



MULTIFAMILY SOCIAL MEDIA SUMMIT

March 22-24, 2023

THE MERITAGE RESORT AND SPA | NAPA, CA

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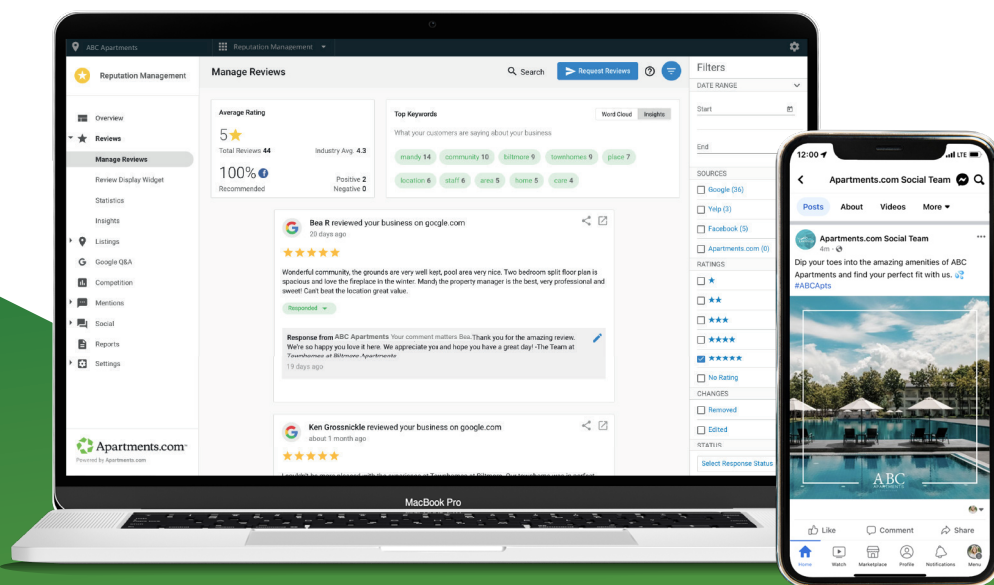
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Thank You to Our 2023 Exhibitors & Sponsors.....	Inside Back Cover



Join us next year

March 20-22, 2024 when we return to the
Meritage Resort and Spa in Napa, CA!

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ESTEEM MEDIA

New! Mentor Roundtable Q&A Sessions

Open to PMC attendees only!

Join a roundtable session during our Thursday breakfast hosted by a roundtable chair and focused on their expertise on a social media marketing topic. You'll have the opportunity to ask questions and network with other PMC peers within these small groups! Erica, Jamie, Tamela, Lindsay, Delany, Mark, Carrie, and Katie are here to help you navigate not only pertinent topics but also the event! The roundtables are limited to 10 per table and attendees will be able to sign-up for a session topic onsite during registration

ROUNDTABLE MENTOR CHAIRS



Erica Byrum
*Assistant VP of Social Media
Apartments.com*



Tamela Coval
*Industry Principal
LivewireX*



Lindsay Duffy
*Director, Training and Marketing,
Western Wealth Communities*



Delany Duke
*Director of Digital Services
Landmark Properties*



Jamie Gorski
*SVP, Experience Officer
GID | Windsor Communities*



Mark Jennings
*Social Media Specialist
Landmark Properties*



Carrie Polonsky
*SVP, Talent Services
TI Communities*



Katie Terwilliger
*Manager of People Operations
Cardinal Group Companies*

Goodbye hunches, hello results



"In **3** months, REACH SEO delivered **454** leases across **35** properties, with a cost per lease of just **\$29**. That's **\$501** less than our best ILS, which had a cost of **\$530** per lease."

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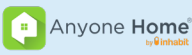



ANALYTICS

CONFERENCE AGENDA

WEDNESDAY, MARCH 22, 2023

12:00 PM - 6:00PM	Registration and Badge Pick-up	Sponsored by  Apartments.com™
2:00PM	Workshop Champagne Welcome for all Workshop Participants <i>Welcome Address: Esther Bonardi, Vice President, Reach by RentCafe-Yardi</i>	Sponsored by 
2:00PM-3:00PM	Workshop #1: Best Practices for Creating a Stand-out Social Media Strategy <i>Erica Byrum, Assistant Vice President of Social Media, Apartments.com</i>	
3:15 PM-4:00 PM	Workshop #2: How Your Brand Can Breakthrough on Today's Hottest Short-Form Video Platforms <i>Delany Duke, Director of Digital Services, Landmark Properties</i> <i>Mark Jennings, Social Media Specialist, Landmark Properties</i>	
4:15PM - 4:45PM	Workshop #3: Storytelling Strategies That Work- How the Best Storytellers Win <i>Lacy Jungman, Senior Vice President of Client Success, OneDay</i>	
4:45PM- 5:30PM	Workshop #4: Revolutionize Your Multifamily Social Media Strategy with ChatGPT and MidJourney AIs <i>Lidia Zaragoza, VP of Marketing, Hyly.AI</i>	
5:30PM- 6:30PM	Welcome Reception at the Meritage Resort	Sponsored by 

THURSDAY, MARCH 23, 2023

7:00AM-6:00PM	Registration and Badge Pick-up	Sponsored by  Apartments.com™
8:00AM- 9:00AM	Breakfast with Exhibitors and Sponsors	Sponsored by 
8:00AM- 9:00AM	Roundtable Mentor Q&A Sessions <i>Reserved for PMCs only - sign up at the Registration desk for mentors and topics.</i>	
9:00AM-9:15AM	Welcome and Introduction <i>Adam Japko, CEO, Esteem Media and Founder, Multifamily Social Media Summit</i>	
9:15AM- 10:15AM	Keynote: The Influence Pyramid-How Clever Content Creators Leverage Tiny Audiences to Deliver Outsized Results <i>Keynote Introduction by: Mark Ham, Vice President of Business Development & Branding, G5 + LeaseLabs by RealPage</i> <i>Keynote: Andrew Davis, Bestselling Author and Internationally Acclaimed Speaker</i>	Sponsored by 
10:15AM - 11:00AM	Captivate On Command: How to Motivate The Masses With Only Your Words <i>Stephanie Garcia, Live Video Strategist for Brands and entrepreneurs; Host, Lights, Camera, Live; and Co-Founder of Leap Into Live Streaming Bootcamp</i>	
11:00AM- 11:45AM	Champagne Networking Break with Exhibitors and Sponsors	Sponsored by 
11:45AM -12:30PM	Big Google Updates: Performance Max, Google's Fresh Content Update and Google Maps "Neighborhood Vibes" <i>Martin Canchola, Co-Founder and CTO, Apartment SEO</i>	
12:30PM - 1:00PM	Coal into Diamonds: Harnessing Privacy Regulation to Increase ROI <i>Daniel Paulino, Vice President of Digital Marketing, Bozzuto</i> <i>Xiyao Yang, Senior Marketing Analytics Manager, Bozzuto</i>	
1:00PM - 2:00PM	Lunch <i>Announcement by: Jen Lovely, Executive Vice President, Sales, Conversion Logix</i>	Sponsored by 

