to leasing while working remotely and with everchanging orders from the CDC. Operators and leasing teams created greater leasing efficiencies by not replacing leasing agents with self-guided tour technologies. Instead, they're integrating self-guided tours with leasing agent led tours – including virtual tours – to maximize lease volume and closing ratios. This panel of industry experts will discuss how they've integrated self-guided and virtual tours with remote and in-person leasing agent activities, what technologies they use to secure the community and guide the tour process and what the results have been.

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Man Overboard: Now What? Leadership Through a Time of Unpredictability

Operations

Speakers: Pat Patterson, Leslie Mathis, Dawn Marie Rossiter, Nancy Goldsmith

Leadership teams were used to the luxury of time. Making the decision to innovate required ample vetting, testing, and slow and controlled implementation processes. But the global pandemic forced executives to evaluate risk at lightning speed and implement new technologies without room for hesitation. This session will dive into the challenges industry leaders have faced during this unprecedented time and uncover the different ways they made decisions while evaluating variables that were consistently changing. Panelists will also discuss how they evaluate the new risk involved to innovation and how to work quickly with team members and executives to implement efficiently.

★ **It Is Not WHAT You Say, It Is HOW You Say It**

On-Site

Speaker: Mindy Price

Communication is key in our business. All too often there is a disconnect. Do you ever say one thing and someone hears something else? Do you ever wonder, how is your colleague more successful than you? Why do they always have the right words? Did someone get a promotion and you did not? Were you more qualified? Where did you miss the bus? What could you have done better? In this session you will learn how to: up your interpersonal game with your colleagues, prospects and residents, sharpen your communication skills to give the right message at the right time and become an active listener to identify opportunities and challenges

Tuesday, November 3

12:20 p.m. – 1 p.m.

COVID-19 Legal Trends Shaping the Multifamily Industry: Legal Trends in Litigation, Rent Restrictions, and Evictions

COVID-19

Speakers: Scot Haislip, Ayiesha Beverly

The COVID 19 pandemic has spurred legislation at the federal, state, and local level that impacts the rental housing as well as raised new compliance and litigation concerns. Hear from expert attorneys and government affairs professionals on this important and evolving area of the law.

"Should" — The Most Dangerous Word in Maintenance

Maintenance for Supervisors

Speakers: Paul Rhodes, Chris Lincoln

In the understaffed and overtasked world of maintaining a community, cliché's like "Don't count your chickens ..." and "A penny saved ..." are often used to prevent failure. Frequently, these sayings and their meanings are disregarded as being too basic and instead replaced with higher priority items that leave the property saying: "I should have done ...!" Join two maintenance professional's that figured out: SHOULD can't, WOULD won't, and unless the DO is done, maintenance fails to maintain! Cliché or not, equipment lasts longer, budgets are smaller and the staff is more productive as these sayings are proven true in maintenance.

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Build a Bridge and Get Over It: Fostering Collaborative Workplaces

Operations

Speakers: Steve Wunch, Ellie Norton, Chris Moffett, Betsy Kirkpatrick

Why have we as an industry always seemed to focus our career pathway training and operations in a manner that tends to push our team members into silos? While this practice may seem essential to helping one master their specific departmental craft, it pushes professionals towards developing professional tunnel vision. Examine the importance of cross departmental collaboration and how we can help to build bridges between all divisions.

★ **Creating a Culture of Lifelong Learning**

Career Development

Speakers: Kara Rice, Stephen Matre

Business leaders set the tone for their team members. Spark your team's curiosity by satisfying your own hunger for personal development. Look for learning opportunities everywhere " both within and outside of multifamily. There are work-related lessons to be found in everything you learn! As training practitioners, we've explored content creation and the necessary steps to successfully onboard and develop apartment experts. Our career paths have also required that we identify and utilize unexpected tools to enhance our companies' performance management, engagement, and culture. We'll share with you the unexpected sources we've turned to for inspiration and education and inspire you to break out of your learning rut. Bonus: we'll share actions you can take back to your team at once to build and sustain a learning culture at your company.

2 p.m. – 2:40 p.m.

A New Pandemic Reality: Cybersecurity For The Front Lines

COVID-19

Speakers: Ryan Byrd, Jeff Kok, Cara Athmann, Marcus Wilson

Before the pandemic, cybersecurity was a large focus for multifamily IT teams. An attacker's ability to infiltrate our network grows with every new software or technology we implement. But after the pandemic hit, a new wave of security threats hit our industry. The only thing we can do is stay diligent in preventing an attack. The most impactful way to strengthen security is to train our leasing teams on cybersecurity and how to spot a potential threat. This session will dive into how IT departments are training teams today, how the pandemic shifted their direction when it comes to identifying, protecting and training multifamily teams and panelists will share their predictions for cybersecurity threats in the future, and what we should do today, to secure communities.

