

# 2020 PROGRAM GUIDE



## MULTIFAMILY SOCIAL MEDIA SUMMIT

January 8-10, 2020

THE MERITAGE RESORT AND SPA | NAPA, CA

PRESENTED BY



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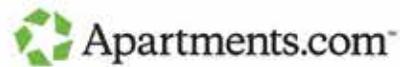


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**BRAD BELLFLOWER**  
INVENTOR OF THE APARTMINETERNET

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Thank You to Our 2020 Exhibitors & Sponsors .....	Inside Back Cover



## MULTIFAMILY SOCIAL MEDIA SUMMIT

The Multifamily Social Media Summit is the ONLY event specifically developed for property management firms leveraging social media and content marketing to retain and attract new residents.



Join us next year

January 27-29, 2021 when we return to the  
Meritage Resort and Spa in Napa, CA!



# Attract, Engage and Convert More Renters to Residents



- On average during peak leasing season, the RentPath Network sees close to 10M unique visitors each month.<sup>1</sup>
- Capture more incoming leads with around-the-clock call answering.
- Secure your online reputation and let us handle answering all reviews.
- Drive engagement of digitally driven renters on the go via both text and email.

For more information visit [www.rentpath.com/solutions](http://www.rentpath.com/solutions)

THE **RentPath** NETWORK  
**Apartment** **rent.com** **Rentals.com** **lovely**  
**guide**

# CONFERENCE AGENDA

## WEDNESDAY, JANUARY 8, 2020

12:00 PM - 6:00 PM	Registration and Badge Pick-up <b>Sponsored by</b>  Apartments.com™
2:00 PM - 2:45 PM	<b>Workshop #1:</b> How to Create “Thumb-Stopping” Social Media Content <i>Erica Byrum, Assistant Vice President, Social Media, Apartments.com</i>
2:45 PM - 3:15 PM	<b>Workshop #2:</b> How to Make Instagram-able Moments — Perspectives from Two Interior Designers <i>Joann Kandrak and Kelly Kole, Co-founders and Interior Designers, Kandrak &amp; Kole Interior Designs, Atlanta, GA</i>
3:15 PM - 3:45 PM	<b>Workshop #3:</b> Why Google My Business Should Be at the Forefront of Any Social Strategy <i>Martin Canchola, Co-founder and CTO, Apartment SEO</i>
4:00 PM - 4:30 PM	<b>Workshop #4:</b> Instagram Stories: How to Tell a Better Story <i>Annette Smith, Founder and CEO, Social Kapture</i>
4:45 PM - 5:30 PM	<b>Workshop #5:</b> Targeted Social Advertising in the Age of Privacy <i>Ryan Davis, Chief Product and Marketing Officer, RentPath</i> <i>Danny Bowen, Senior Director of B2B Data Product, RentPath</i>
5:30 PM - 6:30 PM	Welcome Reception at the Meritage Resort

## THURSDAY, JANUARY 9, 2020

7:00 AM - 6:00 PM	Registration and Badge Pick-up <b>Sponsored by</b>  Apartments.com™
8:00 AM - 8:45 AM	Breakfast with Exhibitors and Sponsors
8:45 AM - 9:15 AM	Welcome and Introduction <i>Adam Japko, Founder and CEO, Esteem Media</i>
9:15 AM - 10:00 AM	<b>Keynote:</b> The Curiosity Factor <i>Keynote Introduction: Jenn Torigoe, Business Development, LeaseLabs</i> <i>Keynote: Andrew Davis, Best-Selling Author and Renowned Marketing Speaker</i> <b>Keynote Sponsored by</b> 
10:00 AM - 10:45 AM	Think like a Product Manager to Super Charge your Multifamily Social Media Marketing <i>Dylan Sellberg, Product Manager, HubSpot</i>
10:45 AM - 11:30 AM	Networking Break with Exhibitors and Sponsors
11:30 AM - 12:15 PM	Key Consumer Behaviors and Trends in Social Marketing According to Google <i>Shawn McGahee, Head of Industry, Home and Consumer Services, Google</i>
12:15 PM - 1:00 PM	Maximizing Resources: Creating Budget-Friendly Marketing Videos Yourself <i>Hope Horner, CEO and Founder, Lemonlight</i>
1:00 PM - 2:00 PM	Lunch/Interaction with Exhibitors and Sponsors
2:00 PM - 2:45 PM	Insights with Impact: Social Media Strategies for 2020- A Case Study with the Bozzuto Group <i>Kelley Shannon, Vice President of Marketing &amp; Customer Engagement, Bozzuto Group</i> <i>Esther Bonardi, Vice President of Marketing, Yardi</i> <b>Session sponsored by</b>  
2:45 PM - 3:30 PM	Social Media Ads: How to Stand Out in a Crowd <i>Will Ferguson, Founder, Slince</i>
3:30 PM - 4:15 PM	Networking Break with Exhibitors and Sponsors
4:15 PM - 4:45 PM	Experience Matters: Integrating Experiential Content Into Your Digital Marketing Strategy <i>Ryan Brown, Head of Brand Strategy, Ceros</i>
4:45 PM - 5:30 PM	Top Social Media Trends of 2020 and Leveraging Them for Multifamily Businesses <i>Afif Khoury, Founder and Chief Executive Officer, SOCi, Inc</i>
5:30 PM - 6:30 PM	Networking Reception at the Meritage Resort <b>Wine Tasting Sponsored by</b> 

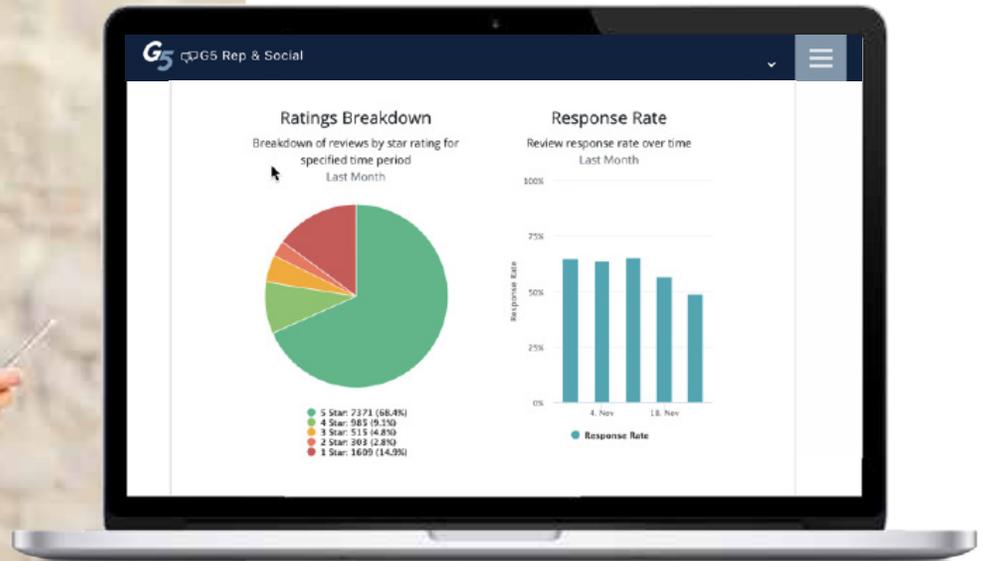
# Turn Marketing Into Move-ins

*with G5 Rep & Social*



*72% of prospective renters  
read reviews when searching  
for their next apartment*

(2020 NMHC/ Kingsley Apartment Resident Preferences Report)



## G5 Rep & Social helps you:

- Manage your reputation
- Protect your brand
- Impact your operations

Visit us at booth #24 | [GetG5.com](http://GetG5.com)