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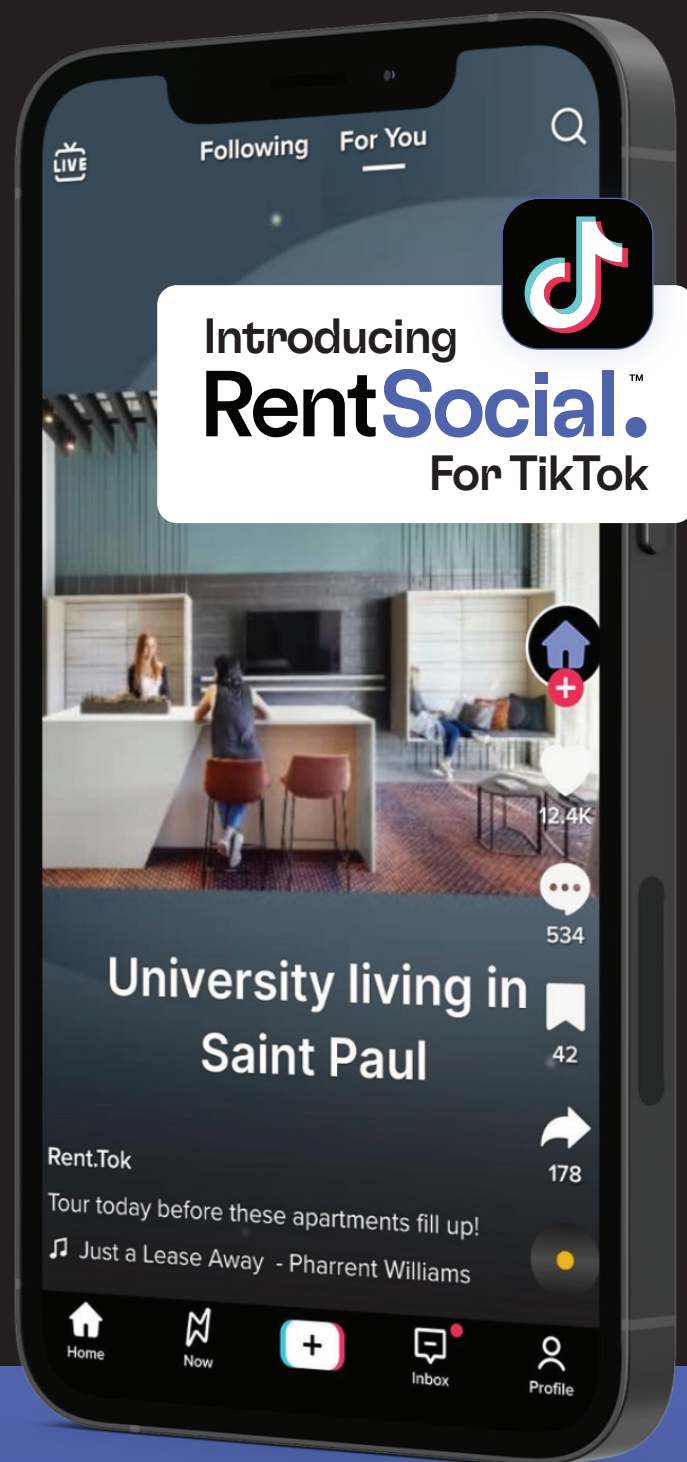
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2:00PM-2:45PM	Social Currency: Cashing in on the Customer Experience <i>Lia Nichole Smith, Senior Vice President, Education and Performance, ApartmentRatings SatisFacts</i>
2:45PM - 3:30PM	Data-Driven Marketing <i>Speaker Introduction by: Ellen Thompson, Founder and CEO, Respage</i> <i>Speaker: Julie Brade, Director of Measurement, MeasurementMarketing.io</i> Sponsored by 
3:30PM-4:00PM	Networking Break with Exhibitors and Sponsors
4:00PM-4:45PM	Click Tracking: Find Out What Social Channels are Driving Traffic and ACTUALLY Driving Leads <i>Speaker Introduction by: Arlene Mayfield, Senior Vice President, National Accounts, Rent</i> <i>Speaker: A. Lee Judge, Co-Founder and CMO, Content Monsta</i> Sponsored by 
4:45PM- 5:30PM	Transforming Multi-Family Marketing with OpenAI: Enhance Digital Strategies and Elevate Customer Engagement <i>Afif Khoury, CEO and Co-Founder, SOCi, Inc.</i>

FRIDAY, MARCH 24, 2023

7:30PM-12:30PM	Registration and Badge Pick-up Sponsored by  Apartments.com™
8:00AM- 9:00AM	Breakfast with Exhibitors and Sponsors
9:00AM-9:45AM	Keynote #2: How to Use Facebook and Instagram Ads and Organic Tactics to Attract and Retain New Residents <i>Keynote Introduction by: Arlene Mayfield, Senior Vice President, National Accounts, Rent</i> <i>Keynote: Andrea Vahl, Social Media Speaker and Consultant;</i> <i>Co-Author of Facebook Marketing All-in-One for Dummies; and Author, Facebook Ads Made Simple</i> Sponsored by 
9:45AM- 10:30AM	What It Takes to Rank in 2023: Google's Shift to AI Changes The Game <i>Speaker Introduction by: Robert Turnbull, Founder and COO, BetterBot</i> <i>Speaker: Dale Bertrand, Founder and President, Fire&Spark</i> Sponsored by 
10:30AM-11:00AM	Networking Break with Exhibitors and Sponsors
11:00AM -11:45AM	Flip the Hate in the Online Circus: Learn the Acrobats of the 4P Rule <i>Priyanka Agarwal, Public Relations Consultant and Head of the Review Response Team, J Turner Research</i>
11:45AM- 12:30PM	Web3: More Than the Metaverse <i>Michael Huereque, Web3 Lead, SAMY Alliance</i>
12:30PM	Closing Remarks and Announcements

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Workshop #1: Best Practices for Creating a Stand-out Social Media Strategy

Wednesday, 2:00PM -3:00PM

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

Social Media is an essential part of your business's marketing and branding strategy, but to make your social efforts effective, you have to continually look for ways to set yourself apart. 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 as she discusses some of the most effective strategies for using social media marketing in 2023 to help you stand out from the competition.

What You'll Learn:

- Discover the latest social media statistics, user data and trends for 2023
- Learn about new platform features and what this could mean for your brand
- Explore best in class examples of brands innovating in social media and learn how to adopt key principles to engage your audience

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

Workshop #2: How Your Brand Can Breakthrough on Today's Hottest Short-Form Video Platforms

Wednesday, 3:15 PM-4:00 PM

Delany Duke, Director of Digital Services, Landmark Properties

Mark Jennings, Social Media Specialist, Landmark Properties

It's no secret that short-form video is a social media trend that's here to stay. As property managers, we know that creating short-form video content during the day-to-day can be challenging but when used properly, video can help build your brand credibility, strengthen your relationships with your online community and ultimately, drive more leads to leases. So how can we seamlessly fit content creation into our busy schedules? Join Delany and Mark as they take you through their tips and tricks for apartments to easily build their brand on today's hottest platforms.

