

2021 PROGRAM GUIDE



MULTIFAMILY SOCIAL MEDIA SUMMIT

July 14-16, 2021

THE MERITAGE RESORT AND SPA | NAPA, CA

PRESENTED BY



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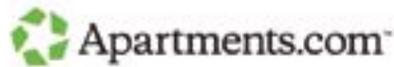


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TABLE OF CONTENTS

Conference Agenda..... 3-5

Session Descriptions 7-13

Speaker Biographies 15-25

Exhibit Floor Plan and Exhibitor List 17

General Information.....19

Company Profiles27-31

Thank You to Our 2021
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.



MULTIFAMILY SOCIAL MEDIA SUMMIT

Join us next year

March 23-25, 2022 when we return to the
Meritage Resort and Spa in Napa, CA!

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CONFERENCE AGENDA

WEDNESDAY, JULY 14, 2021

12:00 PM – 6:00 PM	Registration and Badge Pick-up Sponsored by  Apartments.com™
2:00 PM – 3:00 PM	WORKSHOP #1: Adapt Your Social Media Strategy for a Post-Pandemic Renter <i>Erica Byrum, Assistant Vice President, Social Media, Apartments.com</i>
3:15 PM – 4:00 PM	WORKSHOP #2: Pinterest-The Hidden Gem of Social Marketing <i>Erica Warfield, Social Media Manager, Agency FIFTY3</i>
4:15 PM – 4:45 PM	WORKSHOP #3: The Impact of Influencer Marketing in the Apartment Industry <i>Adam Japko, CEO, Esteem Media, and Founder, Multifamily Social Media Summit</i>
4:45 PM – 5:30 PM	WORKSHOP #4: How Ratings & Reviews Impact Lead Generation <i>Greg Waggoner, Sr. Product Manager, Reputation and Social Media Management, RentPath</i>
5:30 PM – 6:30 PM	Welcome Reception at the Meritage Resort

THURSDAY, JULY 15, 2021

7:00 AM – 6:00 PM	Registration and Badge Pick-up Sponsored by  Apartments.com™
8:00 AM – 9:00 AM	Breakfast with Exhibitors and Sponsors
9:00 AM – 9:15 AM	Welcome and Introduction <i>Adam Japko, CEO, Esteem Media, and Founder, Multifamily Social Media Summit</i>
9:15 AM – 10:15 AM	Keynote: Complaint Free Business <i>Keynote Introduction: Mark Ham, Vice President Business Development, LeaseLabs</i> <i>Keynote: Will Bowen</i> Keynote Sponsored by 
10:14 AM – 11:00 AM	Instagram for Business <i>Kyla Herbes, Principal and Content Creator, House of Hipsters</i>
11:00 AM – 11:45 AM	Champagne  Networking Break with Exhibitors and Sponsors Sponsored by 
11:45 AM – 12:15 PM	Creating and Managing an Online Community for Your Community of Residents <i>Session Introduction: Zach Sloan, Co-Founder and Chief Sales Influencer, RentGrata</i> <i>Corey Padveen, Partner, t2 Marketing International</i> Session Sponsored by 
12:15 PM – 12:45 PM	Tips for Creating Striking Visuals of Your Listings on Your Social Feed <i>Linda Holt, Principal and Photographer, Linda Holt Creative</i>
12:45 PM – 2:00 PM	Lunch/Interaction with Exhibitors and Sponsors Sponsored by  and 
2:00 PM – 2:45 PM	Power Panel: Marketing Trends for a Better Buyer Journey <i>Moderator: Amanda Maclin, Vice President of Sales, G5</i> <i>Panelists: Alexis Murrell, Managing Director, Bellrock Real Estate Partners</i> <i>Chrissie Rivers, Director of Marketing, Topaz Asset Management</i> <i>Courtney Smith, Marketing Director, Barrett & Stokely Management, LLC</i> <i>Crystal Tolen, Regional Vice President, Case & Associates</i>
2:45 PM – 3:30 PM	Google My Business: Why It Matters More Than Ever! <i>Martin Canchola, Co-founder and CTO, Apartment SEO</i>
3:30 PM – 4:00 PM	Networking Break with Exhibitors and Sponsors
4:00 PM – 4:45 PM	How to Measure the ROI of Your Marketing <i>Session Introduction: Arlene Mayfield Senior Vice President, Sales and Customer Insight, RentPath</i> <i>Peter Ross, Co-founder, 829 Studios</i> Session Sponsored by 
4:45 PM – 5:30 PM	SOCi and Forrester Research: Top Marketing Trends for Multi-Housing Businesses <i>Monica Ho, CMO, SOCi, Inc</i>
5:30 PM – 6:30 PM	Networking Reception at the Meritage Resort Wine Tasting Sponsored by 

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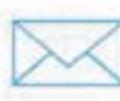
BRANDING/CREATIVE
SERVICES



WEBSITES



CONTENT
MARKETING



EMAIL
MARKETING



SEARCH ENGINE
OPTIMIZATION



SOCIAL MEDIA
OPTIMIZATION



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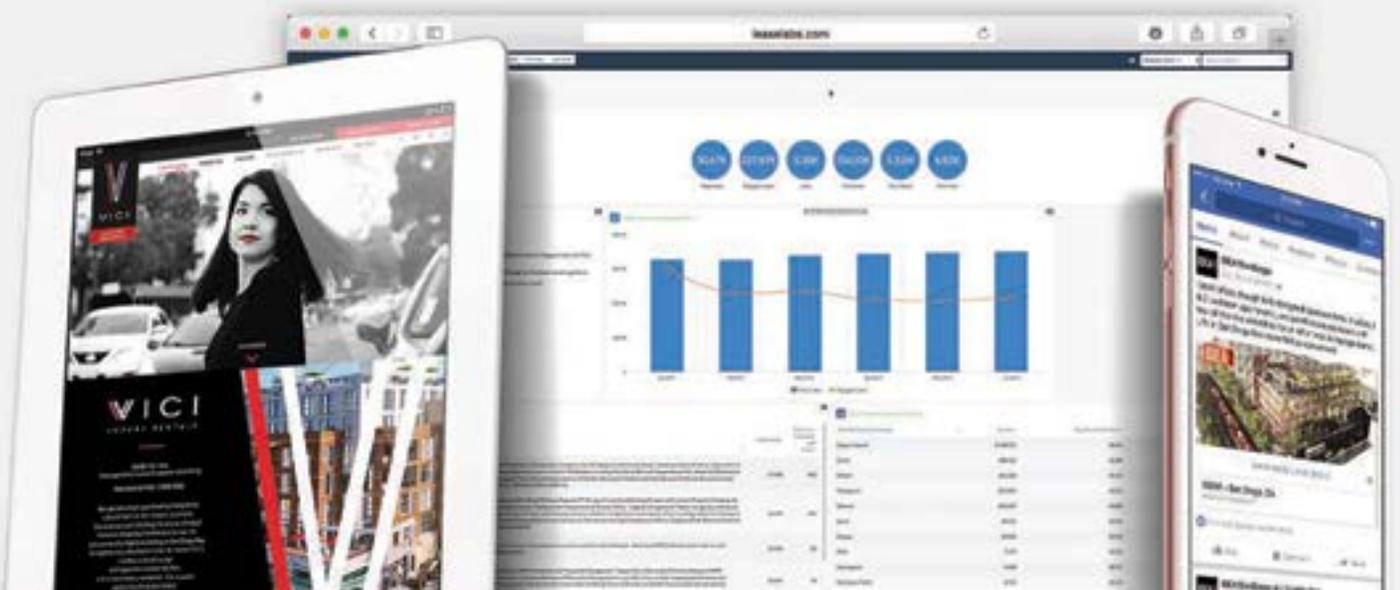
THE SEARCH
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FRIDAY, JULY 16, 2021

8:00 AM - 12:30 PM	Registration a Registration and Badge Pick-up Sponsored by  Apartments.com™
8:00 AM - 9:00 AM	Breakfast with Exhibitors and Sponsors
9:00 AM - 9:45 AM	Keynote: The Lazy, Crazy Way People Make Decisions (And How to Use That to Your Advantage!) <i>Keynote Introduction: Arlene Mayfield Senior Vice President, Sales and Customer Insight, RentPath</i> <i>Keynote: Nancy Harhut, Chief Creative Officer, HBT Marketing</i> Keynote Sponsored by 
9:45 AM - 10:30 AM	How to Use Short Videos for More Impactful Social Media Posts <i>Whitney Lauritsen, Podcast Host, Social Media Advisor, and Content Creator</i>
10:30 AM - 11:00 AM	Networking break with Exhibitors and Sponsors
11:00 AM - 11:20AM	Wine Tasting hosted by Adam Japko Sponsored by  Anyone Home
11:20 AM - 12:00 PM	Five Applications of AI for Marketers <i>John J. Wall, Partner and Head of Business Development, Trust Insights</i>
12:00 PM - 12:30 PM	R&D: Innovating In The Changing Digital Landscape <i>Jenya Sakaeva, R&D Manager, Agency FIFTY3</i>
12:30 PM - 12:45 PM	Closing Remarks and Announcements



Join us next year

March 23-25, 2022 when we return to the
Meritage Resort and Spa in Napa, CA!