FRIDAY, JANUARY 10, 2020

8:00 AM - 12:30 PM	Registration and Badge Pick-up <b>Sponsored by</b>  Apartments.com™
8:00 AM - 9:00 AM	Breakfast with Exhibitors and Sponsors
9:00 AM - 9:45 AM	<b>Keynote:</b> Building Better Mousetraps: A Content-Driven Approach to Conversion Optimization <i>Keynote Introduction: Arlene Mayfield, SVP, Customer and Industry Relations, RentPath</i> <i>Keynote: Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media</i> <b>Keynote Sponsored by</b> 
9:45 AM - 10:30 AM	Navigating the Evolving Social Media Landscape — Facebook POV <i>Session Introduction: Arlene Mayfield, SVP, Customer and Industry Relations, RentPath</i> <i>Manny Walton, Client Solutions Manager, Facebook</i> <i>Tiffany Wang, Client Partner in Real Estate, Facebook</i> <b>Session sponsored by</b> 
10:30 AM - 11:00 AM	Networking break with Exhibitors and Sponsors
11:00 AM - 11:45 AM	How to Outsmart the Algorithms & Use Analytics for Ultimate Success on Instagram <i>Erin Cell, Social Media Strategist, Consultant and Speaker</i>
11:45 AM - 12:30 PM	How to Create Winning Facebook and Instagram Video Ads <i>Laura Pence Atencio, Host of the Social Savvy Geek Show and Social Media Influencer</i>
12:30 PM - 12:45 PM	Closing Remarks and Announcements



Join us next year

January 27-29, 2021 when we return to the  
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# PRE-CONFERENCE WORKSHOPS

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## Workshop #1: How to Create “Thumb-Stopping” Social Media Content

Wednesday, 2:00 PM - 2:45 PM

*Erica Byrum, Assistant Vice President, Social Media, Apartments.com*

Mobile devices have become an indispensable aspect of daily life. But are declining attention spans killing your social media engagement? Join Erica Byrum, the assistant vice president of social media for Apartments.com and co-author of Youtility for Real Estate as she answers all your questions and teaches you how to leverage new features and tools to get “thumb-stopping” content that drives engagement and ties back to your bottom line. Don’t let your efforts go without results! With these tips and tricks, you’re sure to succeed in creating content that stands out from the crowd.

### What You’ll Learn

- Explore a content accelerator blueprint that encourages your followers to engage with your content in today’s evolving marketing environment.
- How to map your content experiences to your buyer’s journey and distribute it across channels to reach your audience.
- Tips to reboot a current content plan that isn’t meeting expectations.
- How to approach content with brand consistency in mind.
- Specific strategies for building your own influencer marketing program to amplify your brand.
- New features released across the major social media platforms and design ideas to create the perfect piece of content.
- The tools and processes to bring your concepts to life.

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## Workshop #2: How to Make Instagram-able Moments — Perspectives from Two Interior Designers

Wednesday, 2:45 PM - 3:15 PM

*Joann Kandrac and Kelly Kole, Co-founders and Interior Designers, Kandrac & Kole Interior Designs, Atlanta, GA*

Seasoned multi-family interior designers, Joann Kandrac & Kelly Kole of Kandrac & Kole Interior Designs will discuss the importance of updated interiors for the marketing success of leasing centers, clubhouses, models and amenity spaces on social media.

### Key takeaways include:

- How to create “Instagram-able” spaces and moments that are easy for the leasing/ management staff, prospective residents and residents to photograph and post
- Our top paint colors for interiors that look good on camera (and thus social media!)
- Our top commercial floor coverings for a fresh look in all common areas as well as individual apartment homes
- Image is Everything — common mistakes we see in multi-family interiors that hurt the marketability of the community over time.
- How we design models to have a WOW factor that looks great on a website

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## Workshop #3: Why Google My Business Should Be at the Forefront of Any Social Strategy

Wednesday, 3:15 PM - 3:45 PM

*Martin Canchola, Co-founder and CTO, Apartment SEO*

Even though Google Plus is dead and gone, Google My Business is alive and well. Your GMB listing is the first site your new potential residents usually see. Whether they find you by searching for your brand or keywords, your GMB listing will be shown towards the top of Google’s front page results.

It’s important to understand all the current and new features of Google My Business to ensure a steady stream of web traffic throughout the year. This session will get you up to speed on the latest hacks and features of GMB, so you can ignite your leads and turn them into leases fast!

### Key takeaways include:

- How to set your GMB listing for success
- New Features of Google My Business
- Google Q & A and Why It Matters
- Being Strategic in Your Review Responses
- Increase Your Click Through Rate and Rankings w/ Google Posts
- Google My Business Hacks for 2020

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## Workshop #4: Instagram Stories: How to Tell a Better Story

Wednesday, 4:00 PM - 4:30 PM

*Annette Smith, Founder and CEO, Social Kapture*

As the timeless saying goes, “Whoever tells the best story, wins.” This means it’s no longer enough to have a compilation of pretty photos filling your feed — unless they also highlight your community’s unique story. Potential residents searching for a new home trust social media to help them find a vibrant community they can relate to — and there’s no better tool to help your community stand out than Instagram Stories. With Instagram Stories, you can regularly engage with current and potential residents in real-time, authentically. In this workshop, we will cover ten simple steps to maximizing the reach, impact, and quality of your community’s Instagram Stories posts.

### By the end of this session, attendees will:

- Understand how current social media users engage with Instagram Stories differently than other social platforms
- Learn how to analyze the true ROI on their community’s Instagram Story campaigns
- Gain step-by-step instructions on how to produce and share high-performing, relevant Instagram Stories content
- Implement best practices for sharing and engaging with residents and prospects via Instagram Stories
- Be able to create a consistent brand voice and experience on Instagram Stories

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## Workshop #5: Targeted Social Advertising in the Age of Privacy

Wednesday, 4:45 PM - 5:30 PM

*Ryan Davis, Chief Product and Marketing Officer, RentPath*

*Danny Bowen, Senior Director of B2B Data Product, RentPath*

Your social ad is only as good as who sees it. You know your target audience is all over social media, but how do you find them amongst all the folks who aren’t looking for a new rental home? It’s one thing to put up a billboard on a busy road, but when you’re charged for every person who passes it, it’s critical to ensure you’re reaching only the right audience.

### By the end of this session, attendees will:

- Targeting options available to you
- How Facebook’s changes and Fair Housing compliance has impacted your ability to target
- Approaches to targeting that different marketers are taking — as well as a review of how they’re working
- Lessons from other industries
- An introduction to a tested approach for reaching only in-market renter