From this presentation you will gain:

- A high-level overview of the TikTok, Reels and YouTube Shorts communities and why they should be an important piece of your marketing strategy
- Easy-to-implement tips and tools to tailor your content for your brand's specific audience and niche
- Live demonstrations of how to shoot and edit your TikTok's and Instagram Reels
- Our favorite apps and websites to keep in your toolbox

Workshop #3: Storytelling Strategies That Work- How the Best Storytellers Win

Wednesday, 4:15 PM - 4:45 PM

Lindsay Duffy, Director, Training and Marketing, Western Wealth Communities

Lacy Jungman, Senior Vice President of Client Success, OneDay

Storytelling has been around since the beginning of time and is an underutilized, yet powerful, marketing strategy. But how do you tell a story in a way that sparks interest in a world of short attention spans, and drives action? What was once coined as a tactic of the future, video is now a required medium in today's marketing plans, and the crux of successful stories told by marketers. Video doesn't have to be expensive and it doesn't have to be difficult. By following a few quick steps, telling your communities' stories could be the quickest task you can do that maximizes your marketing results. From driving more traffic to your communities and decreasing a prospect's time in the sales funnel, to redefining the hiring process, video storytelling is a tactic you can't forego.

Takeaways:

- Understand the power and importance of storytelling
- Why and how to leverage video in marketing efforts
- Top 5 tips for creating a video strategy that works

Workshop #4: Revolutionize Your Multifamily Social Media Strategy with ChatGPT and MidJourney AIs

Wednesday, 4:45 PM - 5:30PM

Lidia Zaragoza, VP of Marketing, Hyly.AI

Master Multifamily Social Media Marketing with ChatGPT and MidJourney AIs. In this session, you'll discover the power of these advanced technologies, learn how to generate relevant and engaging content, and explore the ways in which they can impact your marketing efforts. Don't miss out on this opportunity to take your social media strategy to the next level!

What You'll Learn:

- Learn about the cutting-edge technologies that are revolutionizing multifamily marketing: ChatGPT and MidJourney AIs are changing the game when it comes to social media management, customer service, and content creation.
- Discover the perfect prompts to generate the content you need with MidJourney: Whether you're looking to create blog posts, social media posts, or newsletters, MidJourney has the prompts you need to get the creative juices flowing.
- Get ideas for using ChatGPT to generate targeted, engaging content: ChatGPT can be used to generate a wide range of content that is tailored to the interests and needs of your multifamily's target audience.
- Learn how to leverage this powerful tool to drive engagement and improve your marketing performance.

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Keynote: The Influence Pyramid-How Clever Content Creators Leverage Tiny Audiences to Deliver Outsized Results**Thursday, 9:15 AM - 10:15 AM***Keynote Introduction by: Mark Ham, Vice President of Business Development & Branding, G5 + LeaseLabs by RealPage**Keynote: Andrew Davis, Bestselling Author and Internationally Acclaimed Speaker*

Gather a list of your prospective resident's questions and create content that clearly answers every question. Just answer their FAQs.

That's the advice you get when you ask any marketer how to increase awareness and drive website traffic.

Optimize your SEO. Now, wait.

Yep. Content marketing is a long game.

Or is it? Unfortunately, millions of others have answered the very same questions. You've just contributed to the sea of commodity content.

So, what now? How can you book tours, increase renewals, or attract new residents when no one can even find your content?

Let's stop focusing solely on what the audience wants and address what the audience needs. Because, it turns out, answering more questions more often isn't the best way to grow your business anymore.

Instead, some of the most innovative brands leverage the power of the Influence Pyramid.

The Influence Pyramid empowers you to leverage the curiosity of small audiences to generate outsized returns.

In this compelling, 60-minute presentation, Andrew Davis will introduce you to the Audience's Hierarchy of Needs. You'll see how one brand turned around a product failure by ignoring the masses and embracing a single influencer. You'll learn how a software company closes deals faster by creating content just for c-level execs. You'll even see how one non-profit welcomed the most minuscule .01% of their audience to transform the world. You'll leave inspired to re-think the content you create and learn to shape the questions your prospective tenants ask.

Are you ready to embrace the Rarely Asked Questions?

Captivate On Command: How to Motivate The Masses With Only Your Words**Thursday, 10:15AM - 11:00 AM***Stephanie Garcia, Live Video Strategist for Brands and entrepreneurs; Host, Lights, Camera, Live: and Co-Founder of Leap Into Live Streaming Bootcamp*

As a Master NLP Practitioner and board-certified NLP Trainer with a background in cognitive psychology, Stephanie Garcia will present how you can increase your impact and influence just by saying the right words. Whether you're pitching a new client or trying to motivate the masses online, this presentation will unpack the power of Neuro-Linguistic Programming (NLP) to help you ignite your ideas, be brilliant in the boardroom, and captivate on command.

Key takeaways:

- Learn how to communicate effectively to captivate, convince, and convert your audience
- Deliver a spell-binding presentation easily and effortlessly
- Hook viewers in with attention-grabbing techniques
- Create content your audience craves with the 10x10 formula

Big Google Updates: Performance Max, Google's Fresh Content Update and Google Maps "Neighborhood Vibes"**Thursday, 11:45 AM - 12:30 PM***Martin Canchola, Co-Founder and CTO, Apartment SEO*

Get ready to dive into major Google Updates you can't afford to miss! Learn more about Google Ad's latest campaign type "Performance Max" taking advantage of all of Google's assets. We will also cover Google's latest algorithm update "Google's Fresh Content Update" so you can make sure your content strategy stays evergreen and then we will look at the latest Google Business Profile/Google Maps enhancements like "Neighborhood Vibes", where users can get an instant understanding of a specific neighborhood right in their Google Maps App.

- Learn How Google Ads Performance Max Campaigns Can Get You More Supplemental Traffic
- Utilize EAT: Expertise, Authoritativeness and Trustworthiness to Rank Higher in Google
- Google Maps Latest Updates and Newest Upcoming Feature "Neighborhood Vibes"

Coal into Diamonds: Harnessing Privacy Regulation to Increase ROI**Thursday, 12:30 PM - 1:00 PM***Daniel Paulino, Vice President of Digital Marketing, Bozzuto*
Xiyao Yang, Senior Marketing Analytics Manager, Bozzuto

You have likely heard that the third-party cookie era is ending. But if third-party cookies are no longer the cornerstone of social media advertising conversion tracking, how will we know whether our social advertising is producing results?

Recent headlines aim to produce fear amongst marketers regarding what we will lose in this new privacy-focused world, but this session will convince you that there is a win/win/win: we can ensure consumer privacy, have more visibility into conversion activities, and increase ROI!