Get More Tours with Less Work and Improve Operational Efficiencies

Marketing (social media, online reputation mgmt., etc.)

Speakers: Marcella Eppsteiner, Kelley Shannon, Nicoletta Ruhl, Muhammad Yasin

Today's leasing teams and property managers are overwhelmed with their daily routines. They focus on the rental prospects ready to rent now, but miss opportunities due to time constraints to connect with consumers who are still doing their research online. What if you could create better operational efficiencies and nurture all website visitors to get more qualified tours with half the work? Learn how automation can better assist consumers faster but still feel personal, and increase property website conversions to get more qualified tours.

Changing Tide of Evictions: A PR Tsunami in the Midst of a Pandemic

Affordable Housing

Speakers: Todd Whitlow, Jacquie Hoffman, Scott Wilkerson, Marcie Williams

With the publication of Matthew Desmond's book *Evicted* and increased focus on socio-economic issues by an increasing number of politicians, property managers across every type of housing are seeing increased opposition

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to their ability to evict defaulting residents. With the outbreak of the worst pandemic in over 100 years that opposition is even further on the rise with moratoriums, limitations and additional notice requirements. Explore what the current eviction environment looks like across all portfolios (affordable, Type B/C and Type A) and discuss how you can navigate the legal and public relation pitfalls associated with evictions while exploring some eviction prevention methods and assistance programs.

Elevate: Next Level Engagement

Human Resources

Speakers: Katie Wrenn, Rebecca Rosario, Tammy Longo

As Richard Branson once said, "Train people well enough so they can leave. Treat them well enough so they don't want to." Truer words have never been spoken, especially in today's tight labor market. Join us as we discuss dynamic approaches to capitalize on the talent of your organization through elevated engagement, and effective learning and development. Learn the impact an engaged workforce has on the health of your organization and the value you can create by implementing proven strategies to engage and develop your team.

★ **Maintenance: DECODED**

Maintenance for Operations Managers

Speaker: Chad Moulin

What is the MainTrix? Discover a new and innovative way to structure your entire maintenance operations. Get the absolute most out of every aspect of your service departments. Learn about what actual property stats can tell you about your service teams on the surface and more importantly on a sub-level. There are many pieces that make up your service department. Planning, scheduling, assessments, training, procurement, time management, resident retention, organization and more. Knowing the secret on how to put all of these pieces of the puzzle together seamlessly is a powerful skill that can bring huge results.

The Culture Conundrum: Bridging the Gap Between Unity and Diversity

Leadership/Professional Development

Speakers: Rommel Anacan, Jen Piccotti

What remains true is that culture is crucial! The most successful teams have a great culture that cultivates, develops and inspires success. However, in a search for "unity," organizations often create teams that are composed of people who think, look, feel and sound alike. The conundrum is that diversity is important too. You need different people, perspectives, voices and ideas to sustain your success, but how do you bridge the two? Discover exactly how to create a united and diverse team culture, that unlocks and unleashes the power of both, with a step-by-step action plan to create high-performance teams.

2:50 p.m. – 3:30 p.m.

Don't Forget About Me, I'm a "B"

Marketing (social media, online reputation mgmt., etc.)

Speakers: Holli Beckman, Mike Whaling

Staying on the cutting edge is easy with a big budget, but what do you do when you have little money, small staff and minimal amenities? This two-part deep dive covers strategies to keep your 'B' asset top of mind with prospective tenants and retain them once they are in. Part two will cover where to spend your limited budget and tactics you can employ today to deliver services and strategies to compete with your class A neighbors. Outperform the competition by understanding your customer's needs and leveraging technology to meet those demands without blowing your budget.

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Big Data, Benchmarking and Forecasting: A Tale of Two Studies

Research (data mining, extrapolating trends, using real-time data for decision making, etc.)

Speakers: Shawn Cardner, Joe Anfuso, Paul Yount With advances in big data, machine learning and artificial intelligence, the ability to manage your business with laser precision has never been greater. Measuring performance against powerful operational benchmarks allows you to identify improvement opportunities that have long been hidden. Using predictive & prescriptive analytics for marketing and leasing helps you make changes timed with shifts in occupancy and traffic, shaping future outcomes and driving more revenue. Learn how industry leaders are applying these new tools and realizing great gains.