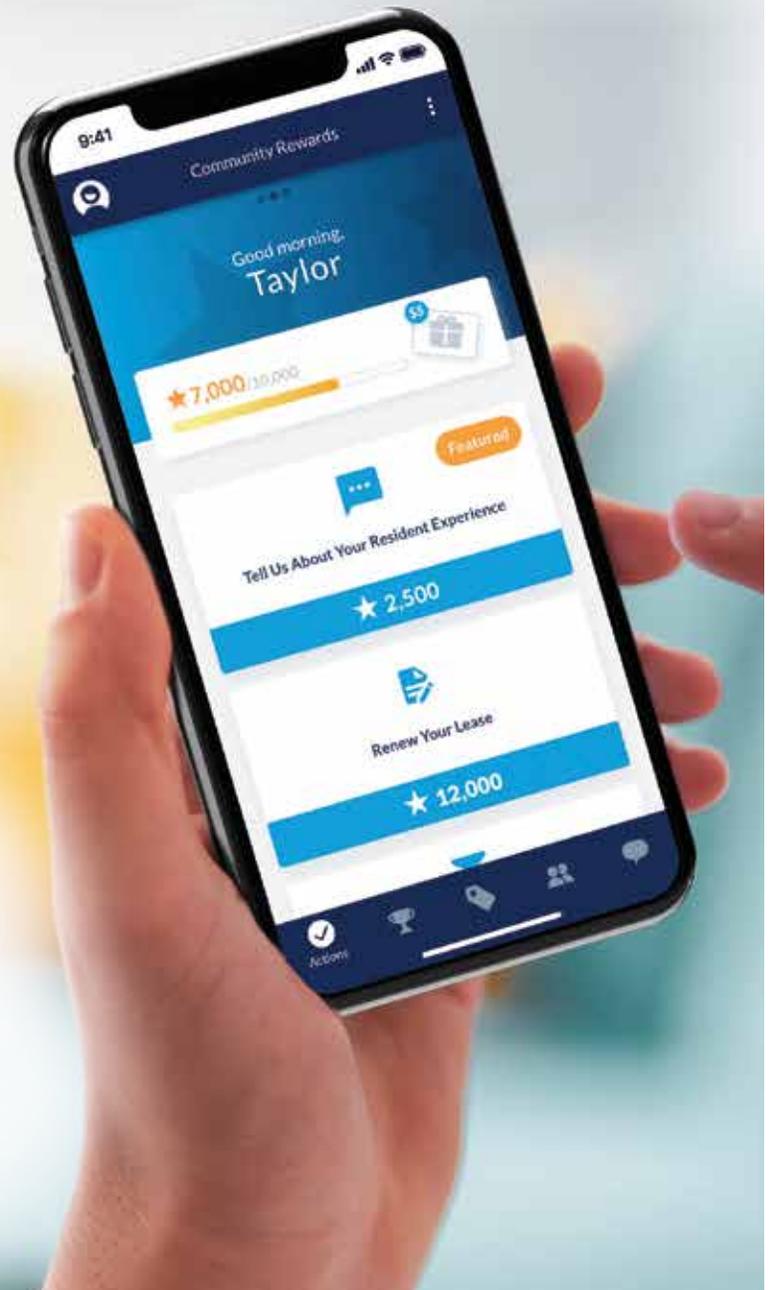
# Create meaningful connections through resident engagement

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We are committed to innovating new ways to engage with residents and increase retention.

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## GENERAL SESSIONS

**Keynote: The Curiosity Factor****Thursday, 9:15 AM - 10:00 AM***Keynote: Andrew Davis, Best-Selling Author and Renowned Marketing Speaker*

Andrew Davis, the highest-rated and most exuberant speaker from 2019, will be talking about the curiosity factor in his 2020 keynote. A top jaw-dropping marketing speaker, Andrew is compared to the likes of Gary Vaynerchuck, Seth Godin, and Rodit Bhargava!

The psychological phenomena creative brands employ to earn and own attention in a noisy world.

Attention in today's online world is harder and harder to garner than ever before. Our tenants, prospects, and even partners tell us they have no time. No time to read our emails, download a lease, watch a property overview video, dive-in to our blog posts, or fill out an online form.

However, these very same customers can binge watch two seasons of Stranger Things on Netflix in one weekend! Where's the disconnect?

Maybe, in our quest to make our content consumable we've eliminated every element that makes our content interesting?

It turns out, the most successful content creators in the world don't worry about how long their content is. Instead, they apply two infinitely powerful psychological phenomena to catch, keep and capture, their audience's attention.

In this exhilarating 45-minute keynote presentation, former television producer and bestselling author Andrew Davis will show you how to keep your audience curious. You'll be challenged to think like a reality tv editor, and he'll show you the five things that brilliant businesses do to transform their content from boring to brilliant. More importantly, you'll learn the simple secret to creating infinitely engaging content.

What's the secret? You'll have to wait and see.

It's going to be awesome!

**Think like a Product Manager to Super Charge your Multifamily Social Media Marketing****Thursday, 10:00 AM - 10:45 AM***Dylan Sellberg, Product Manager, HubSpot*

Returning to the Multifamily Social Media Summit for the fourth consecutive year, HubSpot Product Manager Dylan Sellberg will discuss how the practices and principles of Product Management can be applied to deliver remarkable results in today's social media marketing landscape.

In this talk, Dylan Sellberg will discuss how his experience as a Product Manager can be used to supercharge your Social Media Marketing forever.

- Learn how to implement an MVP process to get your Social Media campaigns to market faster
- Understand the 5 C's of Product-Market fit and the concept of ruthless prioritization
- Learn how to best communicate the success of your Social Media marketing efforts across a wide network of stakeholders

**Key Consumer Behaviors and Trends****in Social Marketing According to Google****Thursday, 11:30 AM - 12:15 PM***Shawn McGahee, Head of Industry, Home and Consumer Services, Google*

Shawn McGahee, Head of Industry, Home and Consumer Services at Google will share key consumer behaviors and trends and opportunities in social marketing

**Key takeaways include:**

- Identify audience opportunities
- How to leverage YouTube
- Provide marketing strategy recommendations

**Maximizing Resources:****Creating Budget-Friendly Marketing Videos****Thursday, 12:15 PM - 1:00 PM***Hope Horner, CEO and Founder, Lemonlight*

Brands have about 10 to 20 seconds to make a strong enough impression that encourages people to listen to their story and hopefully, convert. To make the most of these valuable seconds, Real Estate marketers are making the switch to video content. Hope will discuss the value of incorporating video and how to produce your own using resources anyone can leverage, no matter your budget size.

**Takeaways:**

- Learn the best tips, editing tools, apps and software you can leverage today to create a high quality, budget-friendly marketing video
- Hear how to effectively position your message within a video and share more details than you could via text or image
- Walk away understanding how to take control of how your offerings are viewed in the apartment industry market by leveraging strategic camera angles, music cues and engagement techniques

# APARTMENT SEO



## TURN YOUR LIKES INTO LEASES™

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### Insights with Impact: Social Media Strategies for 2020 — A Case Study with the Bozzuto Group

**Thursday, 2:00 PM - 2:45 PM**

*Kelley Shannon, Vice President of Marketing & Customer Engagement, Bozzuto Group*

*Esther Bonardi, Vice President of Marketing, Yardi*

Over the last decade, social media platforms and technology have redefined how multifamily managers engage with customers to attract, convert and retain residents. According to one survey, people spend 1/7 of their waking lives on social media. In an overwhelmingly loud social environment, does your social strategy give you what it takes to stand out in the noise?

Join Kelley Shannon, the Bozzuto Group's Senior Vice President of Marketing & Customer Engagement and Esther Bonardi, Vice President of Marketing at Yardi Systems to understand how social media and digital reputation strategies have evolved, and what it will take to influence social savvy renters in 2020 and beyond.

#### Learn how industry experts are:

- Moving beyond the single post and extending the impact of social campaigns
- Incorporating social media influencers to create a more personalized experience
- Increasing brand loyalty through meaningful social connections
- Using data to successfully anticipate social opportunities during the customer journey

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### Social Media Ads: How to Stand Out in a Crowd

**Thursday, 2:45 PM - 3:30 PM**

*Will Ferguson, Founder, Slinec*

So just about every entity under the sun is on social media, and all are posting content, running ads and jamming up everybody's newsfeed, but how do you stand out from the crowd and grab attention? In this presentation, Will Ferguson will focus on innovative campaigns from brands that are achieving astounding visibility and success and what the multifamily industry can learn from these examples.

