

2018 Maximize Session Descriptions

Finding Value - Underwriting Analysis in Today's Market

Revenue Management

The rental housing industry's unprecedented surge in demand and investment has made it hard to find and underwrite properties that offer upside at this stage in the cycle. With scores of information sources vying for our attention, how can we cut through the noise to discern the truth? Learn about available data sources and how to estimate an asset's value and its value-add potential. Hear tried-and-tested analytical methodologies for underwriting, understand pros and cons and discuss new and innovative ways to find value in today's conditions.

Return to the Land of Deep Math

Revenue Management

Explore deeper mathematical concepts behind pricing, revenue management and marketing analytics, including how to measure and calculate seasonality and its many uses; lead time curves and their relation to forecasting demand, renewal statistics as well as forecasting likelihood to renew; and Lease-to-GC ratios. Walk away with knowledge on how these systems really work and how to apply those lessons to other business challenges.

Driving Asset Performance with New and Existing Business Intelligence Technologies

Innovation

To elevate performance, today's asset managers require data that combines real-time financial, operational and ancillary services intelligence. This synthesized data provides visibility into the future and enables asset managers to improve business decisions and increase their company's competitive edge. How can technological advances in business intelligence (BI) help to accomplish this? Walk away with a better understanding of emerging technologies and how they could affect your business, including your operational processes, resources and people.

Development Trends: Modular Construction Options

Development Trends

With the costs of development rising in overheated markets, developers, financiers and cities are all stuck with making a deal work financially after a sometimes-lengthy approval process. Factory and modular construction options are reported to reduce costs by 20 percent and construction time by 40 percent. Look at options for factory-built rental housing communities of different styles – including high rise. Learn details around costs, methods, code compliance, financing and new products being built offsite.

Innovation A: Short Stay and Corporate Housing Initiatives

Innovation

As predicted, REITs and other early adopters are gaining expertise in new options in renting units at higher total rents than on a monthly basis. These companies are participating in a variety of short stay and corporate housing initiatives that drive incremental revenue. Dive into how much, where and what the arbitrage opportunity is in select markets, as well as how to revenue manage large block rentals by a single party. Discuss data analysis that can help drive the decision concerning whether to participate, and better understand the activity levels in short-stay markets that may currently be opaque to traditional rental housing operators.

Innovation B: Smart Access

Innovation

Smart access solutions are rapidly generating evolutions in rental housing business models with operators and third parties experimenting with revenue enhancements or cost reductions. Examples include aggregating 10-50-unit properties into institutional portfolios; providing in-home amenity services that generate additional revenue; enhancing service, particularly around meal, food and package delivery. Look at the big issues involved and whether there are opportunities to monetize direct consumer relationships in new ways.

B and C Properties: Underwriting Value-Add Acquisition Rehabs in 2019

Analytics

What's left to buy? Are there enough renters to buy upgrades? Does the risk justify the low returns? Is a five-cap purchase really a value-add opportunity? Take a structured look through the lens of relative risk and return to assess whether the entrepreneurial opportunities of the past generation still exist, and how to find and market them to increasingly skeptical investors.

Short Takes on Four Quick Risk Topics

Risk Management

Learn about the following four quick risk topics:

- a) Update on captive insurance programs – how have they aged?
- b) Cyber insurance for owners and operators
- c) Fraud protection in the leasing office
- d) Litigation insurance for ADA and fair housing claims

Revenue Management and Marketing: Coordinating a Response to Softening Sub-Markets

Revenue Management and Marketing

Explore examples of companies that have done the tough work of integrating revenue management and marketing functions. These companies treat demand as controllable and view their ability to drive yield differently from companies that look at revenue management as an exercise in recognizing static demand. With the ability to turn on and off granular marketing tools, there is also lead capture technology that increases the efficiency of marketing purchases. Dig into how to use those tools in softening markets to outperform average as well as find a strategy for using marketing as an offensive revenue driver.

Water!

Industry Trends

As the crisis in Cape Town reminds us, water is a finite resource. As major consumers of water, rental housing portfolio operators enjoy multiple opportunities to manage expenses, but also to allocate costs and even to incentivize new innovations in water management. Grey water sources are emerging that can provide free water for landscaping and industrial uses, and for the first time, solar-powered collection devices can pull water from the air. Learn a mix of tested and novel information as we try to think fresh thoughts about the future of water and water technology within the rental housing industry.

Unattended Leasing and Leasing Automation: Is Self Service the Best Service

Technology and Direct Labor Expense Management, Leasing Efficiency

Unattended leasing software, hardware and automation promise to extend leasing hours and create meaningful opportunities for prospects to show themselves a vacant unit, and transact a lease without any human touch or traditional leasing agent support. First widely adopted in single

family rentals, the technology and programming exist today to give renters the same self-service they get while renting a car or checking into a hotel room.

Parking and Transportation Innovation: Fewer Cars to Park Equals More...

Innovation

Major cities are already allowing and encouraging developers to build multifamily properties with low parking ratios or no parking at all. This translates into more net rentable square feet in the same footprint. At the same time, new transportation modes are being born. Shared docked bikes, undocked electric bikes and scooters, shared electric cars are all transportation options that don't cost a property any parking footprint. At the same time, they can create amazing opportunities for residents to travel their first and last miles without a car for a couple of dollars per trip. Further, automated self-driving cars likely will hit Uber and Lyft first, potentially further lowering their costs to operate and raising the availability of car transportation as a service. This session will showcase available transportation modes, opportunities to connect them to a community, information on demand and utilization and help developers and owners in denser areas plan for alternative transportation aggregation that eases their parking burden and potentially give back space that can be used for storage, common areas, utilities and other value-increasing purposes.

Unlocking Liquidity: An Emerging Application for Blockchain

Innovation

Blockchain is an immutable, distributed ledger that lives in the cloud. Most notably, it is the technical underpinning of Bitcoin, Ethereum and other crypto currencies. Although Bitcoin is accepted in very rare circumstances as a form of payment in commercial real estate, the block chain technology has primarily been a speculation-stage conversation without a meaningful application to multifamily investments. That may change. Harbor is a company that is building a compliant platform for the automated creation, sale and remarketing of secondary market interests in commercial real estate securities. They create "security tokens" that represent shares in private securities. The token is a standard protocol that ensures regulatory compliance, ownership information, the capital table and transferal restrictions are transparent and enforced.

As secondary marketplaces emerge to trade these tokens, it seems likely that this will - for the first time - create easy, fast access to a market for buyers and sellers of secondary interests, without interaction with the deal sponsor. We suspect that this technology company will be the first of many to provide ways to bring new investors and increased liquidity to real estate. We suspect that over time this will gradually increase the demand for real estate investments and unlock huge amounts of value for existing investors in private securities. Come learn for yourself and see if this innovation will enhance your ability to access a broader pool of investors in the next few years.