The Impact of the Emotional Support Animal Friendly Community

Operations

Speakers: Vince Wong, Katie Wrenn, Heather Blume

It can be frustrating when a pet owner submits a fraudulent assistance animal accommodation request. But that doesn't mean we should throw out the emotional support animal distinction altogether. There are many people, including veterans suffering from PTSD, who rely on their ESAs. Rather than grouping these deserving individuals in with bad actors, we should look at the benefits of accommodating ESAs and what we can do to ensure we stay compliant and accommodating. This panel of industry experts will discuss how emotional support animals and their owners improve the living experience for all residents and help increase revenue.

★ **The Dangers of Safety**

Maintenance for Supervisors

Speaker: Chad Moulin

We talk a lot about safety in our industry. We will be covering what goes in to keeping people and property safe. We are going to discuss what happens when we are not safe. What leads to OSHA, EPA and Local Code Enforcement inspections and what to expect if you are found to have deficiencies. How do you implement or re-introduce a companywide safety program? Most important is how can you make safety a part of your company's culture? Find out all this and more! Can you afford to miss this session?

Wednesday, November 4

12:20 p.m. – 1 p.m.

Amenities Reevaluated in Post-pandemic Times

COVID-19

Speakers: Sheri Druckman, Tami Fossum, Shawn Handrahan, Nancy Goldsmith

The amenities war continues to escalate, with some multifamily resident experiences resembling the level of hospitality expected at 5 star hotels. Yet with the demand for more and better amenities outpacing the capacity of onsite teams, community managers are not always finding outsourcing to be easy or satisfactory. Behind the smoke and mirrors, economics and the path to scale differ widely between third party amenity service models. This discussion focuses on what's really working and what is not in terms of quality execution, resident adoption and which amenities are truly value-add versus nice-to-have.

The Apartment All Stars Present: No Amenities? No Problem!

Leasing

Speakers: Lisa Trosien, Kate Good, Jacqueline (Jackie) Ramstedt, Toni Blake

You've undoubtedly seen it: the spectacular glass-bottom pool on the roof of a Houston high-rise. These wow factors are awesome, but what if you don't have amenities like a studio for would-be musicians; or a catering

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kitchen; or a co-working space? Maybe you don't even have a pool at all, but don't despair! We've got you covered with the freshest and best non-amenity amenities you've ever heard of! Learn all about building hugs, alternative landscaping, VIP parking, model furniture purchase programs, tours, events and more! Get there early as the Apartment All Stars always run out of seating!

Avoiding the Landmines of Mixed-Use Property Management, Within a COVID-19 Environment **Industry Trends**

Speakers: Jesse Miller, Chip Watts, Donna August

What happens when retail, residential, office and hotel spaces come together in one development? It broadens the scope of real estate management. Mixed-use assets have been a growing trend throughout the 2000's, due to young professionals' preference for the amenities they offer, and among older generations for their walkability. But the global pandemic has had a sudden and major impact on the way we live, work and play. How are mixed-use property managers adapting to the new environment?

Work Orders in a Remote World: Real-Time Project Management

Maintenance for Operations Managers

Speakers: Alex Cuenca, Lynette Mouton, Carrie Caudill, Steve Duceatt

Property management is experiencing profound changes in day-to-day operations – from restricted unit access to new sanitizing procedures for common areas. Mid-pandemic, maintenance techs are juggling unruly lists of work orders, new PPE requirements, and communication breakdowns. Organizing urgent maintenance backlogs and incorporating real-time technology tools is even more critical during COVID-19. With resident-performed inspections and seamless project management processes, operations teams can continue to minimize unit downtime, drive staff and resident satisfaction, and demonstrate better NOI results across their property portfolio. Our panel of multifamily operational experts discusses how.

Don't Get Sued Recovering Bad Debt...Get Paid!

Legal Issues (Fair housing, Utility regulations req., Risk Management, ADA, etc.)

Speakers: Bryan Ellsberry, James Neely, Eddie Yarmer

Understands ways on reducing lawsuit risk without impacting the ability to recover bad debt. Uncover what is landing property managers in court to the steps some companies are taking to learn from their mistakes. Understand what can happen if all fails and suit is filed. With the right understanding and defined goals, what to do is as simple as 1-2-3.