IT'S A TAILOR-MADE MATCH

RentPath® | **REDFIN®**

We're glad to be here at the Multifamily Social Media Summit. RentPath and Redfin have united to bring more renter traffic to your listings! Let's chat and see how our partnership can benefit you!



Workshop #1: Adapt Your Social Media Strategy for a Post-Pandemic Renter

Wednesday, 2:00 PM - 3:00 PM

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

The modern renter has evolved - especially in the last year. The pandemic has shifted preferences and changed how we work, travel, communicate, shop, and more. It was a great accelerator of digital transformation and we saw social media usage explode, playing a key role in keeping people connected and engaged. It's crucial for multifamily owners and operators to re-evaluate their social media strategies and amplify the features that post-pandemic renters are most interested in.

Join this workshop led by Erica Byrum, the assistant vice president of social media for Apartments.com and co-author of Youtility for Real Estate where she will unpack 2021 social media trends, sharing the most significant changes in consumer behavior and technology that'll impact how your communities engage in today's ever-evolving social media landscape.

What you'll learn:

- How to adjust your social media strategy to meet the constantly evolving expectations and behaviors of post-pandemic renters and prospects.
- How to create an authentic, empathetic, meaningful social marketing strategy for your brand.
- How to approach your social media content strategy moving forward.
- New features released across the major social media platforms and design ideas.

Join Erica Byrum, always one of our highly rated presenters at the conference, for this lively and interactive session!

Workshop #2: Pinterest — The Hidden Gem of Social Marketing

Wednesday, 3:15PM-4:00PM

Erica Warfield, Social Media Manager, Agency FIFTY3

Where your brand shows up matters more than ever. Social advertising gives us numerous opportunities and platforms to reach a targeted audience. Although social media platform giants, like Facebook and Instagram, may feel like conventional avenues, Pinterest remains a powerful underdog. With Pinterest, you can reach a growing audience where they plan for their future. With the user rate of this platform increasing as people look for inspiration, specifically related to their home, Pinterest is an especially effective way for properties to be discovered organically and through ads. Learn the best practices for utilizing Pinterest to its fullest potential to increase leads and brand awareness.

What you'll learn:

- What makes Pinterest such a unique platform
- Why your property should be marketing through Pinterest
- How to make sure your brand is set up for success on Pinterest
- Content best practices including creative and copy
- How to analyze your success

Workshop #3: The Impact of Influencer Marketing in the Apartment Industry

Wednesday, 4:15 PM - 4:45 PM

Adam Japko, CEO, Esteem Media and Founder, Multifamily Social Media Summit

Hear from Multifamily Social Media Summit founder Adam Japko about why prospective and existing residents are more inclined to be influenced by people they have online relationships with than marketers. Adam is a practitioner who regularly consults and speaks on Influencer Marketing around the home industry. Leading up to the pandemic era, Adam consulted with Case & Associates' management team to develop and implement a test influencer marketing campaign for a handful of Case properties. Adam will share a step-by-step overview of this test study in apartment influencer marketing along with some thoughts on the resonance these campaigns can create in the post pandemic era.

Workshop #4: How Ratings & Reviews Impact Lead Generation

Wednesday, 4:45 PM - 5:30 PM

Greg Waggoner, Sr. Product Manager, Reputation and Social Media Management, RentPath

Everyone hates getting bad reviews, and we all love getting recommended on Facebook, but how do ratings and reviews impact leads? We believe that good reviews help keep us on a renter's shortlist, but where's the proof? Greg will pull back the curtain on RentPath's own first-party data to reveal the following:

- What is the actual impact of positive or negative reviews on a property's ability to generate leads?
- If I engage with commenters, does it help or hinder lead gen?
- What is the statistical effect of my social media strategy, and how can I get better?
- Get the latest insights and best practices for making the most of your reputation and social management strategy.

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GENERAL SESSIONS • THURSDAY, JULY 15

Keynote: Complaint Free Business by Will Bowen**Thursday, 9:15 AM - 10:15 AM***Keynote Introduction: tbd**Keynote: Will Bowen*

Business executives and employees deal with hundreds of complaints on a daily basis — complaining coworkers, complaining customers.

In Will's Keynote session, you'll learn:

- What's wrong with complaining? (Chronic complaining's destructive effects on health, relationships, and success)
- What is (and isn't) a complaint? (This will surprise and shock you)
- The 5 reasons people complain (Remembered by the acronym G.R.I.P.E.)
- How to get other people, and ourselves to stop complaining (Yes, it's possible)
- Positive leadership in a negative world (Building the best business you can with the resources you have)

Everyone will leave inspired, mindful of their own complaints, and motivated to approach complaining customers and coworkers with new, simple, and effective strategies.

Instagram for Business**Thursday, 10:15 AM - 11:00 AM***Kyla Herbes, Founder and Content Creator, House of Hipsters*

Instagram remains the preferred platform for marketers and influencers. Over the last year the platform has exploded with new features and tools that enhance discoverability, rich content, engagement, and ROI for marketers. SEO, reels, messaging, chat, IGTV and more have enhanced the platform but demand more focus and management by the content creator. Kyla Herbes will walk you through much of this functionality and their specific values.

Creating and Managing an Online Community for Your Community of Residents**Thursday, 11:45 AM - 12:15 PM***Corey Padveen, Partner, t2 Marketing International*

Your residents share more than their communal space: they share their experiences and day-to-day lives online. Social media has become as much a part of everyday life as your morning coffee, and communities form around anything and everything. That includes your properties. Creating a welcoming environment and keeping residents happy extends beyond the physical domain, and with a carefully laid out strategy, it can become a hugely valuable asset.

Participants in this session can expect to learn the following:

- Understanding the various media where your tenants can engage, and what the benefits might be of building communities on each
- How to leverage new media for direct resident engagement and coordination so as to improve the overall quality of life and resident satisfaction
- New ways of taking advantage of these online communities to increase occupancy and passively find new residents

Tips for Creating Striking Visuals of Your Listings on Your Social Feed**Thursday, 12:15 PM - 12:45 PM***Linda Holt, Principal and Photographer, Linda Holt Creative*

When you pick up your iPhone to shoot, are you thinking about composition and lighting; the two most important elements of great photography? Do you have separate strategies for indoors and outdoors? Since iPhones make it easy to look like an experienced photographer, Linda will make you comfortable with framing, cropping, rules of thirds, background awareness, symmetry and patterns, hard and soft lighting, exposure control, and more! You'll walk away with a better understanding of what makes good interior composition, what lighting is best for interior shots, and two basic editing apps you should be using in order to create striking visuals on your social feed!

Power Panel: Marketing Trends for a Better Buyer Journey**Thursday, 2:00 PM - 2:45 PM***Moderator: Amanda Maclin, Vice President of Sales, G5**Panelists:**Alexis Murrell, Managing Director, Bellrock Real Estate Partners**Chrissie Rivers, Director of Marketing, Topaz Asset Management**Courtney Smith, Marketing Director, Barrett & Stokely Management, LLC**Crystal Tolen, Regional Vice President, Case & Associates**Crystal Tolen, Regional Vice President, Case & Associates*

It's no secret that people are spending more time online. That means our digital world will continue to influence our buying decisions and will be integral to how we find our next apartment. Let's explore the marketing trends that make finding and renting an apartment home a frictionless experience. Can we let you in on a secret? These are the SAME trends that are making the bottom-line difference for top multifamily operators. Join this powerhouse panel as they discuss what's working, what's not, and how you should adjust accordingly.

