

Maximize 2019

Call for Speakers Sessions and Descriptions

How Do You Make Tech Investment Decisions?

Apartment operators are awash in tech options that promise to save money, increase efficiency, and appeal to residents. Smart home tech, data warehousing, marketing tools, resident portals, maintenance tracking, business intelligence and really anything else you can think of, have the potential to transform the way apartment operators, and the entire industry for that matter, operates. As apartment companies evaluate investing in technologies, there are a lot of things they need to consider—impact on staff, cost, ease of use and integrate-ability. Executives who spend their time weighing new tech options discuss what they look at when deciding on what to spend.

**For Asset Managers*

Challenge: Renovating in an Uncertain Environment

In this frothy transaction market, investors are paying a lot of money for apartment communities with the expectation of renovations leading to strong rent increases. But in some markets, it is getting harder and harder to push rents. Further complicating the situation, material and labor costs continue to rise. That is leaving asset managers with some difficult decisions. Do they push through with renovations, look for ways to do them cheaper, or halt projects? Asset managers will talk about how they view renovations in this uncertain environment, how they make the decision to stop or move forward, and how they communicate those decisions to investors.

**For Both Asset Managers and Revenue Managers*

The Hunt for Expense Savings

Apartment operators are always looking for cost savings, especially in an environment with slowing rent growth. Whether its renegotiating Internet, cable, utility contracts, or waste management agreements; adopting new technology that monitors for water leaks; adding LED lighting and aerators on facets; or even encouraging behavioral changes among residents (and staff), there are many places where they can cut costs. Explore where you can uncover and capture savings, whether it is working with supplier partners or educating residents and even onsite associates.

**For Asset Managers*

Resiliency

Whether it is fire, wind, or flooding, extreme weather events seem to be occurring with more frequency. For apartment firms, that presents challenges in not only how to develop and renovate their communities, but also how they respond after a disaster. Find out what steps asset managers are taking to prepare their portfolios to withstand extreme weather, such as using drones to inspect an asset's condition, and how they help mobilize their onsite teams to respond after disaster strikes.

**For Asset Managers*

Regulatory Issues

To be effective in their jobs, asset managers need to know the law. From emotional support animals to marijuana to rent control, legislation and regulatory guidance plays an enormous role in every aspect of apartment operations. Regulation dictates the kind of background checks you can perform, what can be allowed in apartments, and how much you can charge for rents. As the regulatory landscaping changes and more localities weigh things like rent control and short-term rentals, asset managers need to know what is coming down the pike. This session is designed to answer those questions and help asset managers understand how those regulations will impact your business

**For Asset Managers*

Sharing Economy from the Operator's Perspective

Whether it's short-term rentals, ride sharing, co-working, or food delivery, the sharing economy is revolutionizing society... and the apartment business. Many operators are finding that co-working spaces can be a great amenity, while allowing short-term rental providers to operate in your communities can provide an instant jolt of revenue. But there are potential regulatory, resident satisfaction and even regulatory downsides with some of these offerings. Find out the pros and cons of bringing concepts and companies from the sharing economy into your communities.

**For Both Asset Managers and Revenue Managers*

Pricing Your Amenities

Renovating an apartment is more art than science. Apartment operators can plow money into new floors, appliances, granite, and smart home renovations, but at the end of the day they still don't have an accurate idea of how each upgrade contributed to the overall rent cost. Join a group of experienced asset and revenue managers to find out how they determine what rent increases they get from renovations and how technology can make their job easier.

**For Both Asset Managers and Revenue Managers*

Revenue Management and the Recession

Sometimes the computer knows what is happening before people do. Heading into The Great Recession, revenue management systems were telling apartment operators they needed to cut their rents. In many cases the apartment professionals overrode the computer's advice. But ultimately the machine was right. Find out about this and other things experienced pricing managers learned during the last recession and how they plan to apply those lessons to the next downturn.

**For Revenue Managers*

Teamwork for Dreamwork

For a property to run smoothly, everyone—whether it is the onsite team, ownership, and asset managers—need to be in sync. But sometimes that is easier said than done. Ownership wants to squeeze the best possible returns out of its investments, while the property management team often wants more investment in a community. In the middle of this is the asset manager. Investors, asset managers, and property managers talk about how to best communicate about key issues, such as renovations, personnel, customer service, and community investments.

**For Asset Managers*