Supplier Skills: The Power of the Success Triangle for Sales Excellence

Supplier Skills

Speaker: Steve Borseti

Top performers in virtually any role or endeavor either consciously or unconsciously are strong in all 3 corners of the Success Triangle. They have the right Attitude (Belief System), are committed and disciplined to do the right weekly Behaviors (Activity), and have refined their Technique (Skills) to be exceptional in their role. This is especially true for Sales Executives and those in Sales Management roles. Creating and staying on track with your personal Success Triangle is a "leading indicator" of success, whereas focusing on results that have already taken place are "lagging indicators." This session will examine the keys to becoming and staying strong in all 3 corners of your personal Success Triangle. We'll also discuss blockers to your personal Success Triangle and introduce work-arounds to those inhibitors.

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★ Overcoming Customer Service Fatigue: Keep Your Sanity and Your Customers

On-Site

Speakers: Rommel Anacan

"The customer is always right!" "Service with a smile!" "If we don't take care of our customers, someone else will." You've no doubt heard these sayings during your career-and they sound great don't they UNTIL the customer is wrong; or their words and actions remove the smile from your face; or if you actually want someone ELSE to take care of your customers! Customer service isn't easy because dealing with customers isn't easy. Customer service fatigue is real, and it happens to everyone! If you are a customer service professional (or lead a team of customer service professionals) it is crucial that you know how to be your best you, every day. In this session you'll discover the secrets of reducing or preventing customer service fatigue by learning how to take care of yourself first; how to take control of your day to reduce overwhelm and stress; how to manage your emotions and expectations; how to set yourself up for success each day.

2 p.m. – 2:40 p.m.

Power Up! Your Personal Impact and Influence In Times of Crisis

COVID-19

Speakers: Steven Fretwell, Pam Jones

Advancing your career and enhancing your effectiveness as a leader involves moving from being known as an effective manager of execution to being a strategic leader and influencer of others. So how can you most effectively develop and demonstrate those skills and behaviors? Getting buy-in to your ideas, being heard in meetings where often times you just attend and influencing others are essential. Couple that with how to strengthen your business acumen and putting on your learning lens and you are well on your way to power up your personal impact and influence.

Taking Care of Your True Assets, Your People

Leadership/Professional Development

Speaker: Jacqueline (Jackie) Ramstedt

"The most valuable asset of a 21st-century institution will be its knowledgeable workers and their productivity," says management guru Peter Drucker in 1999. If you believe that employees are your human capital, create a healthy work environment and provide them with the tools and support to do their jobs effectively. Instead of just focusing on the bottom-line, why not invest in the people responsible for the bottom-line? Reviewing how often your teams, both on-site and corporate, are under-utilized or under-developed, boils down to four strategic areas of change.

Preparing Your Organization for Automation of the Apartment Rental Industry

Technology

Speakers: Terry Danner, Terri Nicholson, Vanessa Siebern, Kerri Davis

Over the course of the next decade, the entire resident lifecycle will become automated. Is your organization ready? From applicant screening to alternative security deposits, every aspect of front-office operations is going digital. Many aspects of automation are available for deployment today, but which are right for your property and at what cost? Learn where automation is headed, what technologies you must have and what pitfalls to avoid during this deep dive on how technology and automation will impact property management operations in the years ahead.

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Privacy, Data, and the Future of Internet-Driven Amenities

Legal Issues (Fair housing, Utility regulations req., Risk Management, ADA, etc.)

Speakers: Jonathan Treble, Mark Zikra, Kaylee Cox Bankston, Jeniece Martinez

How can multifamily properties continue to offer internet-driven resident services, while safeguarding resident data and complying with new legislation? A lively panel discussion with a unique mix of perspectives will discuss how multifamily managers should prepare for the quickly evolving landscape of data-driven amenities. Walk away with an understanding of how to best protect your residents' data and security, while still offering best-in-class internet services.

I Can Fix It, But Can I Manage It...Especially Now.

Maintenance for Operations Managers

Speakers: Mary Gwyn, Mark Cukro, Pattie Woods

Adversity is the mother of invention, but desperation leads to disaster! With the challenges of maintenance staffing, exacerbated by the recent pandemic, and overstressed maintenance teams, employee turnover and vacant days have increased in this role that was already struggling to hire. As a result, Maintenance Techs are often put in the Lead Maintenance position with no leadership or crisis management experience. Attend this session for the critical communication, follow up, follow through skills and actions you can take for industry success.

The Evolution of Performance Metrics: How a Global Pandemic Decimated Benchmarks

Marketing (social media, online reputation mgmt., etc.)

Speakers: Virginia Love, Ryan Perez, Joe Coleman

The market was evolving faster than ever before, but when COVID-19 hit American borders, multifamily shifted mentality from revenue growth to risk mitigation, prevention of revenue loss and supporting residents. As we look forward, there is a new set of variables to consider when assessing market conditions. This session will dive into the new data operators are using to make smart decisions, maximize ROI and share the different technologies that are helping them be successful.