What You'll Learn:

- Tried and true tactics that reduce your renters' frustration with your digital marketing channels
- Tips on 'what's next' in multifamily marketing
- How the buyer's journey has changed and how to capture their attention



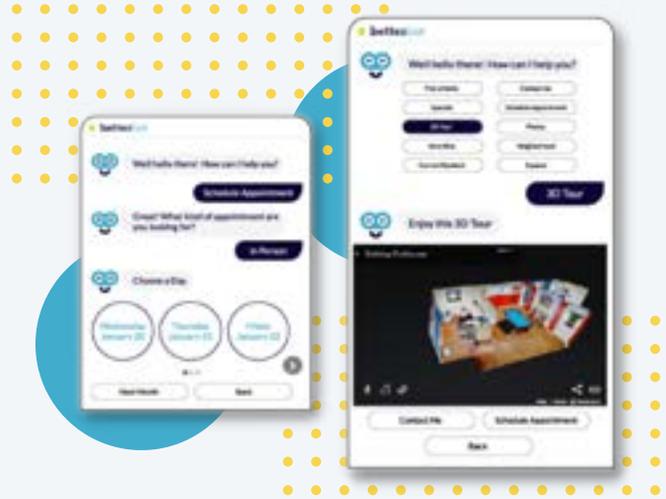
betterbot

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Multifamily's top chatbot solution

Greeting over 50 million renters

Your website sees over 56% of traffic after your office is closed. **BetterBot handles it all.**



Engage your prospects anywhere

When and where it matters most!

Not all leads start with your Property Website and not all leads use one source. By leveraging BetterBot's omnichannel marketing, you are able to provide consistent communication to your prospect regardless of where they come from.



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Don't change your tech stack to work with the best chatbot.

We continue to find new and innovative partners to integrate and collaborate with, making **BetterBot one of the most flexible tools in the market.**



We decided to save a few trees and hours of reading, but the features don't stop there. Reach out for a demo or check it out on our website today!

BetterBot.com | Sales@BetterBot.com

Google My Business: Why It Matters More Than Ever!

Thursday, 2:45 PM - 3:30 PM

Martin Canchola, Co-founder & CTO, Apartment SEO

Apartment Marketing was turned upside down when the pandemic hit and suddenly you had the whole world go completely digital. Google My Business is one of the first sources found online by potential residents and will continue to play an important role in boosting your Community's Brand Equity. Let's get together to learn all things Google My Business, so we can ignite your communities' website traffic to the best level. Get better placement in Google Maps to increase your online exposure by joining this session.

Actionable takeaways include:

- How to Maximize Your Google Knowledge Panel
 - New Features of Google My Business
 - Boost Your Brief Description on GMB
 - Enhancing Your GMB Listing w/ Highlights and Attributes
 - Utilizing GMB Products to Promote Your Floor Plans
 - Google Q & A Tips
 - Why Reviews Matter More on Google My Business
 - How to Encourage Users to Leave Google Reviews
 - How to Optimize Your Google Posts to Boost SEO
 - Gain Insights Into Your Community with GMB Insights
-

How to Measure the ROI of Your Marketing Strategies

Thursday, 4:00 PM - 4:45 PM

Peter Ross, Co-founder, 829 Studios

There is a myriad of different ways to market your business on social media and all of them require time and money. In this session, we will review data from dozens of apartments and companies within the hospitality spectrum to determine where exactly you should be aligning your resources. Using these successful organizations as our guide, we'll analyze their approach to social media marketing and identify a few of the most effective social media marketing strategies. Perhaps most importantly, we'll have this discussion within the context of a marketing plan so you'll be able to take home a comprehensive framework for use with your business.

Takeaways:

- A framework you can use to evaluate social media digital marketing
 - Metrics to track and analyze the success of your business' marketing performance
 - Online marketing strategies which generally have the best ROI.
-

SOCi and Forrester Research: Top Marketing Trends for Multi-Housing Businesses

Thursday, 4:45 PM - 5:30 PM

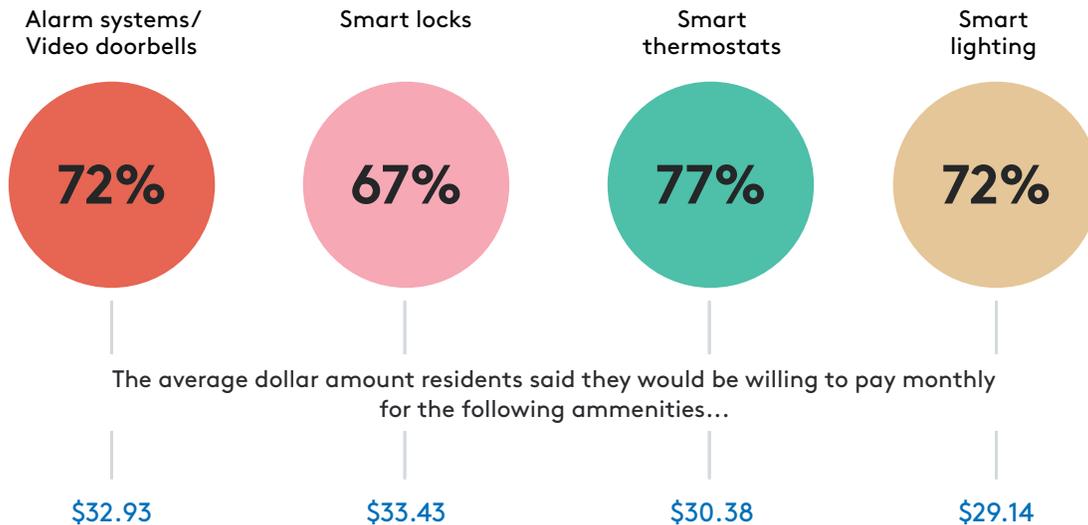
Monica Ho, CMO, SOCi, Inc

According to Forrester's recent study commissioned by SOCi, The Localized Marketing Imperative, it's a necessity for your marketing strategy, including social content, SEO & reputation management, to be localized. In this session with SOCi's CMO, Monica Ho, she'll dive into the top digital marketing trends for multi-location businesses.

You can expect to learn:

- The secrets to building real connections with your consumers in 2021 and beyond
- What is E.A.T.?
- The rise of non-branded search
- How social is having an increasing influence on your company's SEO
- Challenges impeding your localized marketing success

Recent surveys show renters want smart security and home automation technology, and they're willing to pay extra for it*



*According to The 2019 National Multifamily Housing Council/Kingsley Renter Preferences Report.

Complete smart security solutions

We provide end-to-end smart community packages that include:

Intuitive dashboard

Master access to your custom property management dashboard to remotely manage all of your units.

Insurance certification

All residents receive a "certificate of installation" and "proof of monitoring" to obtain a discount on their renter's insurance.

Dedicated ADT manager

You get a dedicated ADT account manager for your community to oversee installation from start to finish.

24/7 monitoring

24-hour central station monitoring, response and dispatch of emergency services.

Ongoing support

ADT provides ongoing marketing support and training for your management team during the term of your agreement.

Mobile app

Residents have access to the ADT mobile app to control their system functions remotely from their smart phones and smart watches.

Transmission hardware

State-of-the art hardware and software paired with your property management system to create a seamless experience.

System service

We provide any necessary service or repairs – often same-day or next-day – during the term of your agreement.

National coverage

ADT has nine monitoring/customer service centers and more than 200 locations in North America to serve you and your communities.

Contact your Multifamily account manager to get started

Jeanette Mendez

National Account Manager - Multifamily

562.712.7504

JJMendez@adt.com

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Multifamily

*Financing for well-qualified borrowers only at 0% Annual Percentage Rate. Financing for equipment and installation costs only. First payment due upon equipment installation and subsequent payments in equal monthly installments for the term selected. 36 & 60-month terms available. Only available in certain markets.

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GENERAL SESSIONS • FRIDAY, JULY 16

Keynote: The Lazy, Crazy Way People Make Decisions (And How to Use That to Your Advantage!)

Friday, 9:00 AM - 9:45 AM

Introduction by: TBD

Nancy Harhut, Chief Creative Officer, HBT Marketing

As marketers fight for attention and engagement, they overlook a critical fact about their audiences: they have lazy brains!

It's not that the people you target aren't smart and educated – they are. It's just that the human brain is hardwired to take the easy way out. It conserves as much mental energy as possible. Social scientists have proven that people cruise through much of their day on autopilot, defaulting to hardwired behaviors when they make many decisions. They give these behaviors little to no thought, responding automatically.

And, as behavioral economists have documented, some of these automatic responses are actually irrational -- or what we'd call crazy!

To give your marketing the best chance for success, you need to factor these decision defaults into your social media campaigns, blogposts, and other content. Often, they're what people rely on when choosing what to read, who to trust, and when to buy.

Once you know that the human brain typically takes the path of least resistance, and that people frequently don't make well-considered, rational decisions, you can craft social campaigns that your target market instinctively engages with.

Key session takeaways include:

- Magical words that increase readership and incite action
- The surprising effect of numbers in headlines
- Why you should feature faces in your posts – and the one mistake you must avoid when doing so
- The neuroscientific advantage that only stories provide
- The 4 emotions most likely to create viral content

How to Use Short Videos for More Impactful Social Media Posts

Friday, 9:45 AM - 10:30 AM

Whitney Lauritsen, Podcast Host, Social Media Advisor, and Content Creator

Short video content has become one of the best ways to grow social media engagement. Platforms like Instagram, Pinterest, and YouTube have taken TikTok's lead to capture community attention. In just 60 seconds you can gain thousands or millions of views. Companies are gaining traction and making sales faster than ever before with quick clips.