We'll review how Glossier and Barkbox ran a marketing collaboration comprised of lipstick and dog toys that created more buzz than they ever could have imagined. You'll learn about how a startup that used a virtual doorman, a shoe full of holy water and some sarcasm to get picked up in every major media outlet. And more...

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### Experience Matters: Integrating Experiential Content Into Your Digital Marketing Strategy

**Thursday, 4:15 PM - 4:45 PM**

*Ryan Brown, Head of Brand Strategy, Ceros*

Digital marketing today provides brands of all sizes and extremely useful tools to understand our audiences and automate how we connect with customers. But the greatest consumer experiences are powered by more than data and optimization—what truly sets a brand apart is creativity: mastering the skill of fusing art with science. Ryan will dive deeply into one of the newest creative angles, experiential content: interactive, digital experiences that better connect brands with consumers. Ryan will break down what experiential content is, its value in a data-driven era, and how to share how members of the audience can transform their own static digital content into engaging experiences.

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### Top Social Media Trends of 2020 and Leveraging Them for Multifamily Businesses

**Thursday, 4:45 PM - 5:30 PM**

*Afif Khoury, Founder and Chief Executive Officer, SOCi, Inc*

The world of search, social media marketing, and reputation management are always changing. Only businesses who stay on top of the trends and shifts will come out ahead. In this session, we'll review 5 strategies you can immediately apply to your multifamily business opportunities.

#### They include:

- The rise of zero-click search
  - The real social influencers... your ratings and reviews
  - Response time... nearing real-time
  - The return of... organic reach
  - Localized social ads... the biggest untapped opportunity
-

### **Keynote: Building Better Mousetraps: A Content-Driven Approach to Conversion Optimization**

**Friday, 9:00 AM - 9:45 AM**

*Keynote: Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media*

Driving traffic is hard work. And it's wasted work if your site doesn't convert your visitors into leads and residents.

So why aren't more of your visitors becoming leads?

We're going to breakdown the main factors in terms you haven't heard before. It begins and ends with content. After planning 1000+ websites over the last 18 years, Andy is going to show the process for compelling your visitors to take action.

- Why most websites fail today, according to 12 years of research
- How and where to use the two kinds of evidence
- What's the one aspect of a call-to-action that makes the biggest difference
- You'll leave with new insights into visitor psychology and new ideas on which changes will make the biggest impact.

### **Navigating the Evolving Social Media Landscape — Facebook POV**

**Friday, 9:45 AM - 10:30 AM**

*Manny Walton, Client Solutions Manager, Facebook*  
*Tiffany Wang, Client Partner in Real Estate, Facebook*

**State of the industry from Facebook POV:**

**Facebook has been at the forefront of protecting their user's privacy, and privacy is vitally important in the multi-family space.**

- How has user protection evolved over the past year, specifically in the multi-family space?

**These are notable improvements to protecting user's privacy and important changes to how FB allows partners to target users.**

- How does this change the way people leverage FB to target users on their various platforms?

**Protecting user privacy is clearly a priority at Facebook, and it looks like this will remain a major focus next year.**

- What are some additional changes that we might see in 2020?

**We've discussed the current and future state of privacy on Facebook. Now, let's take a look at the latest on how the social media landscape is evolving.**

- What is Facebook's point of view on how to successfully leverage their platforms in the multi-family space and how this is changing (discuss open-concept deck)?

### **How to Outsmart the Algorithms & Use Analytics for Ultimate Success on Instagram**

**Friday, 11:00 AM - 11:45 AM**

*Erin Cell, Social Media Strategist, Consultant and Speaker*

Instagram has over 1 billion active users & over 60% of those users are millennials. More than 80% of millennials say renting is more affordable than owning a home? If you are looking to connect with those millennials online then Insta is where you need to be! However, the ever-changing algorithms & analytics can be confusing. This session will help you better understand Instagram and to increase your engagement on the platform.

Join Erin Cell, as she shares her Insta insights, tools, tips & spills a few secrets (shh...) She will provide you with takeaways you can begin implementing immediately to outsmart the algorithms & make sense of the analytics. This will help you build relationships with your Insta audience and provide you with strategies to start real conversations!

**In this session you'll learn:**

- How to Outsmart Instagram Using 4 Tips to Beat the Algorithms
- How to Connect & Understand What Your Instagram Audience Needs Using Analytics
- Better Understand How a 'Like-Free' Instagram will affect Influencers & Brands
- Learn the Secrets for Engaging & Connecting to Build Relationships on Instagram
- Tools for Hashtag Research, Content Creation and Scheduling Your Instagram Posts

### **How to Create Winning Facebook and Instagram Video Ads**

**Friday, 11:45 AM - 12:30 PM**

*Laura Pence Atencio, Host of the Social Savvy Geek Show and Social Media Influencer*

Facebook and Instagram dominate the mobile space. One in five minutes on mobile is spent on them; together they are beating out the next 10 mobile platforms combined. Campaigns that run across both channels get better website clicks, website conversions, and video views. Find out how to harness the power of video ads where your audience lives — on mobile — through Facebook and Instagram.

**Discover the secrets of creating high-converting video ads on Facebook and Instagram. In this intermediate-level session, you'll learn what every multifamily marketing team needs to know, including:**

- How to time your message for maximum impact
- The one key element your ad must have
- How to position your solution as the answer to their problem
- The Devil is in the details — small things matter here
- Why what happens next is critical to conversion

## PRE-CONFERENCE WORKSHOP SPEAKERS



### **Erica Byrum**

*Assistant Vice President, Social Media  
Apartments.com*

Erica Byrum, Assistant Vice President of Social Media for Apartments.com, is a real estate marketing expert with more than thirteen years of experience, co-author of "Youtility for Real Estate", a recipient of the 2014 PR News Social Media MVP Award, a recipient of the 2015 Sarah Malone Award, as well as, President's Club winner for 2016. Byrum is a well-regarded speaker at both national and state apartment associations.



### **Danny Bowen**

*Senior Director of B2B Data Products  
RentPath*

Danny and his team deliver transformative growth through innovative thinking and efficient organizational collaboration. Prior to RentPath, he worked at Google on the Multifamily and Real Estate team, leading analytics and marketing strategy, respectively.



### **Martin Canchola**

*Co-founder and CTO  
Apartment SEO*

Martin Canchola has 10+ years in the world of digital marketing with a specialty in Local SEO, Search & Social Ads. He has worked with thousands of small-medium businesses before breaking into the multifamily industry, where he leverages an outside perspective on the world of search and digital marketing. He is also proud to serve as the Co-founder & CTO for Apartment SEO, a Premier Google Partner agency. Together, he works closely with Google to ensure his clients' success!



### **Ryan Davis**

*Chief Product and Marketing Officer  
RentPath*

Ryan Davis is an innovative leader with experience in growing digital revenue streams. Previous to joining RentPath, Ryan headed the development of an advertising and content platform at The Weather Channel that focused on localization. The platform now boasts thousands of advertisers and a reach that expands into more than 100 local markets. Previously, while President of Philly.com, Ryan led the company to become the fastest growing news and information site in the world, according to Nielsen



### **Joann Kandrac & Kelly Kole**

*Co-founders and Interior Designers  
Kandrac & Kole Interior Designs,  
Atlanta, GA*

Joann Kandrac & Kelly Kole voted one of Atlanta's Top 20 Residential Interior Designers by the Atlanta Business Chronicle (kandrac-kole.com), Kandrac & Kole has been featured on HGTV as well as in The New York Times, Better Homes & Gardens among many other national and regional magazines. With a unique background of over 15 years working in the multi-family industry in different capacities, Kandrac & Kole has a wealth of knowledge to share in both the residential and commercial arenas. Popular bloggers, Joann & Kelly have been sharing upbeat and entertaining narratives regarding their design projects, travels, and personal stories since 2009.