Make a Decision Already!

Leadership/Professional Development

Speakers: Stephanie Naylor, Colleen Grahn

What to wear? What to eat? Which email to answer? Which email to forward to everyone in the office? For some, making a decision is easy, but for others it means the possibility of making a mistake. In the book, *Thinking, Fast and Slow*, Nobel Prize Winner, Daniel Kahneman explains how decision making is ruled by two mental systems – the fast brain & the slow brain. Understanding these two personalities in the brain will help you empower your teams to make decisions without you.

2:50 p.m. – 3:30 p.m.

Pandemic Performance: Know Your Comps, Streamline Operations, Make Proactive Decisions

COVID-19

Speakers: Jasmine Greene, Blerim Zeqiri

Lockdowns forced the industry to examine new data to power through the pandemic. By closely watching leading indicators like traffic, leasing, occupancy and net effective rent, savvy operators were able to better adjust pricing practices. But gathering this data for comps is complicated and riddled with errors. Excel spreadsheets, property calls and macro-level data offer limited visibility into competitors and performance. This session examines the methods to drill-down to micro-level data, the operational benefits of various comp data collection practices as

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well as real-world examples of how focusing on leading indicators drove proactive decisions during the pandemic chaos.

The Future of Connectivity is Chaotic, Can You Handle It?

Technology

Speakers: Steve Singlar, Richard Keyser Whether you run an apartment community, student housing or senior living community, tenants of all ages expect fast, connected experiences that make their lives better and easier. But making these connected experiences a reality requires property owners to invest in innovative technology powered by high-speed WiFi. Today's influx of connected devices is just the beginning of the deluge. By 2025, there will be more than 75 billion IoT-connected devices worldwide. Leave prepared to take control of the chaos by providing a managed WiFi network that can scale to handle new devices, meet resident expectations and future-proof your properties!

Leveraging Renovation Innovation: Strategies to Maximize Your Value-Add Investments

Operations

Speakers: Michael Duffey, Tracy Saffos, Greg Slang, John Kozlarek

Whether your communities are undergoing a major or minor renovation program, the key objective is to maximize payback periods and return on investment. Covid has certainly impacted value-add strategies during 2020. How are owners and investors managing capital during this time? What actionable metrics are most impactful to success – and how have they changed? How will value-add strategies impact owners and the market in 2021? In this session multifamily renovation leaders will share best practices and the innovative tools and solutions they have implemented Post Covid to ensure their renovation programs are carried out in an efficient manner from the planning and buy-in stage through to the execution on-site.

In addition to tools that streamline the renovation planning and management, there are an endless number of evolving interior and exterior building products and solutions that are specifically designed for renovations. How do you know which ones may be a good fit for your communities? We will explore case studies from our panelists on several products and solutions that have been the most effective in creating time and cost efficiencies. We will also hear the value of being able to pull accurate data they need for a holistic ROI analysis in real-time; and current day examples of how they are using the data to make decisions or course correct if needed.

Lost in Translation: Finding Common Ground in Maintenance and Leasing

Maintenance for Operations Managers

Speakers: Kristie Arnst, Angel Davila, Stephanie Linton, Callaghan Wise On any given day, the maintenance and office teams are like two ships passing in the night. Each team speaks their own language, but to truly be successful both must learn how to communicate and work together. This session will explore the impact this disconnect has on renewals, reputation and employee engagement while offering real world solutions that work. Hear from experts in operations, maintenance, marketing and research as they share tested methods to inspire exceptional results and sustain a culture of true customer service, teamwork and elevated resident satisfaction.

CYA as a CSI

Maintenance for Supervisors

Speakers: Nichole Curl, Kory Davis

Even when we are diligent about conducting frequent property walks, we often miss details that can assist us in managing our communities even more effectively. We must be able to decode seemingly meaningless things that impact our efficiency as stewards of the assets we have been charged to manage. Learn how to translate the information your property is giving you into action items.

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★ GrowingUP - Breaking Out & Moving Up

Career Development

Speaker: Terri Norvell

Well good news. There is a way to break out of this rut and move up in all areas of your life. There is a way to jump on the M-Line by using your current challenges to grow UP. And you already have what it takes within you. Progress happens when you shift your perspective and see things differently. In this keynote, you'll gain a MAP on how to develop resiliency, build trust in yourself, embrace risk-taking, reinvent yourself and recommit to what's important to you. Only you can make the choice to break out of the status quo and move up to a life you love. You got this!