Property management companies can capitalize on this trend by showcasing real estate in attention-grabbing videos. Viewers enjoy watching and sharing housing with unique amenities, stunning locations, and beautiful design. Unlike a static image, videos can literally zoom into to show details from many angles and put properties into action. Add in the audio experience of voice-over descriptions, sound effects, and/or catchy music and you're on track for a viral sensation!

Join Whitney to learn how to:

- Produce engaging and eye-catching content with any budget, equipment, and time constraint.
- Create a distribution plan for Facebook, Instagram, Twitter, YouTube, Pinterest, and TikTok that takes 30 minutes (or less) total.
- Increase your chances of going viral by using hashtags, music, and content trends.

Five Applications of AI for Marketers

Friday, 11:20AM - 12:00 PM

John J. Wall, Partner and Head of Business Development, Trust Insights

AI and machine learning are everywhere, and marketers are struggling with major questions like “What exactly is AI?” and “How will this impact my work?” John Wall of Marketing Over Coffee and Trust Insights will explain what AI is (and isn't), and how to apply machine learning to marketing programs you are already doing.

In this session you'll learn:

- How to use AI for predicting marketing trends and strategy
- How to use Machine Learning for understanding messy data like customer feedback
- How to use Attribution to determine which marketing programs are working

R&D: Innovating In The Changing Digital Landscape

Friday, 12:00 PM - 12:30 PM

Jenya Sakaeva, R&D Manager, Agency FIFTY3

In this industry, change is a constant and constraints are plentiful. Technology evolves, platforms emerge and develop, regulations change, and consumer behavior shifts - and that is in a typical year! Sometimes even a global pandemic can come around and catalyze change in the digital marketing landscape. How do you keep up and create a meaningful strategy that is informed by all the changes? By viewing change as an opportunity for innovation and improvement. Discuss how to integrate idea generation at every step and take a look at some of the biggest changes shaping our industry.

What You'll Learn:

- How to use change as an opportunity to grow and develop using different research methods.
- Different types of idea generation to effectively strategize, plan, and map your goals.
- How to get your team involved through the use of The Pyramid Model of Innovation Initiatives.
- Digital trends in 2021 like new privacy standards and the “new normal” of digital marketing.

Elevate Your Customer Experience with a Winning Combination

The powerful pairing of KingsleySurveys and ReputationBuilder from Grace Hill helps real estate owners and operators elevate the customer experience.

In multifamily, driving prospects to your communities and enhancing property performance are always goals to strive for. And, they can be more easily achieved when combining Grace Hill's best-in-class assessment solutions into one high-performing Customer Experience solution.



Drive prospects to your communities and proactively manage your community's online reputation across reviews, social, listing and search with ReputationBuilder



Integrate with robust resident lifecycle surveys, benchmarks and insights to drive improved customer satisfaction and retention with KingsleySurveys

Put our Customer Experience solution to work for you today. Visit gracehill.com or call 866-GRACEHILL to learn more.



WORKSHOP SPEAKERS



Erica Byrum

*Assistant Vice President, Social Media
Apartments.com*

Erica is the assistant vice president of social media for Apartments.com, the leading online apartment listing website and its network of nine home rental sites powered by CoStar.

With 16 years in real estate marketing, Erica is an industry visionary whose expertise is rooted in social media and digital marketing to strengthen brand presence and increase revenue. Erica directs the business development, product marketing, sales and operations efforts for its social suite of products, a full-service offering that optimizes the online reputation and social media footprint for multifamily real estate properties.

Co-author of Youtility for Real Estate, Erica is well-known for revolutionizing social media and has become a top influencer and sought-after speaker at many marketing and industry conferences. She is a recipient of the PR News Social Media MVP award, the Sarah Malone award, a two-time President's Club winner, and a 2nd place winner for Top Deal of The Year in 2019. An accomplished marketing professional, her contributions have made a significant impact on large brands spanning multiple industries including residential and multifamily real estate, vacation rentals, commercial truck and equipment, and sports and entertainment.



Adam Japko

*Chief Executive Officer of Esteem Media, Inc
Founder of Multifamily Social Media Summit*

Adam is CEO of Esteem Media and founder of the Multifamily Social Media Summit. 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. Design Influencers Conference, Luxury Home Design Summit, *Atlanta Homes & Lifestyles*, *New England Home*, and WineZag leverage events, print media, influencer and digital marketing... but overall, community connection as the catalyst for their constituents' commercial success.



Greg Waggoner

*Sr. Product Manager, Reputation and Social Media
Management
RentPath*

A fifteen-year veteran of the digital marketing and agency world, Greg has held an array of roles from marketing analyst, to operations designer, to product innovator that has given him a keen view into how marketing activities can best deliver value.



Erica Warfield

*Social Media Manager
Agency FIFTY3*

Erica Warfield works with both social ads and social content in the multi-family housing industry. With over 8 years of marketing experience, she has worked in real estate, entertainment, and retail, which gives her an expansive knowledge of creative social strategies. She has also previously specialized in Google Ads, SEO, photography, business development, and graphic design. Her degree in Digital Design helps her to identify visual strategies that help further marketing efforts through effective brand identity. She has led a team that has earned Agency FIFTY3 over 8 awards in digital marketing and social media categories and has increased the social media performance of clients 300% beyond real estate industry benchmarks.

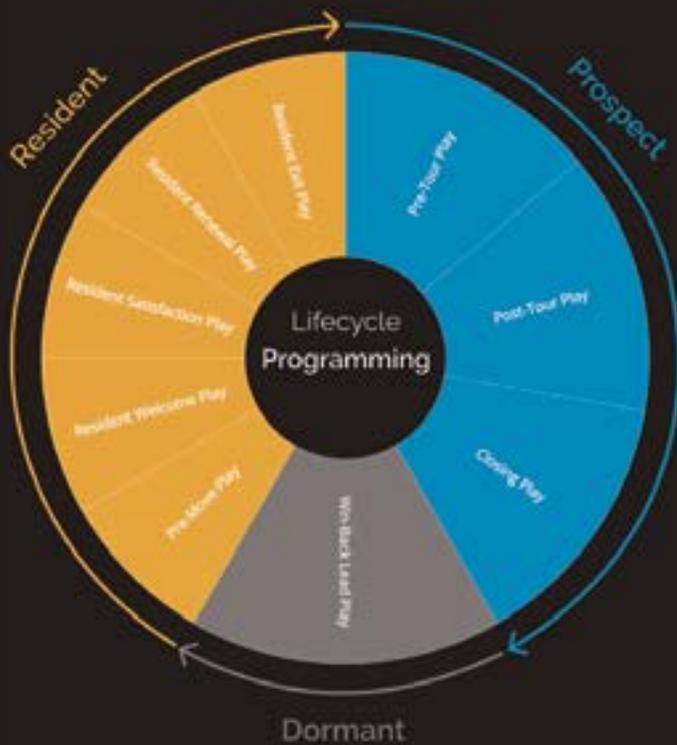


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Autonomous Lifecycle Marketing



Prospect Nurture | Prospect Win Back

Resident Welcome | Resident Renewals

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OPEN HOUSE

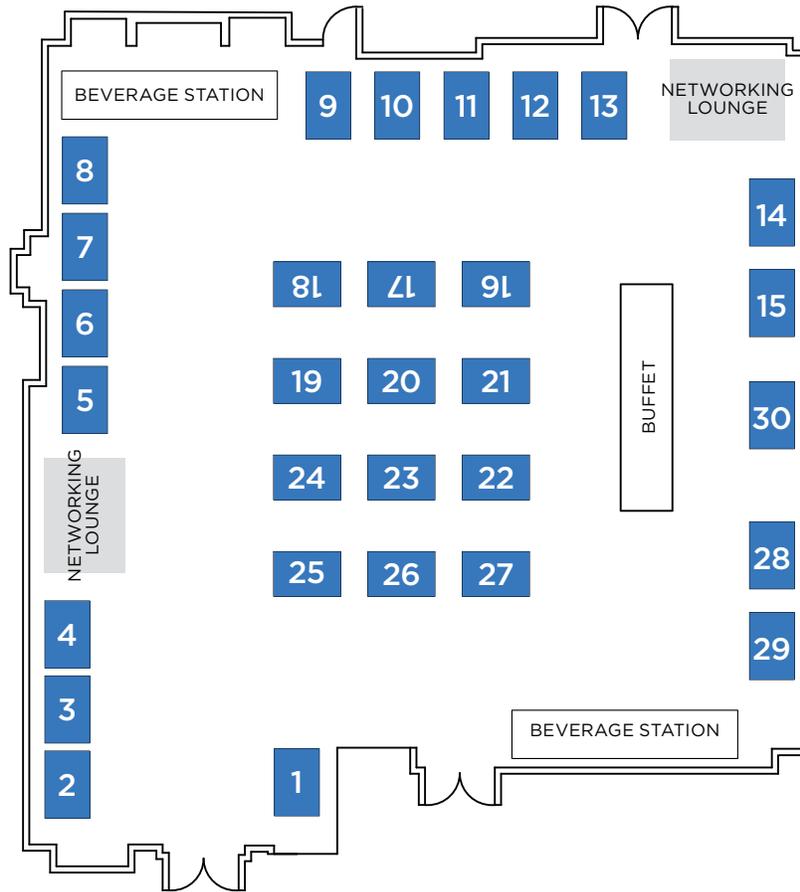
We are pleased to host you this evening. Please bring your business cards and a copy of your resume. We look forward to meeting you!