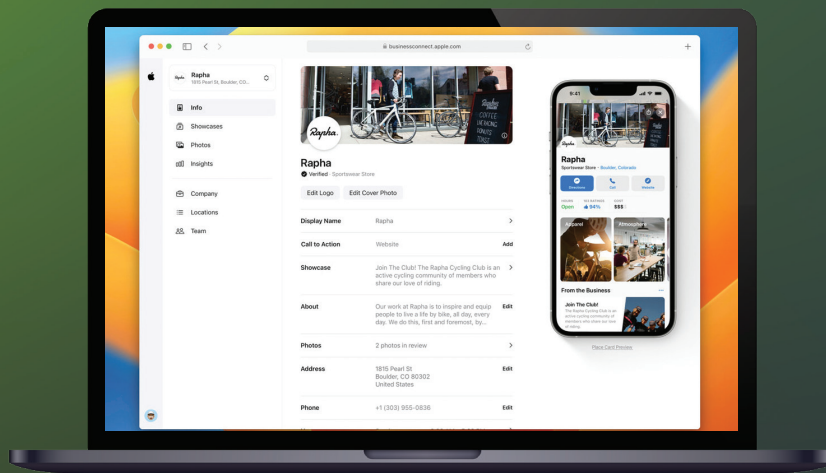
After this session, you will:

- Understand how third-party cookies compromise consumer privacy.
- Agree that you should treat data, privacy, and marketing strategies as an interconnected ecosystem.
- Learn how a server-side tracking strategy can optimize your ads and increase ROI.
- Know how to start with server-side conversion tracking on Meta, Snapchat, TikTok, and Google Ads



HAVE YOU HEARD?

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Through Apple Business Connect API.

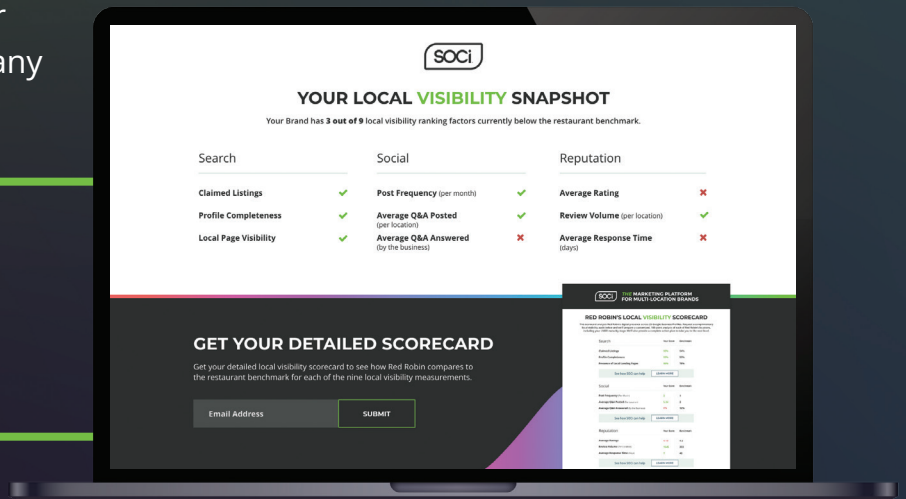


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Social Currency: Cashing in on the Customer Experience

Thursday, 2:00 PM - 2:45 PM

Lia Nichole Smith, Senior Vice President, Education and Performance, ApartmentRatings | SatisFacts

Beyond ROIs, NOIs, and KPIs, does your online marketing strategy have enough influence to sway the masses? Probably not, according to national consumer studies and industry-specific research. Social currency is money, and money doesn't grow on trees but it can be found among your renters and those they trust. Predictions say that by the year 2025 there will be 24.9 million renter households, up from 23.1 million in 2021. The time is now to design and activate a plan to stockpile as much goodwill and gratitude as possible, while avoiding the missteps that could lead to social bankruptcy. (Hint: Pay close attention as there will be a surprise at the end of this talk).

Key takeaways:

- Understand the far-reaching effects of social currency and the role it plays in buying decisions
- Realize how firsthand experiences validate company-driven marketing messages
- Maximize the value of social currency to create a sense of community
- Uncover the potential pitfalls when marketing strategies and customer experiences are out of sync
- Leave with a social currency checklist to identify obstacles and opportunities for improvement

Data and research derived from the following sources:

- Ten years of consumer trends from national studies (Pew Research, Brightlocal, Statista, Nielsen)
- Ten years of renter trends (who they trust, where they go for information, why they lease and renew)

Data-Driven Marketing

Thursday, 2:45 PM - 3:30 PM

Speaker Introduction by: Ellen Thompson, Founder and CEO, Respage

Speaker: Julie Brade, Director of Measurement, MeasurementMarketing.io

The question that every social media marketer has asked: "What's working and what's not?" You need to know what posts or ads are working and which ones they should turn off. What's driving results and what's wasting money? Without a clear understanding of how your users are engaging with your site, you are marketing "in the blind". Julie will present a framework to take the chaotic marketing with limited visibility and transform that into a system that will allow you to predictably grow revenue and results. You will have confidence in your data and know exactly which posts are meeting their objectives and which ones are not. You'll be saving time and money when you're able to use a dashboard that allows you to compare all your different traffic sources as well as individual ads so you can quickly and confidently take action to optimize each social media platform faster than ever.

Key Takeaways:

- The most important step that most marketers skip and that causes the most frustration
- How to be sure you can get the information you need to optimize
- What a dashboard should and should not be
- How to easily see what's working and what's not so you can take the guesswork out of your marketing

Click Tracking: Find out what Social Channels are driving traffic and ACTUALLY driving leads

Thursday, 4:00 PM - 4:45 PM

Speaker Introduction by: Arlene Mayfield, Senior Vice President, National Accounts, Rent

Speaker: A. Lee Judge, Co-Founder and CMO, Content Monsta

Metrics provided by social media analytic platforms tell us about social media activity, but they often fall short when helping us understand how they connect to business outcomes. Likes and Follows are vanity metrics, while Clicks don't provide an insight into what happens after the click.

In this session, we will take a technical deep dive into ways to track social media clicks in your Marketing Automation Platform and finally into your CRM. This session will help social media marketers prove their effect on the bottom line and will give guidance into which social media channels are driving traffic and contributing to customer generation.

We will talk about:

- Creating trackable links for social media
- Gathering first-party data from social media
- Creating and formatting landing pages to capture prospect data
- Attribution models
- Digital attribution bias
- The difference between quantitative and qualitative Click measurement
- Connecting social clicks to the bottom line

Transforming Multi-Family Marketing with OpenAI: Enhance Digital Strategies and Elevate Customer Engagement

Thursday, 4:45PM-5:30PM

Afif Khoury, CEO and Co-Founder, SOCI, Inc.

Learn how OpenAI can be used to optimize multiple digital channels to appear in top search results. With the power of OpenAI, multi-family marketers can write profile descriptions, posts, quick responses to consumer reviews, and even increase SEO through the writing of proper meta tags and SEO rich descriptions.

Key Takeaways:

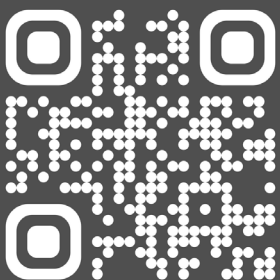
- Shift your mindset from "search engine optimization" to "search optimization" and understand how listings, reviews, and social media management working in tandem is the winning combination for appearing in top search results
- Managing search, social, and reputation channels across hundreds or thousands of locations seems daunting. Integrate the use of OpenAI into your digital marketing strategy to increase efficiency and decrease stress when it comes to developing SEO rich content.
- Finding out which keywords your local competitors are ranking highly for will uncover blind spots in your own SEO strategy. Use this competitive knowledge to inform OpenAI with new key terms it should use when developing content in the form of profile descriptions, posts, review responses, and more.