Thursday, November 5

12:20 p.m. – 1 p.m.

Building A Corporate Culture Around Data

Technology

Speaker: Lauren Curley

The rental housing industry has more access to data than ever before. Incorporating data into your business practices and strategies isn't just about changing the habits of the C-Suite or regional team. Data can be the single most effective unifying force within a company, allowing site-level, regional and corporate executives to achieve better defined asset goals. Through open data and reporting, you can create a shared dialogue between your site teams and regional and corporate executives. Learn how to empower your teams through powerful analytics tools, key performance indicators and data resources.

Breaking Through the Barriers: Make Multi-Touch Attribution a Reality

Research (data mining, extrapolating trends, using real-time data for decision making, etc.)

Speaker: Khetiwe Richards

Marketing attribution is hard — especially when it comes to considered purchases for which consumers spend weeks making decisions and engage in dozens of touchpoints. While true multitouch attribution can be hard to achieve, there are several simple tricks for examining the value of marketing channels. This session will focus on how to get good data from your leasing offices, tips and tricks from other similar industries, practical advice from industry practitioners, and an overview of the typical renter journey based on new research that followed every keystroke of several hundred prospective renters.

The Human Touch in HR

Independent Rental Owners

Speaker: Stephanie Anderson

The human touch is vitally important in all aspects of life, especially how it applies to the success of your business. Focusing your attention to the importance of people, your most valued asset, at the forefront of rental housing will make all the difference. Working in small facilitated groups, learn from fellow IROs from across the country and leverage your peers to brainstorm for key takeaways to implement within your company.

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Emerging Issues #1

Speakers: TBD

★ The Magic Power of Persuasion

On-Site

Speaker: Fred Moore

This fun, interactive program will help you learn to influence and persuade people better. We all try to influence people every day; to accept our ideas, to change their emotional states & to go to the restaurant WE want. There are small changes you can make in the way you talk, interact and communicate with everyone that can make a huge difference.

After this session you'll be able to get your ideas across more clearly, put people at ease, get them to "know, like & trust" you and control the will of your minions (OK, maybe not that last one.) When the program is over you'll have less stress, a smile on your face and better persuasion skills.

Technology, COVID-19, and a Return to Normalcy. What's Disrupting Residential Real Estate?

Technology

Speakers: James Scott, Denise Froemming, Sean Miller

In the shadow of a global pandemic, how is technology being applied to reduce building operating costs while improving resident health and wellness? Smart apartment technology such as touchless and remote applications, in-building messaging, improved air quality and energy efficiency have attracted greater interest from owners, developers and tech firms. As the appetite for rental housing increases, so will the pressure on owners, investors and real estate managers to deliver an experience that improves the residential experience and satisfies the needs of these consumers.

2 p.m. – 2:40 p.m.

Risk Management and Proactive Practices for Affordable Housing Pros

Affordable Housing

Speakers: Tami Fossum, Jacquie Hoffman, Sterling Sweeney

Within the affordable property management arena, you have half the funds and twice the risk. In today's environment with affordable housing being such a hot topic, there are increased public relations pressures and risks that have emerged with all of the media focus. Examine effective risk management strategies and proactive public relations to mitigate risks and discuss the ever-changing regulations and policies that have increased risk for property management and owners. Then, delve into proven proactive practices that are both good for public relations and mitigation of risk.

Talking Trash: How to Track and Reduce Package Waste

Sustainable Living

Speakers: Mary Nitschke, Chris Laughman

With e-commerce sales increasing 15.2 percent in the past year, package volume has increased significantly, causing concern for how apartment communities will manage the waste that comes with this spike in volume. The average community receives 150 packages per week. E-commerce continues to create waste-management challenges in 41 percent of apartment communities because of the large volume of cardboard and packaging materials being discarded. Proper disposal of accompanying materials such as ice packs and padding present problems as well. Additional operator issues include recycling expenses, clogged trash chutes or compactors, and resource-allocation challenges. We've got the solutions to these challenges!

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Emerging Issues #2

Speakers: TBD

★ Communicate for the Win

Career Development

Speaker: Lori Kinka

As rental housing professionals you have to clearly communicate to a number of different stakeholders. Presenting your information should not cause you anxiety, it should be comfortable. In this interactive workshop you will learn how to change your focus to calm your nerves and give you confidence in any situation whether an impromptu meeting, a presentation or in a conversation. Improving communication skills can make a huge difference in getting the results you want. Lori can help you get to the next level in your communication skills.