Announcement

R|Massachusetts
HAPPY HAPPY HOUR

We are glad you have joined our team!

EXHIBIT HALL FLOOR PLAN



ADT Multifamily	Table 7
Apartments.com	Table 21
Apartment SEO	Table 22
BetterBot	Table 15
Birdeye	Table 11
Convey by OneDay	Table 23
CORT	Networking Lounges
Engrain	Table 13
Envida	Table 12
G5	Table 27
Grace Hill	Table 24
hOp	Table 29
Hy.Ly	Table 5
J. Turner Research	Table 2
Knock CRM	Table 14
LeaseLabs®	Table 1

Modern Message	Table 25
Opiniion	Table 17
PERQ	Table 9
Podium	Table 10
ReachLocal USA Today	Table 19
Realignc	Table 6
Rent Dynamics	Table 16
Respage	Table 20
Show My Property	Table 28
SmartRent	Table 30
SOCi	Table 26
Spruce	Table 18
Updater	Table 4
ZEGO by Paylease	Table 8
Zumper	Table 3



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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.





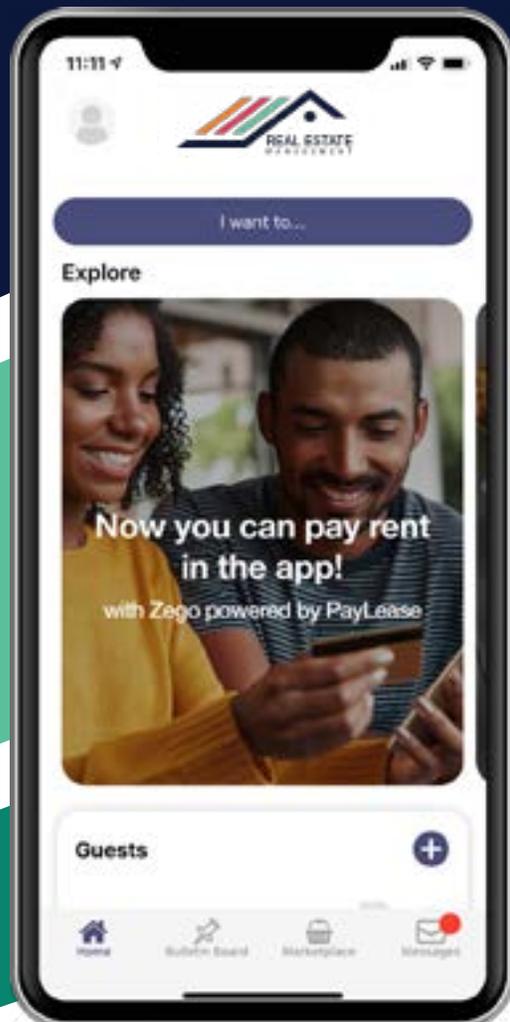
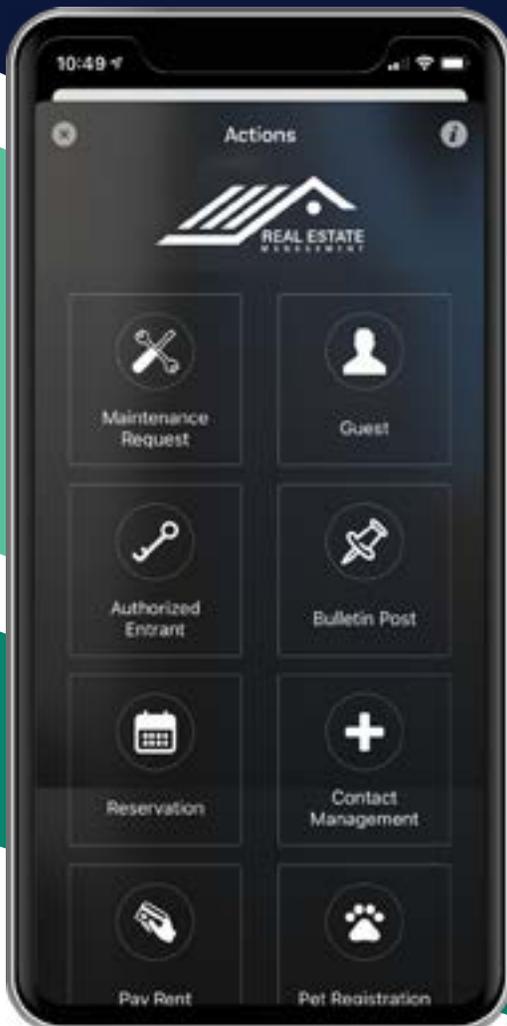
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GENERAL SESSION SPEAKERS

**Will Bowen**

Renowned Speaker and Author

Will Bowen has been featured on Oprah, The Today Show, Dr. Oz, CBS Sunday Morning, The ABC Evening News, Newsweek, People magazine, Forbes magazine, O magazine, and Chicken Soup for the Soul.

In 2006 Will was the minister of a small midwestern church delivering a series on prosperity and noticed that his congregation all said they wanted greater prosperity- that is: more stuff. But, they all complained about what they already had.

He suggested everyone try and break the complaining habit by going 21 days in a row without complaining. Will gave purple rubber bracelets to everyone in attendance urging them to put the bracelet on either wrist and switch it to the other wrist with every spoken complaint. Will's idea EXPLODED around the world.

So far, more than 11 million complaint bracelets have been distributed worldwide. The six millionth Complaint Free® bracelet was personally presented by Will to the late Dr. Maya Angelou.

Will has written 5 books (so far) that have sold in excess of 3 million copies and have been translated into more than 25 languages. Will travels the world motivating businesses and organizations of every size, from conference rooms to amphitheaters. His presentation clears up the "ear pollution" of complaining in a way that is engaging, inspiring, and funny!

**Martin Canchola**

*Co-founder and CTO
Apartment SEO*

Martin Canchola has 15+ years in the world of digital marketing with a specialty in Local SEO, Search & Social Ads. He has worked with hundreds 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!

**Nancy Harhut**

*Chief Creative Officer
HBT Marketing*

Nancy Harhut is passionate about the impact behavioral science can have on marketing.

A Hatch Top 100 Creative Influencer, Online Marketing Institute Top 40 Digital Strategist, and Social Top 50 Email Marketing Leader, she has created integrated campaigns for some of the world's biggest brands. She and her teams have won over 200 awards for digital and direct marketing effectiveness.

The Chief Creative Officer of HBT Marketing, Harhut is known for her interesting and actionable insights that focus on the application of behavioral science to marketing. A top-ranked speaker, she's wowed audiences all over the world, including London, Sydney, Stockholm, Moscow, Madrid, Berlin, New York, Los Angeles, Chicago, and more. Companies seeking an added advantage tap her for campaign development, consulting, and content creation. Follow her on twitter at @nharhut

**Kyla Herbes**

*Principal and Content Creator
House of Hipsters*

Kyla is the founder and creator behind the interior design blog House Of Hipsters where she shares corners of her home, daily doses of interior inspiration, style tips, and inspires her 700k+ followers to do it themselves.

When TikTok exploded during the 2020 pandemic, and Kyla went all in on the platform. As a result, she was hired by TikTok to become a Creative Learning Partner, and her account was featured in Furniture, Lighting & Decor Magazine, Yahoo News, Southern Living, and Exhibit A as one to watch in the home decor niche.

Prior to starting her blog, she worked as the Creative Director at a boutique ad agency in downtown Chicago. Kyla lives in the suburbs of Chicago with her husband Thorsten and 2 children

**Monica Ho**

*CMO
SOCi*

As CMO, Monica Ho is responsible for developing and leading SOCi's marketing and communications functions, as well as ensuring the company is uniquely positioned in the highly competitive localized marketing space.