### **Annette Smith**

*Founder and COE  
Social Kapture*

Annette Smith is the Founder and CEO of Social Kapture, a boutique digital marketing agency dedicated to the multifamily and student housing industry. Prior to founding Social Kapture, Annette was the National Director of Leasing and Marketing at the largest privately held student housing company in the US. It was there that Annette realized the need for digital marketing solutions tailored to the unique demands of property management. After just three years, Annette has grown Social Kapture into an industry-leading agency supporting clients in over 25 states nationwide with comprehensive social media management and paid advertising campaigns.

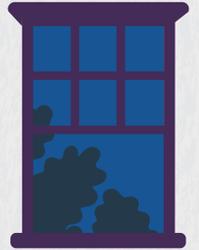
# Market the Resident Experience & Manage Your Online Brand

We offer a full suite of solutions to help your communities succeed!



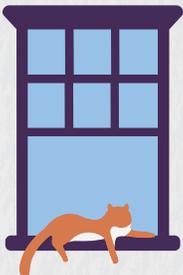
## 1. Gather Business Intelligence

Take the guesswork out of resident retention



## 2. Reduce Turnover & Grow ROI

Build on insights into your community and drive resident satisfaction



## 3. Market Community Performance

Amplify your online story and connect to more prospects



## GENERAL SESSION SPEAKERS



### Laura Pence Atencio

*Host of Social Savvy Geek Show and Social Media Influencer*

Host of the Social Savvy Geek Show and Social Media Influencer, Laura Pence Atencio has a gift for creating order out of the chaos which she uses to help small businesses get real traction out of their digital marketing. Known for her directness, desire to see change-makers excel, and ability to communicate complicated concepts simply, she has been dubbed the “geek liaison.” Her ability to break down tech-speak into common language makes Laura a highly sought after speaker. A lifelong fan of Star Wars, a US Masters Swimmer, Laura also served as a Combat Engineer in the Virginia Army National Guard.



### Esther Bonardi

*Vice President of Marketing Yardi*

Esther has over 25 years of experience in investment real estate and software marketing. Having worked in multifamily management and marketing for over 20 years, Esther joined Yardi Systems in 2011 to head up sales and marketing of the Yardi Marketing Suite, the firm’s residential front office product line. In 2016, she stepped into the lead role in Yardi’s marketing department, and now serves as Vice President of Marketing, overseeing marketing strategy and initiatives for this global organization’s full product line across all markets including residential, affordable housing, senior living, commercial, coworking and investment management. Esther has a keen understanding of marketing balance and the unique skillsets required to support strategy, branding, digital marketing, client engagement and more.

Esther is a member of Forbes Communication Council and contributor to Forbes.com. She is a frequent speaker at national conferences including NAA Apartmentalize, NMHC OpTech, Realcomm, and more.



### Ryan Brown

*Head of Brand Strategy Ceros*

At Ceros (which recently announced its \$14M Series C), Ryan leads brand marketing and brand experience efforts for brands including Snapchat, United Airlines, NBC, Fast Company, MasterCard, Bloomberg, and Fast Company. He has previously held leadership roles at Condé Nast-owned experiential marketing agencies Pop2Life and 23 Stories. Ryan also worked at HubSpot during the early days of inbound marketing in numerous roles that included developing new client trainings, launching HubSpot Academy, and crafting HubSpot’s annual INBOUND conference. He has spoken previously at Content Marketing World, Dig South Tech Summit and B2B Marketing Exchange.



### Erin Cell

*Social Media Strategist Consultant & Speaker Founder Socially Powered*

Erin Cell is a social media strategist, consultant & speaker who is passionate about helping businesses understand the power of social media. She has helped thousands of business owners, entrepreneurs, and executives improve their online presence while saving them time and money.

Featured on Entrepreneur on Fire, Solopreneur Hour, and other premier podcasts, Erin is a featured contributor to SocialMediaExaminer.com, the world’s largest online social media publication. As the creator of Social Media Day Denver, Erin has brought together hundreds of business owners and entrepreneurs to discover how social media can propel their business to new heights. She speaks regularly about the importance of social media, Instagram, and live video for business. She has shared the stage with Kevin Harrington, Joel Comm, John Lee Dumas, Kim Garst, Brian Fanzo, and Andrea Vahl, amongst others. You can learn more about Erin and her company, Socially Powered



### Andy Crestodina

*Keynote Speaker and Author Co-Founder and Chief Marketing Officer Orbit Media*

Andy Crestodina is a top-rated presenter and keynoter at national conferences. He makes each event as practical as possible by teaching immediately applicable techniques and known for using simple explanations to demystify tough web strategy issues.

As co-founder and the chief marketing officer of Orbit Media, an award-winning web design company in Chicago, Andy has dedicated himself to the teaching of marketing and since 2001, has provided web strategy and advice to more than a thousand businesses.

Andy has written hundreds of articles on content marketing topics for dozens of blogs and media websites. Favorite topics include content strategy, search engine optimization, social media, and analytics.

He is also the author of *Content Chemistry: The Illustrated Handbook for Content Marketing*.

Andy has consistently been a highly rated speaker at other marketing conferences and we anticipate that he’ll shine at our event!

## SPEAKER BIOGRAPHIES



### Andrew Davis

*Best-Selling Author and International Speaker*

Andrew Davis is a bestselling author and internationally acclaimed keynote speaker. Before building and selling a thriving digital marketing agency, Andrew produced for NBC's

Today Show, worked for The Muppets in New York and wrote for Charles Kuralt. He's appeared in the New York Times, Forbes, the Wall Street Journal, and on NBC and the BBC. Davis has crafted documentary films and award-winning content for tiny start-ups and Fortune 500 brands.

Recognized as one of the industry's "Jaw-Dropping Marketing Speakers," Andrew is a mainstay on global marketing influencer lists. Wherever he goes, Andrew Davis puts his infectious enthusiasm and magnetic speaking style to good use teaching business leaders how to grow their businesses, transform their cities, and leave their legacy.



### Will Ferguson

*Founder  
Slince*

Will Ferguson spent 15 years moving up the ranks in client-side marketing at brands like E\*trade and Oppenheimer Funds, before becoming Vice President of Online Marketing at 1-800 Flowers where he ran Social Media, SEM, Display Advertising and Affiliates. He eventually moved on to the start-up world, where in his last role he was Chief Marketing Officer, responsible for all acquisition marketing, analytics, website conversion and P&L. He was named to 40 under 40 for being one of the most innovative brand marketing executives and is a sought-after speaker at industry conferences such as Internet Week, ad:tech, Brand Innovators and eTail. His front-running approach to social commerce and Facebook advertising has been covered by the New York Times, Ad Age and ClickZ. Will decided to start Slince because he saw a need in the marketplace for a senior-level, digital executive to work on behalf of clients where their agencies were falling short.



### Hope Horner

*CEO and Founder  
Lemonlight*

Hope Horner is a three-time entrepreneur who has been featured in Inc.'s Top 25 Entrepreneurs to watch in 2017, Entrepreneur's 11 Marketing Experts that Could Change Your Business, and Pepperdine's 40 Under 40. Horner is a regular contributor at Entrepreneur, Forbes, Inc. and multiple other publications where she shares startup insights and scalable solutions. She is currently working on her third startup, Lemonlight, an LA-based business that produces and distributes branded video content at scale. Lemonlight has been honored in Inc. 500 and Entrepreneur 360..