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Keynote #2: How to Use Facebook and Instagram Ads and Organic Tactics to Attract and Retain New Residents**Friday, 9:00AM - 9:45 AM***Keynote Introduction by: Arlene Mayfield, Senior Vice President, National Accounts, Rent**Keynote: Andrea Vahl, Social Media Speaker and Consultant; Co-Author of Facebook Marketing All-in-One for Dummies; and Author, Facebook Ads Made Simple***Key Takeaways:**

- What's changing and how to approach your marketing strategy on Facebook and Instagram
- How to use the Business Suite to measure and schedule your posts and get the biggest bang for your buck when you don't have a lot of time
- How to use optimized Ad Campaigns to bring prospective tenants to you

What It Takes to Rank in 2023: Google's Shift to AI Changes The Game**Friday, 9:45AM - 10:30AM***Speaker Introduction by: Robert Turnbull, Founder and COO, BetterBot**Speaker: Dale Bertrand, Founder and President, Fire&Spark*

SEO Consultants often pitch strategies based on technical fixes and on-page optimizations. But, these strategies fail to significantly grow organic traffic. Why? Because AI-driven search engines expect more, including visual content that encourages engagement. We studied top ranking brands in B2C markets to reveal the tactics that drive organic traffic from modern search engines. Join 20-year SEO expert Dale Bertrand as he shares his SEO playbook for 2023, must-have SEO tools and tactics you can start implementing today.

Key Takeaways:

- How SEO "best practices" need to change in the age of AI
- What types of visual content Google favors
- 5 tactics to rank content in 2023

Flip the Hate in the Online Circus: Learn the Acrobats of the 4P Rule**Friday, 11:00AM - 11:45AM***Priyanka Agarwal, Public Relations Consultant and Head of the Review Response Team, J Turner Research*

"Do not rent from slumlord.... I assure you it won't be a good experience. I am going through hell right now... If you are having a similar experience, please share to help others avoid it." - Facebook

There is no escaping the wrath of renters on social media or review platforms. Their commentary plays a monumental role in attracting new residents and retaining the existing ones.

What's helpful for the renter isn't always beneficial for the company. A single 1-star review or negative comment will seemingly overshadow numerous glowing ratings and posts. Yet a company can glean valuable information from feedback and use the opportunity to respond in a manner that manages perceptions and bolsters the property's reputation and trust.

- How do you successfully navigate the online circus with a multitude of social media commentary and review responses?
- How do you tactfully and professionally tell your story when faced with trolls, fake reviews/posts, and online haters?
- How do you flip the hate online and use it to boost your customer service and employee morale?

Priyanka Agarwal and her team have crafted tailored responses to more than 500,000 reviews in the apartment industry and she will share her expertise in conflict resolution online. Learn from real-life examples of dealing with trolls and online haters. Understand the skill set you need to deal with toxic online commentary and how to empower your teams to overcome the objections without defaulting to "can I remove/delete" the post/review.

What you'll learn from this session:

- Use the Four P Rule of Online Engagement for tackling challenging reputational/trust situations.
- Strategies to flip the hate—strengthen your customer service to regain renter confidence and build trust.
- Tips to cultivate a positive team member experience and retain talent using the online commentary

Web3: More Than the Metaverse**Friday, 11:45 AM - 12:30 PM***Michael Huereque, Web3 Lead, SAMY Alliance*

Whether you're excited by these concepts or indifferent, web3 has become difficult to ignore. According to Forbes, over \$120 billion was invested in the metaverse by the first half of 2022. Since then, that number has almost doubled. Yet despite this growing awareness and investment, web3 remains an enigma to the vast majority of consumers.

Our objective is to gain a basic understanding of Web3 to better discuss and implement practices already utilized by big agencies on a global scale. We will review specific use cases and examples of effective Web3 and experiential campaigns. Then, we will review potential applications for this technology within the context of multifamily marketing.

What you'll learn:

- The differences and similarities between web2 and web3
- Primary components of the Web3 ecosystem
- Practical applications within the multifamily industry

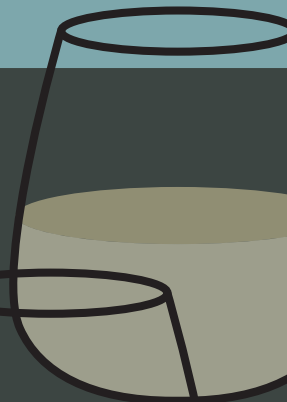
drink Let's ~~climb~~ together.

From trailhead to mountaintop, or vineyard to wine glass, our full suite of marketing services ensures your renter journey is a refreshing sip of success! We're no sommelier but our experts in creative, social, and paid media do know a thing or two about a vintage cab. Sit back, relax, and let Agency FIFTY3 fill your glass while you're in Napa Valley. Reach out to us during MSMS or at anytime using the QR code below.

48
STATES

58
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WORKSHOP SPEAKERS



Erica Byrum 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 18 years in 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 and reputation suite of products, a fully managed, all-in-one reputation and social media management solution 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, and a two-time President's Club winner. 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.



Lindsay Duffy, Director, Training and Marketing at Western Wealth Communities, is a dynamic, energetic, motivated trainer and mentor with a diverse background in sales, property management, asset management, lease-ups, renovations, graphic design, video editing, customer support and software training. She is

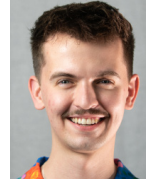
passionate and experienced in all advertising facets, employee mentoring, and strategic business planning. A true people-person who loves a challenge and an organization that applauds diversity and creativity. She is a hands-on leasing director who increases NOI through marketing strategies, intensive training, detailed comp analysis, value adds and managing property utilities and overhead. Lindsay is a 2022 Tribute Corporate Employee of the Year Finalist with Arizona Multifamily Apartment Association and an Education Committee Member with AMA.



Delany Duke serves as the Director of Digital Services at Landmark Properties - overseeing the social media and online presence of 80+ student housing properties across the US. Her team is an integral part of Landmark's corporate marketing department, keeping a pulse on the everchanging world of social media marketing

and creating easy-to-learn tools and methods for leasing professionals to utilize social media to increase their leasing velocity while creating meaningful customer experiences.

Delany began her career in student housing property management when she was a freshman at The University of Central Florida in 2014 - first as a part-time community ambassador and then as a full-time management position in new development marketing post-graduation. Throughout this time, Delany gained 5+ years of in-the-field leasing and marketing experience that allowed her to grow her knowledge of digital marketing and how proper implementation of social media strategy can positively influence your property's brand exposure.



Mark Jennings serves as the Social Media Specialist for Landmark Properties - overseeing all 80+ properties social media presences through multiple platforms. He strives at creating communities within social media platforms for each property in Landmark's portfolio. Through genuine, creative, and engaging content he is

able to cultivate new ideas that bring community closer to home while making content easy for teams to implement.