Monica's tenure in the industry includes over 20 years of marketing, advertising and research experience, including a solid foundation in sales, strategy and data analytics. Prior to SOCi, she served as Global CMO at GroundTruth (formerly xAd, Inc), where she helped grow the business from an early stage start-up to an award-winning global brand.

**Linda Holt**

*Principal and Photographer
Linda Holt Creative*

Linda launched her interior design business in 2011 after a twenty-five-year career as one of Boston's top commercial headshot photographers. Her past photography clients sought her out not only for her ability to make them look their very best but for her skill in having their personality shine through the lens. Today she applies those very same principles to designing rooms that not only look beautiful but reflect the unique personality of the homeowner and their family. Linda's blog, "Focus on Creativity" is where she shares her two passions of photography and interior design. Over the past few years, she has put aside her heavy DSLR cameras and now shoots exclusively with her iPhone. She is currently working on an online photography class geared toward interior designers and creatives to help them get the best photos possible using their iPhone. Linda is also a contributing writer on trends and design for Merrimack Valley Magazine.



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FIND OUT HOW YOU RANK



Whitney Lauritsen

Podcast Host, Social Media Adviser, and Content Creator

Whitney is a podcast host, social media advisor, and well-being coach and creator who shares lifestyle practices and product recommendations that improve the quality of body, mind, and planet. She explores mental health, mindful living, and sustainability on This Might Get Uncomfortable and WhitneyLauritsen.com, and advises creative entrepreneurs with digital marketing that amplifies their passions.

Passionate about business, Whitney advises creative entrepreneurs with digital marketing strategies that amplify their passions. She regularly coaches, consults, and presents on social media trends, influencer partnerships, and content monetization. A six-year stint teaching workshops at the Apple Store advanced her tech knowledge and experience. She has participated in business programs led by Google, Facebook, and Scripps Network. Recognized by her colleagues as a connector, Whitney has run numerous wellness industry events at YouTube Space, during the Natural Products Expo, and on Clubhouse app.



Amanda Maclin

Vice President of Sales G5

Amanda is a seasoned Multifamily Property Management & Service Partner Executive, with 25+ years of experience. Amanda started her career straight out of college, on the operational side. Beginning as a Leasing Specialist and working her way through the ranks to VP of Marketing & Director of Property Management. Amanda then took her operations expertise to the service provider side of Multifamily, with her key focus on digital marketing, lead generation, and client experience.



Alexis Murrell

Managing Director Bellrock Real Estate Partners

Alexis has over 17 years of property management experience and began her career in the multifamily vertical as a leasing professional in South Carolina. Alexis is a high-impact and data driven leader who's known for championing innovation, growing revenues, and improving processes. She has a unique ability and proven success designing and executing marketing plans, locating efficiencies, and increasing sales and marketing effectiveness.

Alexis has overseen the strategic marketing efforts of conventional and student real estate portfolios totaling more than 33k units and valued at more than \$7B as well as asset managed new construction projects through stabilization. With a background encompassing all facets of marketing, operations, corporate strategy, and client services, she has established herself as an expert in the fields of customer experience, branding, reputation, social media and digital marketing. She is responsible for the executive oversight of all daily operations for Bellrock's multifamily portfolio.



Corey Padveen

Partner t2 Marketing International

Corey is an industry-leading marketing data expert with extensive experience building strategies and working with brands in a variety of industries to execute measurable growth campaigns. He is a partner at t2 Marketing International (<https://t2.marketing>), an award-winning marketing consultancy that has worked with some of the largest brands in the world over its 30-year history.

Corey's background in economics is focused largely on econometrics – economic statistics – which has allowed him to develop unique, first-of-their-kind approaches to analyzing marketing data and identifying new opportunities for t2's clients. He has pioneered the concepts of social equity, which has provided a basis for an expansive study on new media measurability, and Responsive Branding, a proprietary concept which leverages vast amounts of market data to develop more effective strategies.

The highly in-demand nature of Corey's expertise has led to him speaking at conferences, summits, and corporate events all over the world. He contributes regularly to a variety of online and print publications, and sits on a number of advisory boards, including the global Ampersand Advisory Board for gaming. Corey is the author of Marketing to Millennials For Dummies as part of the For Dummies series for Wiley, and a contributing author of Marketing All-in-One For Dummies.



Chrissie Rivers

Director of Marketing Topaz Asset Management.

Chrissie is a dedicated leader with over 20 years' experience in multifamily property management. Her ability to engage those around her and translate her expertise has created exceptional results both as an operator, trainer and in her current role developing and implementing marketing strategies for TAM. She spearheads all initiatives related to marketing, advertising, public relations, communications, and social media engagement, with an overall focus on TAM's brand integrity. Her passion lies in creating culture and building branding that translates to moments that matter experiences.



Peter Ross

Co-founder 829 Studios

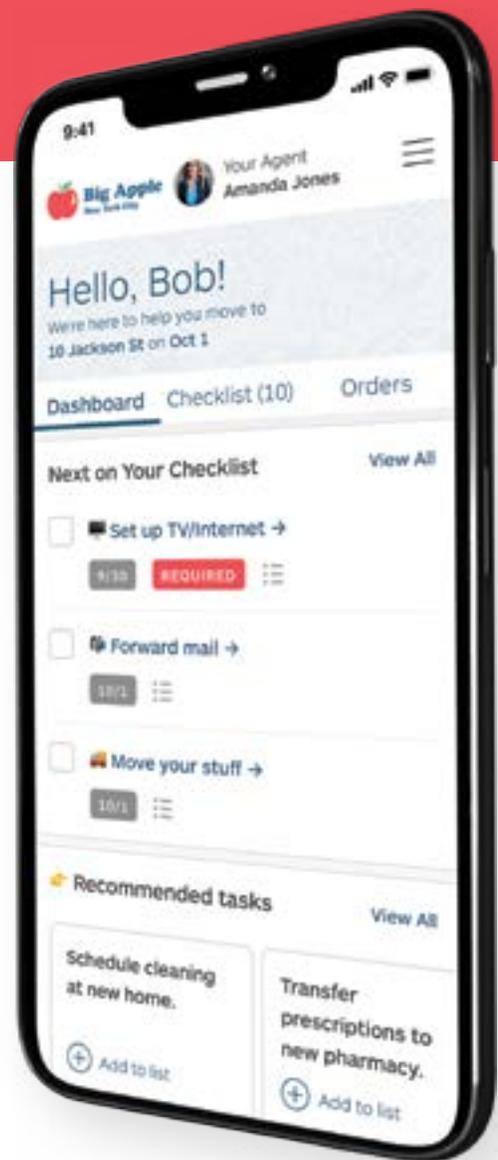
Peter has defined the vision, strategy, and culture of 829 Studios since its founding in 2007 in Boston. It has been his mission to help clients transform their data into strategy and provide an integrated approach that blends creativity with technological sophistication. He is constantly hunting for new opportunities clients can leverage to achieve differentiation, develop competitive advantages, and better communicate their brand story. Clients include a range of companies from healthcare to camps who provide innovative and mindful products for their consumers. Peter also has a great understanding for how digital design marketing can build brand awareness and accessibility.

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Many move-in tasks.
One tool.

An all-star amenity for your residents and staff.





Jenya Sakaeva

R&D Manager
Agency FIFTY3

Jenya graduated from the University of Denver with a degree in marketing and sustainability and has worked with Agency FIFTY3 for almost four years. She first mastered PPC and now leads R&D where her passion for innovation and futuristic mindset are combined. She has managed a variety of projects, including multi-channel attribution, process optimization, budget tool development, and more. Her favorite contribution as R&D Manager is leading the team's monthly ideation and innovation brainstorm and she looks forward to sharing those insights with you.



Courtney Smith

Marketing Director
Barrett & Stokely Management, LLC.

In pursuit of her Bachelor's Degree at the University of Indianapolis, Courtney began her marketing career as an intern with Resource Commercial Real Estate. Upon graduation, she accepted a position with the Indy Chamber spearheading their digital marketing strategy for economic development in Indianapolis. Responsibilities included investor event planning, social media strategy, email marketing, budgeting and external communications. Courtney's prior experience led her to begin her multi-family housing career in 2014 when she joined Barrett & Stokely as the Marketing Director. She now oversees all marketing efforts for the midwestern fee-managed portfolio of 6,000 units. She excels in targeted digital and traditional marketing campaign strategy, implementing new technology and new development. In 2020, she launched the unique multifamily podcast, Apartments on the Go.