### Adam Japko

*CEO and Founder*

*Esteem Media and Design Influencers Conference*

Adam Japko is CEO of Esteem Media and founder of the Design Influencers Conference. Esteem Media is home to leading national and

local media brands in the luxury home design, gardening, and fine wine communities; focused on connecting professionals and consumers around their passions and businesses.

Leading up to his founding Esteem Media leadership role, Adam Japko served as President of DigitalSherpa, a high growth SMB social media, content marketing, and internet discovery business offering content, social media, reputation management, local listings, lead generation, web business intelligence, and more. These experiences, along with the unexpected success of his wine blog, WineZag, reaffirmed a deep belief that authentic digital content & consistent online community engagement drive in-person networking to create a powerful brew capable of transforming personal and business brands.



### Afif Khoury

*Founder and Chief Executive Officer  
SOCi, Inc*

Afif Khoury, Founder and Chief Executive Officer (CEO) of SOCi, Inc., has been at the forefront of technology for 20 years. From his early contribution to the Human Genome Project, a career as a high tech mergers and acquisitions attorney, a manager of two successful venture capital funds and Founder & CEO of two successful startups, Afif has made a career out of following the data.



### Shawn McGahee

*Head of Industry, Home & Consumer Services  
Google*

As a senior marketing leader with 13+ years of experience, Shawn employs advanced analytics to help Fortune 500 companies redesign corporate brand strategy, optimize digital marketing investments, and generate multi-million dollar business growth. His expertise includes creating strategic content, messaging, and promotions driven by rigorously curated market research, consumer insights and analysis. Shawn possesses broad industry expertise in launching integrated omnichannel campaigns and managing CRM, Mobile, e-Commerce, and Social user experience (UX). His clients have included: Walmart, Verizon, eBay, CVS, Dell, Delta Airlines, Kohl's, Nike, Ocean Spray, Ruth Chris, Porsche, Wells Fargo, and more.



### Dylan Sellberg

*Product Manager*  
HubSpot

Dylan Sellberg is a Product Manager at HubSpot in Cambridge, MA. He started his first business at age 11 and has been learning ever since.

Today, Dylan collaborates with HubSpot design, engineering, and product teams to deliver remarkable products to HubSpot's customers. Prior to HubSpot, Dylan worked at Catalina managing the multimillion-dollar portfolios of Coca-Cola and Johnson & Johnson.

He holds an M.S. in International Marketing and Brand Management from Lund University in Sweden which consistently ranks among the world's top 100 universities, a B.S. in Sports Management from the University of Tampa, and a Lean Six Sigma Green Belt from the University of South Florida. Dylan's continuing education involves the pursuit of an Organizational Behavior Certificate at Harvard Extension School. When he's not solving business problems through product development, you can find Dylan speaking at industry events or out on the golf course.



### Kelley Shannon

*Vice President, Marketing and Customer Engagement*  
Bozzuto Group

As Vice President of Marketing & Customer Engagement for the Bozzuto Group, Kelley provides a customer-centric approach to marketing strategy and leadership for Bozzuto's entire portfolio of managed communities. Joining Bozzuto in 2013, Kelley brings 20+ years of diverse marketing experience. From managing and launching products in consumer products companies, Sara Lee Bakery and Equal Sweetener, to leading global marketing strategies across online travel sites, and developing and managing strategic partnerships at Marriott International, Kelley's broad experience has helped her achieve some notable successes including being named Marketer of the Year by the National Association of Home Builders (NAHB) Multifamily Pillars of the Industry Awards.

Prior to her marketing career, Kelley spent several years working in accounting and obtained her license as a Certified Public Accountant. Kelley has an MBA from the University of Michigan and a B.S. in Accounting from the University of Maryland.

She currently resides in Washington, DC and is the mother of 2 beautiful girls (Kelsie and Jami).



### Manny Walton

*Client Solutions Manager*  
Facebook

Manny Walton is a Client Solutions Manager in Real Estate at Facebook in San Francisco! His experience working in ad tech is preceded by an early tenure in marketing analytics where he helped construct statistical marketing mix and attribution models for CPG companies. Manny's comfort with data and complex analyses allows him to deliver actionable marketing strategy recommendations spanning from big picture ideation to granular technical optimizations. He has a broad experience working with a wide array of verticals on bringing marketing projects to full fruition.



### Tiffany Wang

*Client Partner in Real Estate*  
Facebook

Tiffany Wang is a Client Partner in Real Estate at Facebook. As a former CPA, her financial literacy partnered with her extensive background in ad tech enables her to help companies navigate the complex world of digital marketing and social media. Tiffany leverages the power of consumer insights, data trends, and market research to consult clients on marketing strategy, creative, and measurement. She has broad experience working with rental portals, home builders, brokerages, agents, and home services.



Manage your social content, reviews, and ads across 100's or 1000's of locations from **one centralized platform**



Want to learn how you can improve your localized social marketing strategy?

[WWW.MEETSOCI.COM](http://WWW.MEETSOCI.COM)

# GENERAL INFORMATION

## CONFERENCE BADGE

Please wear your conference badge during all published events.

## SOCIAL MEDIA

**Twitter:** @MultifamilySMS #MultifamilySMS

**Facebook:** @Multifamily Social Media Summit

**Instagram:** [instagram.com/multifamilysms/](https://www.instagram.com/multifamilysms/)

## WIRELESS ACCESS

Complimentary wireless access is provided in all meeting space and in the Exhibit Hall. We kindly request that participants refrain from using this network for streaming video or other high-data activities.

1. Go to Wi-Fi network Options on your device
2. Choose (click) Wi-Fi name: MSMS!
3. Dialogue Box (Pop up) Enter Password: apartmentlist
4. Choose (click) Enter
5. Go to Web Browser (Chrome, Firefox, Safari, IE)

## PRESENTATION ACCESS

Attendees will be emailed a link to the presentation power points approximately two weeks after the Conference.

## CONFERENCE SURVEY

We want your feedback. Daily surveys will be posted on the Conference website.

## MERITAGE INFORMATION

### Concierge Services

The Meritage Concierge Desks are located in the Lobby.