Mark began his career in Student Housing in 2018 as a part-time Community Ambassador for a property near Oregon State University. He then progressed into a full-time Leasing and Marketing Manager position shortly after receiving a degree in Digital Communications. From there, Mark has been able to advance his skills in social media to create well-established online communities in each market.



With nearly 15 years of experience as an operator, **Lacy Jungman** has spent the majority of her working career helping others find their next place to call home. Her overarching responsibilities have included overseeing occupancy, revenue, sales strategies, social media, brand management, marketing,

lead acquisition and conversion strategies, and corporate communication efforts. As the Senior Vice President of Client Success at OneDay, a video technology platform, Lacy now helps organizations tell their stories through the power of video and strategic storytelling. Lacy is a contributing writer to Her View from Home, Motherly and co-author of the book, In a Good Place; A novel written from an adult daughter's perspective as she navigates the ever-changing terrain of an aging mother. Known for loving a good brainstorm session, Lacy excels in crafting unique solutions that drive results through innovation and collaboration.



Lidia Zaragoza is the VP of Marketing for Hyly.AI and has over 18 years of experience in the multifamily industry. She holds a Master's in Business Administration from California State University, Monterey Bay, with a concentration in sustainable business practices. Lidia is known for her high-performing teams, streamlined

project management, and innovative approach to marketing and collaboration. In her current role, she is responsible for leading the marketing efforts for Hyly.AI and helping multifamily change how they work.

Market Your Brand with Confidence



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Driven by predictive technology, we innovate every stage of the renter journey, delivering seamless experiences to unlock hidden revenue.

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LeaseLabs.com



KEYNOTE SPEAKERS

Our all-time highest-rated keynote speaker returns and will be our Master of Ceremonies for the Thursday sessions!



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.

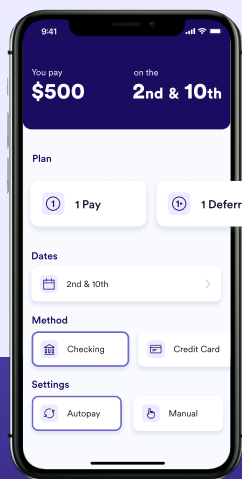
Recognized as one of the industry's "Jaw-Dropping Marketing Speakers," Andrew is a mainstay on global marketing influencer lists. Wherever he goes, Andrew Davis puts his infectious enthusiasm and magnetic speaking style to good use teaching business leaders how to grow their businesses, transform their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



Andrea Vahl is a Social Media Speaker and Consultant who is passionate about helping businesses understand and leverage the power of social media to actually grow their business. Andrea is the co-author of Facebook Marketing All-in-One for Dummies and her newest book is Facebook Ads Made Simple.

She has appeared on top lists on Entrepreneur.com, Inc. com, and other influential sites. She is the founder of Facebook Advertising Secrets an online learning program with over 700 students. Andrea Vahl's proven ability to make social media marketing easy to understand and implement has directly impacted the bottom line of thousands of companies through her training and one-on-one consulting. She is also a stand-up comedienne.

Learn more about Andrea's books, courses, and resources at www.AndreaVahl.com



easy to pay, easy to collect

① 1 Pay

② 1 Deferred

③ 2 Pay

④ 4 Pay

17%

improvement in
on-time collection

4x

reduction in
delinquency

30%

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on-site teams

circa

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Attract, **Engage** and Reward your Residents

Meaningfully engage
with your residents
to improve retention
and boost your
online reputation.



**Community
Rewards®**

realpage.com/rewards

GENERAL SESSION SPEAKERS



Priyanka Agarwal has 25 years of experience in strategic communications and online reputation management. Currently, she serves as the public relations consultant and head of the review response team at J Turner Research. Priyanka and her team have crafted responses to more than 500,000 multifamily reviews by renters and employees.

She has consulted for leading technology brands such as Microsoft and Hewlett Packard and served as the Director of Communications and Alumni Relations at a preeminent private school in Houston for several years. Priyanka is a podcaster, public speaker, and contributing author for the National Apartment Association, Multifamily Executive, and Multifamily Insiders. Her most recent public speaking engagement was at the National Multifamily Housing Council's OPTECH Conference and Public Relations Society of America, Houston Chapter's annual conference. Priyanka earned a master's degree from the University of Houston, and she is an active member of the Public Relations Society of America.



Dale Bertrand has been an SEO specialist to Fortune 500 companies and venture-backed startups around the world for two decades. Dale is a marketing leader, technologist and real estate investor. He advises businesses in industries related to his expertise, including hospitality, healthcare and technology. He has trained marketing professionals at TripAdvisor, Microsoft, HubSpot, and Proctor & Gamble. Dale applies his graduate school work in artificial intelligence to search engine marketing. He has BS and MS degrees in Computer Engineering from Brown University.



Julie Brade has been creating actionable dashboards for a wide variety of companies for over 15 years. She has been with the MeasurementMarketing.io team for nearly a decade and has risen through the ranks from assistant to Lead Instructor, Lead Account Manager, and Director of Measurement. She has helped hundreds of companies of all sizes improve their measurement so they can optimize and improve conversions fast and efficiently. She always loves a good puzzle or brain teaser and the world of online measurement is full of those! Julie's father has also spent the last two decades growing multi-family properties so she is familiar with the ins and outs of the business.



Martin Canchola, CPACC has 14+ years in the world of digital marketing with a specialty in Local SEO, Google Ads and a Certified Professional in Accessibility Core Competencies (CPACC). 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!



Stephanie Garcia is a live video strategist for brands and entrepreneurs—from moonwalkers to MasterChefs—who want to go from unknown to unforgettable.

A digital marketing expert with 15 years of ad agency experience, she led paid search advertising for one of the largest search agencies in the United States, served as the Director of Social Strategy for San Diego's leading ad agency, and has created powerful campaigns for Fortune 500 companies and small businesses.

As a certified Neuro-Linguistic Programming Trainer, Stephanie teaches brain hacks to help people overcome their fears of public speaking by rewiring their minds for success. With her proven system, clients discover how to create crave-worthy content, get audiences buzzing with excitement, and how to deliver a spell-binding presentation that hooks viewers in.

Named as one of the Top 50 Digital Marketing Thought Leaders by the University of Missouri St. Louis, her work has been recognized and awarded by Forbes, Online Marketing Media And Advertising, PR Daily, Forrester, and Gartner Ito1 Media.

Stephanie is the host of Lights, Camera, Live, and the co-founder of Leap Into Live Streaming Bootcamp. She has spoken at Social Media Marketing World, VidCon, Podcast Movement, and many more. Stephanie is also the co-author of Ultimate Guide to Social Media, published by Entrepreneur Press. She lives in San Diego, CA.



Michael Huereque has over 15 years of experience in both traditional and digital advertising. Previously co-founder and Executive Vice President at Agency FIFTY3, Michael returned to school to secure a Certificate from MIT in blockchain technology and Web3 applications. As a result, he was hired as the Web3 Lead for SAMY Alliance.