2:50 p.m. – 3:30 p.m.

CX is a Culture Mindset, Not a Budget Line Item

Industry Trends

Speakers: Nikki Crosby, Gabrielle Gonzalez

Customer Experience (CX) is the latest disruption to the multifamily industry, yet many companies don't understand the cost to their business of an underdeveloped CX strategy. In this session, we will debunk the common misconceptions surrounding CX and help multifamily professionals at every level uncover how to turn a transaction with a customer into an experience.

Everything (Yes, Everything), Is Entirely Our Fault

Leadership/Professional Development

Speaker: Jessica Fern

In order to succeed on purpose, we must learn how to succeed with purpose. Purpose is driven from values and authenticity, acting as a guide to manage what we give power to and how this works with us or against us towards our goals. You are in the drivers seat and in complete control of your outcome, whether or not you like it. Get to know who you are and how to make choices through value identification to avoid circumstantial authenticity and get back into the drivers seat of your own success.

Guestology: Putting Hospitality in the Mix

Leasing

Speakers: Steven Fretwell, Pam Jones

Building and incorporating a hospitality mindset and culture in your business can drive a competitive advantage in the marketplace. Learn how to identify critical touch points that can turn your customer on or off, create a customer journey road map and build a workforce culture that activates and embraces the 'how-to's. Incorporating best practices and techniques that are known throughout the hospitality industry, see how these can be leveraged and integrated to drive customer satisfaction, revenue and overall profitability.

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Emerging Issues #3

Speakers: TBD

★ The Psychology of Marketing: Make Your Mark in Multifamily

Marketing (social media, online reputation mgmt., etc.)

Speaker: Kristi Fickert

Very few marketers are psychologists, yet as the multifamily industry continues to grow and evolve, more marketers are exploring consumer behavior and working to identify strategies that will trigger positive emotional responses from their customers. Today's top marketers will gain their marketing edge by tapping into their psychological know-how.

In this session we'll examine the science of behavioral psychology and factors that can influence human behavior, explore the link between psychology and marketing and uncover the triggers that drive consumer decisions and learn what can (and will) make an impact on our marketing plans for years to come. Discover how to shift your marketing efforts from traditional tactics into psychologically superior plans you can easily execute on.

Friday, November 5

12:20 p.m. – 1 p.m.

How Technology Positively Impacts the Asset Manager and Operator Relationship

Technology

Speakers: Michelle Betchner-Cowan, Daniel Cunningham, Yvana Rizzo

The relationship and communication between operators and asset managers is vastly improving thanks to technology solutions that offer visibility and transparency at the property level. Operators are constantly "drinking from a fire hose", and work hard to avoid operating in a reactive manner. While the asset managers are focused on ways to push NOI and mitigate risk. Technology is providing solutions for both; allowing the operators and asset managers to work smarter and offering more opportunity to focus on what really matters. The ability to provide real-time reporting and analytics allows for more streamlined and meaningful communication.

Stump the Slump: Proven Strategies to Outsmart the Recession

Operations

Speakers: Jessica Mills, Sandi Dumas, Catherine Jacobson

This recession is different from those of 2003 and 2009. The COVID-19 health crisis has layered unprecedented uncertainty onto the unpredictability that you'd normally expect from a recession. Marketing, Operations, and pricing and revenue management (PRM) all need to adjust to prepare for this new world. Join this online session to learn what you need to do to come out of this downturn ahead of your less-prepared peers.

How to Develop Strategic Supplier Partnerships

Operations

Speakers: Wais Khairzada, Andy Haynes, Jennifer Gaskill

Building relationships with suppliers that are productive and long-lasting is a critical component of property success. A diverse panel of experts will share what they have done within their organizations to create strategic relationships with vendors. Hear how these companies were able to boost resident satisfaction, enhance their assets, achieve higher-level goals and even win awards through successful partnership building. Learn why procurement is more than a basic activity – it's a strategic event that advances the goals of your organization.

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Cracking the Code: Are You Ready For the Building Inspector?

Maintenance for Supervisors

Speakers: Jonathan Lane, Rodney Willson, Suellen McFarling, Sam Gilboard

Many owners and operators dread the many building inspections that occur frequently at our communities. The goal of the session is to simplify the process of understanding and finding the code regulations, proactively inspect and prepare for regular code/building inspections; be inspection ready at all times! This session will help operators navigate the difficult to decipher code requirements, the different agencies who inspect and where to find all of this information. We will provide you with solutions to proactively prepare for the code requirements using technology and other industry best practices.

