

MAM Conference 2015 Sessions for Call for Speakers

Long -Term Sustainability of Affordable Housing

Affordable Housing

Affordable housing owners get unique subsidies that come with face unique constraints on going income and responding to markets. Over the long term, consistent rising expenses can threaten razor-thin cash flow margins and leave the owner subsidizing overhead to stay in business. Our panel will discuss multiple types of affordable housing and some of the revenue-based strategies for maximizing income while maintaining the mission.

Residents and “The Internet of Things”

Innovation

First there was the DVR—now, locks and thermostats and storage lockers. A whole slew of internet-connected devices are showing up in rental homes - alarms, lighting, video surveillance, and electric meters. Next might be refrigerators, washing machines, toasters. We'll look at these devices the way the innovators do - for their revenue potential, the value of the data and the privacy risks inherent in knowing what's going on in the homes of renters.

5 Markets/15 Amenities: Apartment Features that Drive Achievable Revenue

Revenue Enhancement

Presenters will look at both new development and rehab scenarios in 4-5 disparate markets and discuss the top product features and amenities that add the most to achievable rent at that price point. Presenters will be asked to outline their methodology for verifying the revenue lift, and to provide examples of where that analysis has not worked out as planned.

Non-Rent Income Roundtable

Revenue Enhancement

From cupcake trucks to pet washing stations to hefty fines for negative reviews on social media, industry players have (in)famously tried all types of strategies to increase non-rent income. With 20 years or more of experience with these types of initiatives, we'll try to stack rank what has the biggest impact and is scalable over a small team:

- Space rental initiatives like storage lockers, parking, and rooftop antennas;
- Service fees and fee allocation programs that share the costs of residency with renters;
- Referral fees for marketing third-party services and amenities

Information Strategies for Expense Minimization

Expense Management

Today's asset manager potentially has at their fingertips:

- benchmarking and KPI information on comparable property expenses
- performance, warranty management and lifecycle information on hard items
- property tax comps and reduction process information

Short and Medium-Term Sustainable Operational Investments

Sustainability

When a municipal utility in oil-rich Texas switches to solar and wind power for financial reasons (as was just recently announced) it's time to review (again) the sustainable practices that makes financial sense in multifamily. Every 18 months or so, the costs of environment-enhancing technology drop, increasing their financial feasibility and shortening the payback period within multifamily communities. Owner/manager panelists will present their highest-impact investments in energy and resource-savings innovations over the last 18 months.

Revenue Management and Data Analytics Success Stories

Revenue Management

Asset managers and third-party managers often approach revenue management practices from very different directions. Most observers agree that unified owner/management companies have an advantage in allocating the overhead costs and effort of revenue management across a portfolio, and over the long term. Third party managers are often unable to make the same investments in revenue management talent and technology because of differing owner philosophies. This session will present the success case studies of revenue management and data analytics when ownership and management are split but have agreed to invest in long-term asset performance.

Pre-Conference Workshop: In-Depth Analytics of Pricing Discovery

Revenue Management

A math-based session for advanced revenue management practitioners to present and discuss computational challenges in revenue management and customer data analytics. This session is for those who crave more analytical rigor in the development of the key analyses they use to understand demand, demand generation, sales performance and customer quality.

Risk Updates

Risk Management

Experts will summarize in quick takes the current understanding and costs of risks in key areas, and strategies for mitigating expected costs of:

- Worker's compensation management
- Health care insurance
- Cyber data breaches
- Catastrophic loss