Crystal Tolén

Regional Vice President
Case & Associates

Crystal began her career in the multifamily industry 25 years ago, as a Leasing Consultant for Case and Associates. She went on to work for ERC Properties, Inc, a development company in Ft. Smith, Arkansas, overseeing marketing and operations for 35 new multifamily developments across 6 states. Crystal then switched gears as the Publisher of the Tulsa Apartment Finder and launched the Apartment Finder in Northwest Arkansas. This is where she found her passion for content marketing and social media influence. She ultimately returned to Case and Associates 8 years ago as Regional Vice President and oversees social and internet marketing. Crystal has served on multiple advisory boards across the U.S. and has held positions as a Board member for local industry organizations. She is currently the President Elect for IREM Tulsa Chapter.



John J. Wall

Partner and Head of Business Development
Trust Insights

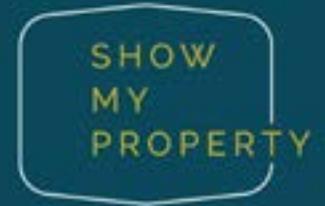
John J. Wall writes, works and speaks at the intersection of marketing, sales, and technology. As Partner and Head of Business Development at Trust Insights, he is responsible for managing all aspects of sales and customer success. He is the producer of Marketing Over Coffee, a weekly audio program that discusses marketing and technology with his co-host Christopher S. Penn, and has been featured on iTunes. Notable guests include Seth Godin, Simon Sinek, Chris Brogan, David Meerman Scott, and Ty Pennington. His work has been profiled by Forbes, Inc., CBS, DMNews and The Associated Press.

John has held positions specializing in Customer Relationship Management, Marketing Automation, and sales support systems at both venture-funded and privately held businesses, working with clients such as Microsoft, Oracle, and Salesforce.com. He's spoken to audiences from 2 to 2,000 at events like Dreamforce, INBOUND, and for groups like MarketingProfs, Association of Inside Sales Professionals, PRSA, and more.

His latest book, The Marketing Over Coffee Playbook is the follow up to B2B Marketing Confessions, both available on Amazon.

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- ✓ SOCIAL MEDIA
- ✓ VIDEOGRAPHY
- ✓ PHOTOGRAPHY
- ✓ RENDERINGS
- ✓ VIRTUAL REALITY

COMPANY PROFILES



PLATINUM EXHIBIT SPONSOR

ADT Multifamily

Table 7

adt.com/multifamily

ADT Multifamily brings smart home technology like locks, thermostats, and leak detectors to property managers and owners. Our solutions also extend outside the unit to include access control, CCTV, and commercial fire. We are fully integrated with several of the top property management software companies, putting control in the hands of your on-site staff without having to learn a new system. Our solutions improve operational efficiency, deliver NOI, and improve resident retention. We are ADT Multifamily – an end-to-end smart community solution!



SUPPORTING SPONSOR

Agency FIFTY3

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.



FRIDAY WINE TASTING SPONSOR

Anyone Home

anyonehome.com

Anyone Home is the industry's premier software and labor partner. Serving over one million units nationwide, we provide the highest level of customer engagement and satisfaction for prospective and existing residents. Successfully combining CRM and contact center with top-tier chat and touring solutions, Anyone Home delivers unmatched insights into the entire customer journey, resulting in accurate and actionable lease attribution.



CONFERENCE WIFI SPONSOR

ApartmentList

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.



REGISTRATION AND PLATINUM EXHIBIT SPONSOR

Apartments.com

Table 21

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](https://www.advertise.apartments.com) to learn more.



PLATINUM EXHIBIT SPONSOR

Apartment SEO

Table 22

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.



PLATINUM EXHIBIT SPONSOR

BetterBot

Table 15

betterbot.ai

At BetterBot, we want to give renters and property managers their time back. We built a conversational leasing solution to communicate information renters and prospects want, when they want it, wherever they want it.



GOLD EXHIBIT SPONSOR

Birdeye

Table 11

birdeye.com

"Birdeye is an all-in-one Experience Marketing platform for multi-location businesses. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings, reviews and referrals; be connected with leads and customers on the channels of their choice, and deliver the best customer experience with survey, ticketing and insights tools."



Increase Revenue. Decrease Complexity. Decrease Cost to Operate.

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GOLD EXHIBIT SPONSOR

Convey by OneDay

Table 23

info.oneday.com/convey

Convey by OneDay is a property technology (PropTech) video platform designed specifically for multifamily leasing agents. The platform personalizes the sales process by leveraging high-quality videos to quickly connect with prospective and current residents, showcase communities, and shorten sales cycles — ultimately converting prospects into residents.



NETWORKING LOUNGES SPONSOR

CORT

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.

ENGRAIN

GOLD EXHIBIT SPONSOR

Engrain

Table 13

engrain.com

Engrain’s mission is to fundamentally transform the way people find, lease and manage property. A recognized leader in next-generation touring technology and map-based data visualization software, Engrain’s advanced integrations and technical flexibility offer solutions for any real-estate technology stack. Clients use Engrain products to engage prospects and residents, analyze and improve operating performance and increase NOI through operational efficiency



GOLD EXHIBIT SPONSOR

Envida

Table 12

envida.com

Envida is the nation’s leading creative agency in lead-generating social media campaigns for multifamily. Our full-service team of industry experts specializes in managing pre-lease, lease-up, student and active adult communities, as well as property management companies. Envida’s focus on the importance of executing made-to-measure campaign goals is why our partners look to us to turn their online communities into real-life residents.



THURSDAY WINE TASTING AND PLATINUM EXHIBIT SPONSOR

G5

Table 27

getg5.com

G5 is the leading digital marketing software and services platform for multifamily properties. G5’s mission is to empower clients to outsmart and outperform their competition through smarter marketing, unmatched marketing technology, and a deep bench of talent that puts marketing performance first. Founded in 2005, G5 currently provides marketing solutions for more than 4,000 properties throughout the U.S. and Canada. Learn more at GetG5.com.



PLATINUM EXHIBIT SPONSOR

Grace Hill

Table 24

gracehill.com

Grace Hill provides technology-enabled performance solutions that help owners and operators of real estate properties increase property performance, reduce operating risk and grow top talent. Its industry-leading solutions covering policy, training, assessment, survey, and data-driven insights are bolstered by years of real estate experience, in-depth service-level expertise and outstanding customer support.



GOLD EXHIBIT SPONSOR

hOp

Table 29

hop.life

hOp is a “social network as a service” platform that fosters community by connecting everyone that matters to you. From prospects to preferred partners, no other solution connects people like hOp. Through dashboard analytics, gain valuable insights into resident behavior and sentiment for better marketing and operational decisions. When residents feel connected to their home, they stay...It’s that simple.



PLATINUM EXHIBIT SPONSOR

HY.LY

Table 5

hy.ly

Hy.ly’s mission is to “change how multifamily works.” Our flagship product ‘hyMail’ promises marketers a new life. The current world of email is frustrating, erratic and agent-driven. hyMail upgrades you to a world of autonomous, consistent and brand-compliant email! No wonder hyMail is now listed as a ‘Top 10 Must Have Virtual Leasing Tool’ and Hy.ly is now in 5 of the Top 6 NMHC Managers.



GOLD EXHIBIT SPONSOR

J Turner Research

Table 2

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 and social media management platforms offer powerful customer insights and actionable data to drive revenue. Our ORA™ score serves as the industry standard for measuring a property/company online reputation.



THURSDAY CHAMPAGNE BREAK AND GOLD EXHIBIT SPONSOR

Knock CRM

Table 14

knockcrm.com

Knock is an award-winning CRM and performance management SaaS platform for multifamily property management companies. Hundreds of the leading apartment managers and owners across North America rely on Knock's automation, integration, and data transparency tools to manage leads, increase tours, and improve occupancy and renewal rates. Knock is based in Seattle. For more details, visit www.knockcrm.com



OPENING KEYNOTE SPONSOR AND PLATINUM EXHIBIT SPONSOR

LeaseLabs®

Table 1

leaselabs.com

LeaseLabs® By RealPage® is an innovative agency specializing in 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 25

modernmessage.com

Modern Message, a RealPage company, is the leading resident engagement, loyalty and rewards platform for the residential real estate industry, offering a differentiated engagement suite that drives higher benchmarkable resident engagement and reputation. Modern Message serves over 5,000 communities in 49 states, comprised of more than 1.8 million residents. For more information about Modern Message, please visit <https://www.modernmessage.com>.



GOLD EXHIBIT SPONSOR

Opiniion

Table 17

opiniion.com

Opiniion has created an automated platform that generates actionable feedback from current residents through Text and Email. This feedback allows property managers to listen in real-time to unsaid resident feedback. Our focus is creating happy residents. Happy Residents in turn improve your online reputation and increase occupancy rates.