### Technology/Business Center

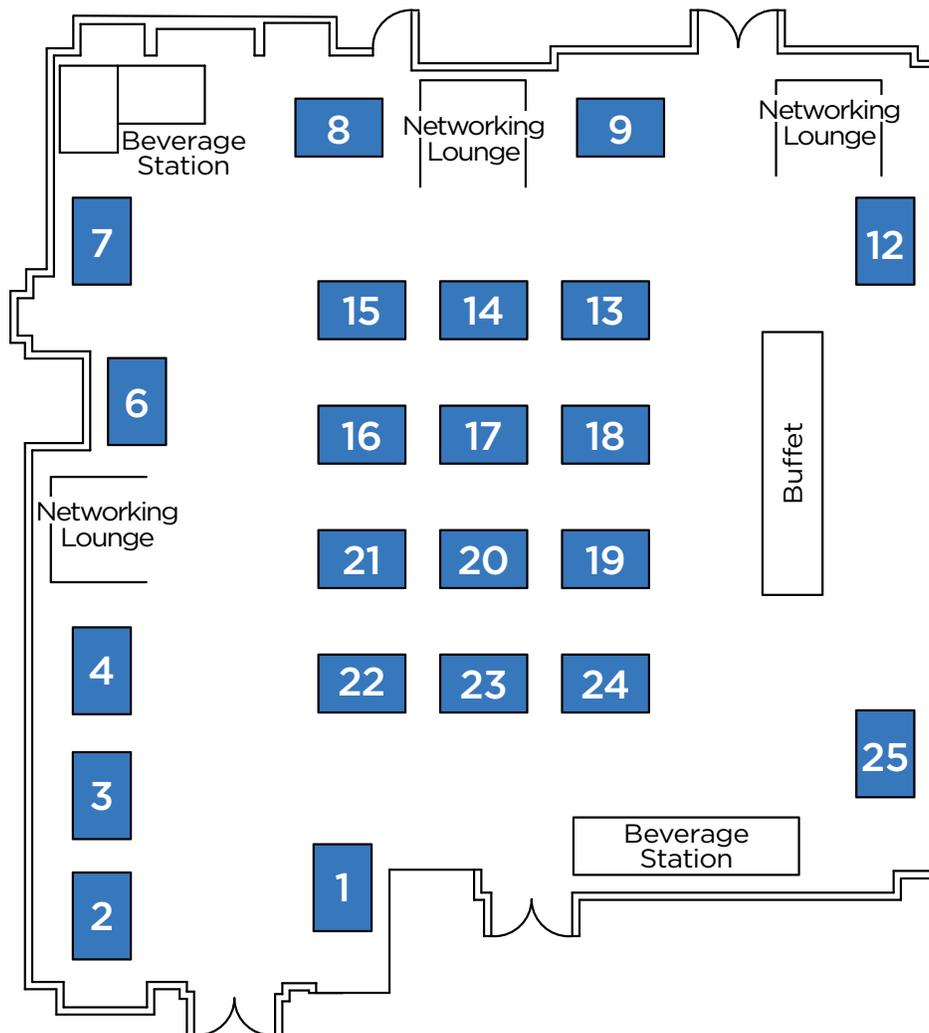
The Meritage has a Computer Kiosk located just off the main Lobby by the Commons Lobby Bar.

### Medical Emergency

Meritage Resort and Conference center maintains a 24/7 security staff trained in basic first aid, CPR, and the use of the automated external defibrillators on the property. In the case of a life threatening event please dial "911" immediately. You may also contact x0 from any resort phone.



# EXHIBIT HALL FLOOR PLAN



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# COMPANY PROFILES



SUPPORTING SPONSOR

## Agency FIFTY3

[www.agencyfifty3.com](http://www.agencyfifty3.com)

We do work that stands above the noise. Agency FIFTY3 is a full-service agency based in Denver, CO. We're a group of creatives, analysts, strategists, artists, and marketing scientists who have joined forces from all over the country. We offer a variety of services that work hand-in-hand with each other. We're everything you need in one place. Climb the mountain with us.



CONFERENCE WIFI SPONSOR

## Apartment List

[www.apartmentlist.com](http://www.apartmentlist.com)

Apartment List is a smart, simple and seamless renting platform that's dedicated to making the process fair and transparent for everyone involved. We make finding a home easy and enjoyable, with a personally curated search feature that gets to know renters as individuals. So only serious renters reach your front door, and we only invoice you when someone moves in.



PLATINUM EXHIBIT SPONSOR

## ApartmentRatings

[www.apartmentratings.com](http://www.apartmentratings.com)

## SatisFacts

[www.satisfacts.com](http://www.satisfacts.com)

Serving over 1200 management companies nationwide, ApartmentRatings & SatisFacts, provide full lifecycle resident communication and reputation management services to the multifamily industry. Together both brands provide integrated solutions to increase resident satisfaction, retention and overall community performance.

Table 9



PLATINUM EXHIBIT SPONSOR

## Apartment SEO

[www.apartmentseo.com](http://www.apartmentseo.com)

Apartment SEO, a Premier Google Partner, is a multifamily full-service digital marketing agency. We capture eyeballs, start conversations and deliver convertible leads, while building unique brand equity. Apartment SEO expands social reach and engagement while converting fans and followers to loyal residents. We plan, execute, track, and report measurable results for every client on every project. Our services include SEO, Digital Ads, AI powered PPC Management, Social Media Marketing, Reputation Builder, iLease Bot - Chat Bot, Apartment Branding, and Web Design.

Table 18



REGISTRATION &  
PLATINUM EXHIBIT SPONSOR

## Apartments.com

[www.apartments.com](http://www.apartments.com)

The Apartments.com Network represents the nation's most comprehensive online rental marketplace. With the largest renter audience and most extensive network of sites, we connect millions of qualified renters to multifamily communities — driving the most leases and highest ROI for our advertisers. Apartments.com is the leading ILS to optimize your digital marketing performance and fill your vacancies fast. Visit [advertise.apartments.com](http://advertise.apartments.com) to learn more.

Table 19



SUPPORTING SPONSOR

## AVMS

[www.AVMS.com](http://www.AVMS.com)

Audio Visual Management Solutions (AVMS) connects people with technology for results so compelling, they keep coming back. Since 1994, we've provided full-service audio visual solutions for corporations, events, and hotels. Our success took root through customer satisfaction and resulting word-of-mouth. From hotel-based AVMS offices to meeting you at any venue-anywhere you need, we want to show you what's possible. Having advanced technology at our disposal makes it spectacular, but that's only after our experts flesh out your vision.



[yourbenison.com](http://yourbenison.com)

SUPPORTING SPONSOR

## Benson Integrated Marketing Solutions, Inc.

[www.yourbenison.com](http://www.yourbenison.com)

Benson is the only marketing operations Centralized Marketing Platform (CMP) that assists multifamily operators in saving time, saving money and driving NOI. Benson enables its clients to have more predictability, control, cost management and efficiency in their non-media marketing, thereby creating margin to focus on their media related marketing. Learn more at <http://grow.yourbenison.com/centralized-marketing-platform>.



NETWORKING LOUNGES SPONSOR

**CORT**

www.cort.com

CORT, a Berkshire Hathaway Company, is the world’s largest provider of furniture rental, trade show and event furnishings, and relocation and transition services. With locations throughout the U.S. and U.K., and a proprietary global network in over 80 countries, CORT believes it’s the little things that separate good from great. And our customers, colleagues and partners deserve great. Every time, everywhere.



APPAREL SPONSOR

**Entrata**

www.entrata.com

Entrata is a comprehensive property management software platform for the multifamily industry. Entrata provides owners and operators a way to connect, operate and maintain all of their leasing, resident, marketing, facilities, management and accounting operations in one place, allowing them to create a better experience for prospects, residents and employees. Learn more at [entrata.com](http://entrata.com).



PLATINUM EXHIBIT SPONSOR

**G5**

Table 24

www.GET5.com

As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact. Through its Intelligent Marketing Cloud, G5 delivers unrivaled performance and scalability through predictive analytics, hyper-personalized customer experiences, and continuous spend optimization.



the new way to neighbor™

GOLD EXHIBIT SPONSOR

**hOp**

Table 6

www.main.hop.life

Nationally, the number one resident value driver is a “sense of community”. Through patented technology, hOp delivers on “community” in several powerful ways: Invite-only social network, local and national perks program, marketplace (ask a favor, lend a hand, buy/sell/borrow), behavior and usage analytics. hOp creates a space where it is easy and encouraged to help Other people (hOp).



GOLD EXHIBIT SPONSOR

**J Turner Research**

Table 3

www.jturnerresearch.com

J Turner Research is the leading market research firm exclusively serving the multifamily industry. Our robust survey programs and fully integrated online reputation management platform offer customer insights and actionable data to drive revenue. Our ORA™ score serves as the industry standard for measuring a property/company’s online reputation.