SAMY is an award-winning collective representing some of the most respected brands globally, with over 200 clients, 400+ team members, and offices spanning three continents. They are leaders in the space for groundbreaking campaigns in every category, from influencer marketing to creative branding, affinity research, experiential, and now, Web3.



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

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book a free demo



GENERAL SESSION SPEAKERS



A. Lee Judge is the Co-Founder and CMO of Content Monsta, a digital content agency. He also serves as Global Digital Marketing Manager, at Hexagon Geosystems. Previously, Lee served as Sr. Digital Marketing Director at B2B customer service software company Jacada, connecting the organization's Sales and Marketing Operations. Focused on B2B marketing for over 20 years, Lee is both a digital marketing practitioner and creative content entrepreneur. He is a leading LinkedIn video creator, Forbes Agency Council member, and engaging event speaker providing training on digital marketing, content creation, social selling, and sales enablement from the Marketing point of view.



Afif Khoury is CEO and Co-Founder of SOCi, Inc. and has been at the forefront of technology for over 25 years. From his early contribution to the Human Genome Project, a career as a high-tech M&A attorney, a manager of two successful Venture Capital funds and the founder & CEO of two successful startups, including JMI backed SOCi, Inc., Afif will share insights from his career including lessons he's learned on how to scale to \$1B. He is an experienced scientist, attorney, investor, and entrepreneur, and uses each of these skills in his daily life.



Daniel Paulino is the Vice President of Digital Marketing for Bozzuto. With nearly 20 years of experience in marketing across various industries, he is charged with creating the digital marketing strategies to support Bozzuto's entire portfolio of managed communities. His team is responsible for lead generation, campaign development, data analytics, marketing operations, website development, and the martech stack that support over 87,000 residential units across Bozzuto's nationwide footprint. Daniel is passionate about continuously refining and leveraging data-driven approaches to optimizing return on investment in media budgets and technology platforms. Daniel holds an MBA with dual concentrations in Marketing and Finance from the Katz Graduate School of Business at the University of Pittsburgh.



Lia Nichole Smith is Senior Vice President – Education and Performance | ApartmentRatings and SatisFacts, Divisions of Internet Brands. Lia is an award-winning, trend-spotting thought leader, with advanced theoretical and practical knowledge of solving challenges for conventional, affordable, senior, military and student communities. Recognized by GlobeSt. as a 2022 Influencer in Multifamily, she is an active member of NAAEI's Curriculum Development Committee and a highly sought-after international speaker due to her ability to bring together market research, renter trends and effective storytelling.



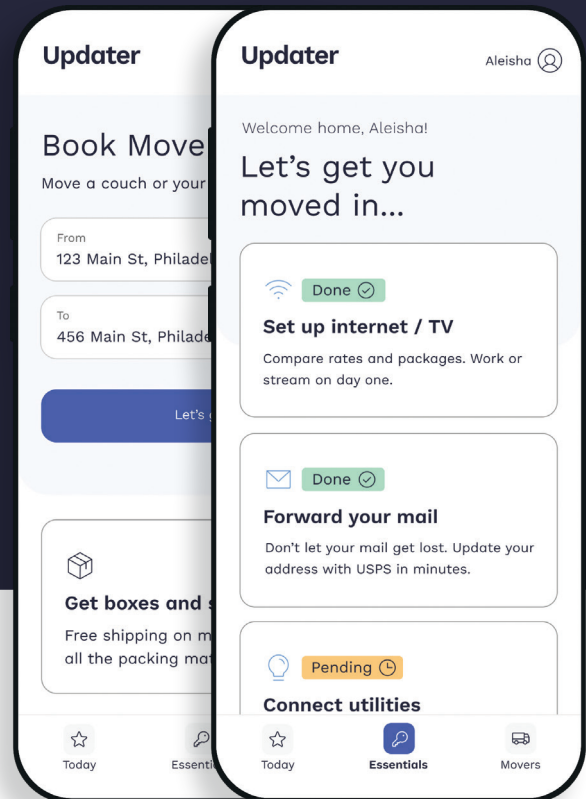
Xiyao Yang is the Senior Marketing Analytics Manager at Bozzuto, and focuses on developing innovative solutions maximize the efficiency of marketing investments. Xiyao's team manages Bozzuto's marketing data infrastructure, data strategy, and product performance evaluation. She recently introduced server-side tagging to all Bozzuto property websites and is working on a large-scale implementation of a customer data platform (CDP) for Bozzuto's multifamily portfolio. She possesses a graduate degree in advertising research and has over ten years of experience in marketing analytics and research, media measurement, data science, and report automation.

Updater

Focus on your residents, not paperwork

Save your onsite teams time so they can get back to leasing. With Updater, onsite teams manage the entire move-in process in one place to ensure residents have completed required move-in tasks on time.

A one-stop solution: Updater's new resident onboarding solution allows your team to set up and automate the move-in experience for your residents.



With Updater, onsite teams can:

- Personalize your community's move-in tasks like securing renters insurance, and providing proof of utility set up
- Send a digital welcome letter with one-click or automatically from the Updater platform
- Monitor progress future residents make from your Updater dashboard
- Find important documents submitted by future residents in your core property management software

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: DWELLSY
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.



Leads
are for
Losers.

