

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 unattended leasing hours/self-showing to extend lead capture and reduce cost; 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.