GOLD EXHIBIT SPONSOR

PERQ

Table 9

perq.com

PERQ's AI Leasing Assistant improves operational efficiency and profitability by increasing conversion, saving time, and collecting better data in the leasing process. We do this through combining chatbot, lead conversion widgets, and automated follow-up to give properties a complete omnichannel solution that is easy to implement with no technology or process change.



PLATINUM EXHIBIT SPONSOR

Podium

Table 10

podium.com

Podium is a customer messaging platform that enables companies with a local presence to conveniently connect with their customers at critical touchpoints to help them strengthen their business. By conveniently facilitating millions of customer interactions, such as driving customer-generated online reviews and providing improved customer messaging tools, Podium serves more than 90,000 local businesses in the United States, Canada and Australia.



GOLD EXHIBIT SPONSOR

ReachLocal

Table 19

reachlocal.com

Optimizing your marketing strategy is the best way to future-proof your business for growth in 2021. With advanced technology, dedicated support and a complete set of marketing solutions, ReachLocal knows how to meet your unique needs. From driving more leads to winning over renters, it all starts with optimizing your current plans.



GOLD EXHIBIT SPONSOR

Realync

Table 6

realync.com

Realync is the leading video leasing and engagement platform for the entire resident lifecycle. Leveraging live and pre-recorded video, multifamily teams are empowered to close leases faster, market more effectively, and engage with residents.



GOLD EXHIBIT SPONSOR

Rent Dynamics

Table 16

rentdynamics.com

Rent Dynamics provides value throughout the resident journey - Marketing, Leasing, and Retention. Our intuitive CRM incorporates advanced business intelligence for increased visibility into your lead to lease pipeline, while our Contact Center is there to be an extension of your team. Our RentPlus product provides resident rent reporting and financial resources that promote economic inclusion and financial freedom for renters.



SESSION SPONSOR

RentGrata

rentgrata.com

As the only messaging platform for prospective and current residents to connect and share feedback, Rentgrata facilitates real conversations, while delivering data that helps multifamily professionals better understand renter needs. By helping apartment buildings feel more like communities, Rentgrata reduces resident turnover and increases NOI, while offering residents the chance to capitalize on referral incentives and connect in new ways.

RentPath

FRIDAY KEYNOTE AND SESSION SPONSOR

RentPath

rentpath.com

RentPath provides you with tailor-made marketing solutions created from our full suite of marketing products & services. Our knowledgeable consultants will assess your needs and provide you with custom-fit products designed to help you reach your occupancy and retention goals.



GOLD EXHIBIT SPONSOR

Respage

Table 20

respage.com

A leading provider of apartment marketing services, Respage has partnered with property management companies for 18+ years to create extraordinary renting results. Respage solutions deliver more qualified leads, nurture prospects, boost reputation and star ratings, improve resident satisfaction, and generate more leases. With its extraordinary team, Respage is continually recognized as a Best Place to Work in the Multifamily industry.



PLATINUM EXHIBIT SPONSOR

Show My Property

Table 28

showmyproperty.tv

We are your one-stop-shop for everything that you need to effectively market multifamily products digitally. Video Tours, Photography, Renderings, Social Media, and VR, our experts work to create a customized, finished product that will set your property far beyond competitors. Enjoy the convenience of working with our local teams as we have crews in every city, nationwide; and no travel fees ever.



APPAREL AND PLATINUM SPONSOR

SmartRent

smartrent.com

SmartRent is an Enterprise Smart Building Platform. Our proprietary software integrates with third-party hardware and other software vendors to provide users with one platform to efficiently manage and remotely control IoT connected devices in a home or building. Founded in 2017, SmartRent is an enterprise smart home automation company providing solutions for rental property owners, managers and renters, as well as homebuilders and developers. SmartRent's solutions are designed to provide communities with seamless visibility and control over assets while delivering additional revenue opportunities through all-in-one home control offerings for residents.



PLATINUM EXHIBIT SPONSOR

SOCI

Table 26

meetsoci.com

A three-time Inc. 500 honoree, SOCi is the leading social media, reputation management, and localized social advertising platform built to address the complex workflow needs of highly visible multi-location businesses. An award-winning leader in the industry, 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.



Chore less.

GOLD EXHIBIT SPONSOR

Spruce

Table 18

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 1,000 select apartment communities. Through the intuitive Spruce app, apartment residents are empowered to quickly book services from certified, insured and background-checked professionals who will arrive in Spruce-branded uniforms.

updater.

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Updater

Table 4

updater.com

Updater is an elegant solution to resolve resident move-in pain points. With Updater, residents can do everything from setting up internet and utilities to booking a moving company to purchasing renter's insurance to much more.



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yardi.com

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Zego By PayLease

Table 8

gozego.com

Zego (Powered by PayLease) modernizes resident experience management to boost retention, productivity, and NOI. Zego's mobile-first engagement platform unifies the most critical resident touch-points- from payments and utilities to communications and smart devices; everything seamlessly integrates into your back-end system. Learn more at gozego.com.



GOLD EXHIBIT SPONSOR

Zumper

Table 3

zumper.com

Zumper is the fastest growing and third largest rental platform in North America. With more than 90 million users annually, we're helping one in three Americans find their next home. In 2021, Zumper launched PowerLeadsAI, utilizing machine learning to deliver the best quality leads with the highest likelihood to convert to leases.



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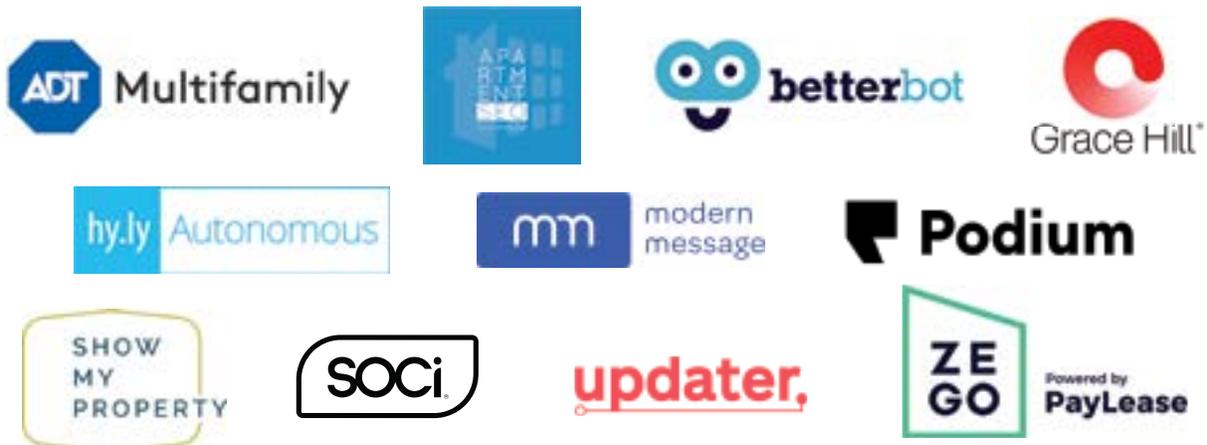
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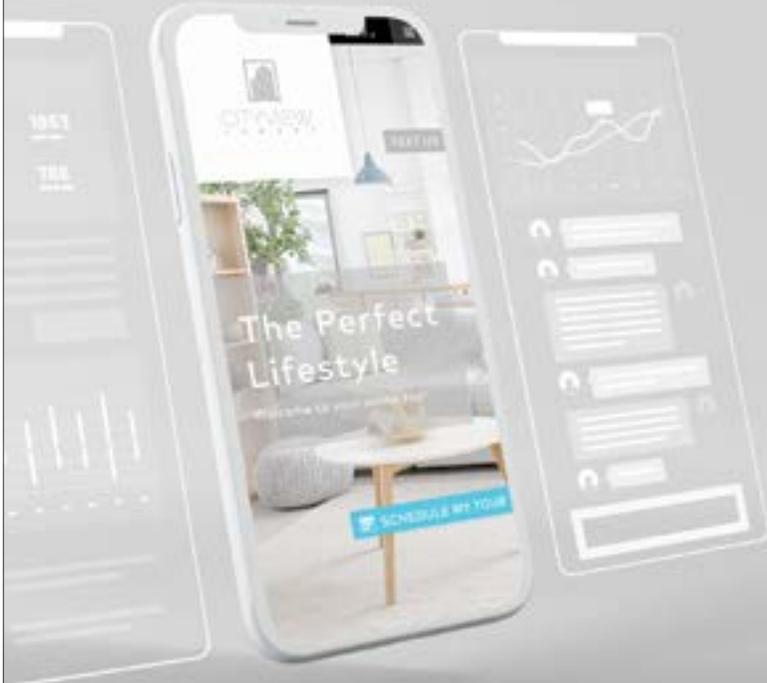
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