Forgotten Talent - Teaching the Art of Engagement

Leasing

Speakers: Lori Snider, Rommel Anacan

Sales engagement is about understanding and helping to shape the buyers' journey. As a salesperson you want to shape that process, but also have to be able to support it by making yourself valuable and helpful at the right time. It's important to know how, when and the right way to engage. Engagement doesn't come from a software package; it comes from real salespeople putting in the effort to establish, connect and maintain genuine and real relationships with clients, through understanding and interpersonal communication skills. Learn the skills to fine tune and utilize yours, leading to greater sales success.

★ **The Tech Trends Compendium**

Marketing (social media, online reputation mgmt., etc.)

Speaker: Jonathan Saar

In this fast-paced marketing lab, we will touch on the latest and most important tech trends that are affecting and influencing us today. What's in and what's out? How can these be leveraged today or help prepare us for tomorrow? Consumer and company tech expectations can change overnight. Be in the loop and be in the know so you can strategize and implement today

2 p.m. – 2:40 p.m.

Solving the Connectivity Issue

Technology

Speakers: Joel McIntyre, Shawn Mahoney, John Helm

High-speed internet access is both an important amenity and a vital component of rental properties' on-site IoT solutions. The COVID-19 pandemic, however, has made connectivity more critical than ever. As apartments become de facto workplaces, multifamily operators must deliver fast, reliable connections that support residents' evolving needs. But the market is filled with a confusing array of technologies, regional providers, and delivery models that make it difficult to deliver the best solution for business and resident needs.

And That's the Way the Cookie Crumbles: Resident Data Privacy

Legal Issues (Fair housing, Utility regulations req., Risk Management, ADA, etc.)

Speakers: Scot Haislip, Michael Egan, John Napier

As rental housing firms take in voluminous amounts of applicant and resident information, we must consider the patchwork of data privacy legislation currently impacting our industry, including the recently enacted California Consumer Privacy Act (CCPA), other similar state laws, and mounting pressure for a national standard. This session will allow you to determine if your operations are covered under these laws and if so, the steps you should take to come into compliance.

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Rent Control: What Does It Mean For My Market?

Industry Trends

Speakers: Michael Cohen, Paula Munger

With the passage of a statewide cap on rents in Oregon and California, as well as expanded rent regulations in New York and Washington, D.C., rent control policies were gaining traction across the United States. Although the pandemic shifted the conversation somewhat, rent freezes, rent strikes and eviction moratoriums have similar impacts on the rental housing industry. Using research commissioned by NAA along with CoStar Group analyses of tax burdens by market, this highly informative session will translate the impact of rent control and other policies into tangible impacts for the multifamily industry. Topics addressed include: 1) How rent control and other restrictive legislation impacts new and existing supply; 2) Which business-friendly markets are best positioned to thrive after the recession; and 3) Benchmarking COVID-19 impacts on the multifamily market.

Make it or Break it Maintenance

Maintenance for Operations Managers

Speakers: Mary Gwyn, Paul Rhodes

They break it and you fix it. That's the theory. But the real world is that 45% of residents are moving to another apartment community, 19% just next door and it's because of something they are dissatisfied with in their current apartments. Much more frequently than we admit, it's sometimes related to maintenance! How do we stop it or possibly prevent it from happening? Uncover tips and tools and takeaways to cut your losses with real stories, real successes (and maintenance fails) and real solutions!

Benchmarking Your Recruiting Efforts

Human Resources

Speakers: Paula Munger, Amanda Borgognoni

Depending on which part of the country you're hiring, and for which position(s), recruiting and retaining talent can prove to be challenging and frustrating. The phenomenal growth in the industry over the past 10 years coupled with the lowest unemployment rate in five decades translates into an employee's market. Learn which cities and positions take the longest time to fill, what salary ranges are being offered, how skill sets have evolved over the years and best practices for engaging and retaining your employees.

★ What the World's Best Bosses Know about Leading Teams

Leadership/Professional Development

Speaker: Kara Rice

Shifting from a role without leadership responsibilities to one that has them can be challenging. Managing a team requires significantly different skills and habits than does being a member of a team. Research data shows that not all supervisors make the shift from "team member" to "boss" successfully. In fact, about half of people who voluntarily quit their jobs do so to get away from manager they don't respect. What's going on?

Most supervisors genuinely want to do a great job. Yet, there is a massive disconnect between managers and the associates they lead. In this session, we'll examine what spectacular supervisors do differently to earn the respect, best efforts, enthusiasm, and loyalty of their team members.