

SESSION DESCRIPTION

Please provide a session description (think “marketing statement”) that defines your presentation in 80 words or less. If selected, this description will be used to market your session.

Tip: Focus on the reader. Make a promise and address the WIIFM (What’s In It For Me?) benefits of the presentation. Choose the right words to accurately describe the session, pull readers in and get them to commit to attending the session.

Session Description Examples

Top Ten Areas for Managing Expenses

Everyone has a favorite area to try and manage costs. This session will move beyond listing areas of focus, and look at some of the more complex, involved strategies for expense management that move the bottom line. Our experts will factor in time, hours, change management and financial impact in evaluating the biggest lift that asset managers can provide in the course of a multi-year holding period. Attendees will leave with clarity about future initiatives that make sense for their portfolio.

Incremental and Ancillary Revenue Strategies

Multifamily rentals are a fixed supply business. Ancillary income opens up the revenue frontier and can make a tough acquisition feasible, or a marginal investment profitable. Over the years, companies have tested everything from retail to concierge services to amenity programs to increase the possible NOI from an existing asset. Presenters will discuss the state of the art, the new revenue opportunities that may work in your portfolio and the things that haven’t panned out as expected.

Cutting Edge Amenities in New Developments: Gold or Pixie Dust

After acquisitions, the other big asset management challenge is planning a great build-out on a new development. Earning top of the market rents means creating the right living experience with the right amenities. Our seasoned presenters will deliver some of the lifestyle experience elements and amenities that are driving these top rents, and to outline some of the things that no longer make the cut as differentiators.

Alternative Debt Financing Options

As the most-costly factor input into commercial real estate, mastering low-cost debt is a strategic differentiator. Yet, with seemingly everyone having access to agency debt at the same terms on the same execution cycle, debt can be a bit of a commodity for the asset you expect to hold for five to seven years. This session will feature experts discussing hybrid debt options and lenders that focus on unusual propositions.