GOLD EXHIBIT SPONSOR

**Knock**

Table 12

www.knockrentals.com

Knock is an award-winning platform that maximizes the marketing and sales performance of apartment buildings through CRM and communications technology. Rental property companies rely on Knock to easily organize communication across every channel, coordinate and schedule tours and track overall marketing and leasing effectiveness, driving better performance and boosting profits. Knock is based in Seattle and was founded in 2014.



OPENING KEYNOTE SPONSOR AND PLATINUM EXHIBIT SPONSOR

**LeaseLabs® By RealPage®**

Table 1

www.LeaseLabs.com

LeaseLabs® By RealPage® is an innovative agency specializing in GoDirect marketing and creative solutions for multifamily communities. Our platform leverages both digital inbound and traditional marketing tactics, combined with compelling designs that yield fast results, drive qualified traffic, create brand awareness and convert leads into leases.



PLATINUM EXHIBIT SPONSOR

**Modern Message**

Table 22

www.modernmessage.com

At Modern Message, we live and breathe appreciation. It’s who we are and how we help you increase resident retention. We created Community Rewards as an app exclusively for apartment residents that encourages them to engage with their apartment communities online through reward points. Increase online engagement, operational efficiency, and year-over-year retention with a new strategy centered around appreciation.



GOLD EXHIBIT SPONSOR

**PERQ**

Table 20

www.perq.com

PERQ, a marketing technology company founded in 2001, empowers businesses and the online consumer experience through innovative solutions powered by artificial intelligence. More than 1,000 businesses in the home furnishings, auto retailing and multifamily industries leverage PERQ's Marketing Cloud and technology to give them more visibility into their digital marketing efforts and sales.



PART OF THE USA TODAY NETWORK

GOLD EXHIBIT SPONSOR

**ReachLocal USA Today**

Table 21

www.reachlocal.com

ReachLocal helps you get more leases signed with a smart, simplified approach to marketing. ReachLocal's best-in-class technology, insights, and digital expertise, we provide the end-to-end solutions you need to drive your business forward, reaching your goals. We work with you to develop a custom strategy beginning with tactics like Paid Search, SEO, Social Advertising, Display. With our hands-on approach, we capture your best prospects from across the web and convert them into leads. We also work with you to measure the results at every step to give you the confidence in knowing what's working and how to best invest your budget. Contact us to learn more now: multifamily@reachlocal.com.



GOLD EXHIBIT SPONSOR

**Realync**

Table 4

www.realync.com

Realync is multifamily's only Fair Housing compliant video leasing and engagement solution that enables do-it-yourself pre-recorded video and live video tours of properties. With Realync, multifamily teams can truly engage with prospective and existing residents to show them exactly what they need to see when they need to see it.



GOLD EXHIBIT SPONSOR

**Rent Dynamics**

Table 15

www.rentdynamics.com

Our innovative suite of services has been purpose-built to streamline the leasing experience and deliver competitive advantages to our clients. Rent Dynamics Lead Management software provides the most reliable and intuitive technology in capturing and managing your leads. In addition, we operate the industry's finest state-of-the-art contact center to ensure personalized touch points for leads and residents through phone, chat, and email. Our RentPlus resident credit reporting program offers a new and innovative approach to build additional revenue. What's more, RentPlus will help to improve the financial health of your residents, encourage residents to pay their rent on time, and boost occupancy levels.



SECOND KEYNOTE AND SESSION SPONSOR

**RentPath**

www.rentpath.com

RentPath is the leading provider of digital marketing solutions for the multifamily industry. RentPath's network of rental listing sites — Apartment Guide, Rent.com, Rentals.com and Lovely connect property managers with millions of in-market renters looking for their next home. The company's best-in-class products and services help communities improve renter satisfaction, manage their online reputation, capture more leads, and streamline resident communication.



GOLD EXHIBIT SPONSOR

**RentVision**

Table 14

www.rentvision.com

RentVision helps our partners to create a dynamic marketing system that allows them to control demand and vacancy at each property using their own web presence.



GOLD EXHIBIT SPONSOR

**Respage**

Table 17

www.respage.com

For over 17 years, Respage has partnered with multifamily companies to create extraordinary renting results. Through our trusted social media and reputation management platform, highly effective paid search and social advertising services, and cutting-edge AI chatbot technology, we produce results that create more leads and leases, and serve as the leading provider of apartment marketing services for thousands of communities nationwide.



GOLD EXHIBIT SPONSOR

**Roof** Table 13  
www.rooof.com

Roof is a leading provider of marketing software for the apartment industry. We empower multifamily professionals to create the best performing classified ads with the least amount of effort, with the only software that automates the creation, content variation, price updating and renewal of ads.



GOLD EXHIBIT SPONSOR

**Show My Property TV** Table 8  
www.showmyproperty.tv

The apartment industry's go-to for creative content, Show My Property provides the industry's finest content for lease-ups, from pre-construction through stabilization. We create renderings, video animation, and floorplans designed to help new developments stand out, highly strategized social media campaigns with weekly custom video content for lease-ups, and inventive video and photography options for properties new and old.



PLATINUM EXHIBIT SPONSOR

**SOCi** Table 23  
www.meetsoci.com

A two-time Inc. 500 honoree, SOCi is the leading social, reputation, and localized social advertising platform built to address the needs of multi-location businesses. SOCi has pioneered more than a dozen unique marketing tools to help multi-location brands oversee, maintain, and protect their brand at the national level, while simultaneously scaling presence across hundreds, sometimes thousands, of local pages.



GOLD EXHIBIT SPONSOR

**Social Kapture** Table 16  
www.socialkapture.com

Social Kapture is the leading social media and digital marketing agency dedicated exclusively to the apartment industry. Social Kapture is the leading social media and digital marketing agency dedicated exclusively to the apartment industry. Our team combines a unique blend of property management, multifamily, and marketing expertise to deliver custom solutions for communities that convert.



Chore less.

GOLD EXHIBIT SPONSOR

**Spruce** Table 7  
www.getspruce.com

Spruce is a comprehensive provider of lifestyle services to the multifamily industry. The company currently offers daily chores, housekeeping, pet care, laundry and dry-cleaning services to more than 300 select apartment communities. Through the intuitive Spruce app, apartment residents are empowered to quickly book services from certified, background-checked professionals who will arrive in Spruce-branded uniforms.



SOCIAL MEDIA,  
PHOTO BOOTH AND  
PLATINUM EXHIBIT SPONSOR

**Yardi | RENTCafé** Table 25  
www.yardi.com

Yardi® develops and supports industry-leading investment and property management software for all types and sizes of real estate companies. Established in 1984, Yardi is based in Santa Barbara, California, and serves clients worldwide. For more information on how Yardi is Energized for Tomorrow, visit www.yardi.com.



GOLD EXHIBIT SPONSOR

**Zumper** Table 2  
www.zumper.com

Based in the heart of Silicon Valley, Zumper is the fastest-growing rental marketplace on a mission to create frictionless and streamlined renting for everyone. With millions of organic users every month, award-winning mobile apps, and our forward-thinking technology, we help Multifamily communities expand their marketing reach and connect with quality leads that convert faster.

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### SUPPORTING SPONSORS



Q **How do you** | get more renters to your websites?

**"We use RENTCafé Reach SEO services.  
Year-over-year, we've seen a 21% increase  
in organic traffic across our portfolio.  
We're very happy with the success there!"**

MELISE BALASTRIERI  
VICE PRESIDENT OF MARKETING & DEVELOPMENT  
MG PROPERTIES GROUP



800.866.1144  
[Yardi.com/RENTCafeReach](http://Yardi.com/RENTCafeReach)

See the interview:  
[YARDI.VIP/MGPROPERTIES](http://YARDI.VIP/MGPROPERTIES)