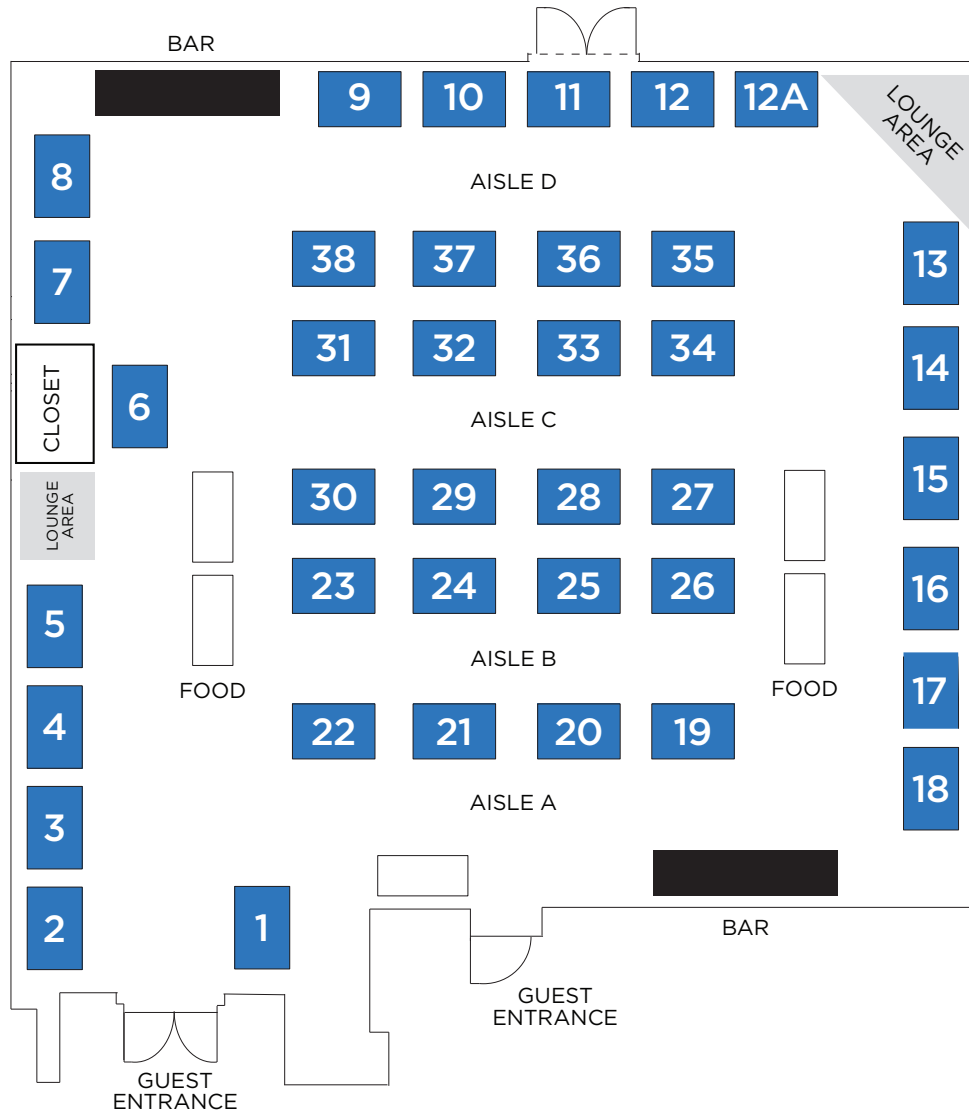


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MULTIFAMILY SOCIAL MEDIA SUMMIT

March 22-24 '23
Napa, California



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Anyone Home[®]
by inhabit

LEASE SMARTER

Insights + Marketing Tools to Achieve Your Leasing Goals



Leasing Intelligence



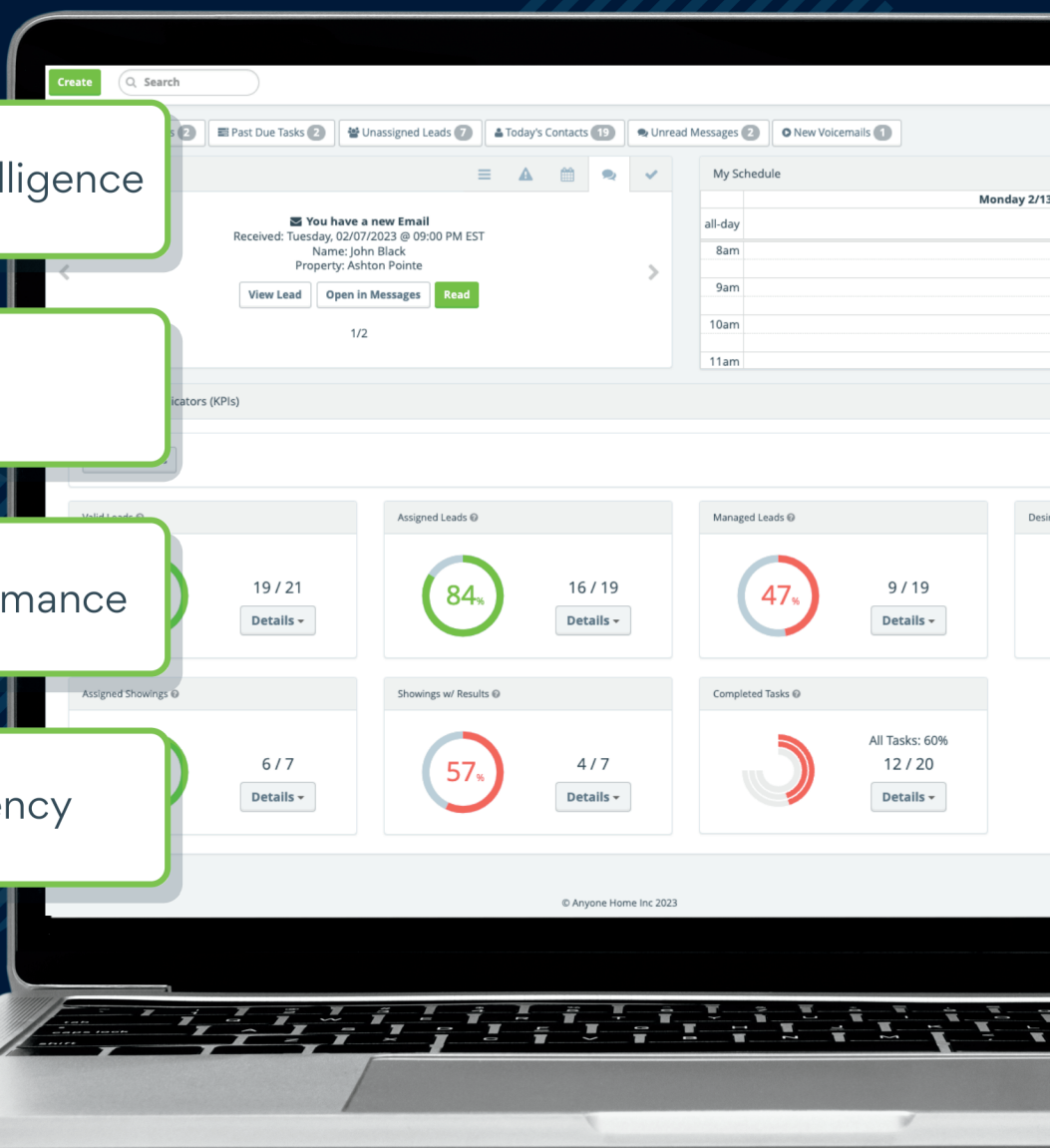
Analytics



Asset Performance



Team Efficiency



COMPANY PROFILES



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.

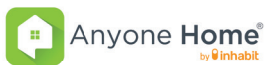


GOLD SPONSORSHIP

ALN Data

Alndata.com

Based in Texas, ALN Apartment Data is the largest nationwide collector of apartment data in the United States. We update property level information monthly, providing clients with data analytics, new construction projects, histories, occupancy, and rental trend reports, contact databases, locating services, and more.



PLATINUM EXHIBIT SPONSOR

Anyone Home

Table 4

anyonehome.com

Anyone Home Inc. is the industry's premier software and labor partner focused on delivering solutions to assist leasing teams in capturing, nurturing, and converting leads to happy residents. Serving over one million units nationwide, Anyone Home provides the highest level of customer engagement and satisfaction for both prospective and existing residents. Successfully combining our CRM and contact center with top-tier marketing website, chat, and touring solutions, Anyone Home delivers unmatched insights into the entire customer journey, resulting in the industry's most accurate and actionable lease attribution and analytics reporting. At Anyone Home, our technology is built to put your customer at the center.

Apartments.com™

REGISTRATION AND
PLATINUM EXHIBIT SPONSOR

Apartments.com

Table 26

apartments.com

The Apartments.com Network represents the nation's most comprehensive online rental marketplace. Our extensive network of 10 leading sites including Apartments.com, ForRent.com, ApartmentFinder.com and 7 others are visited each month by over 26 million renters looking for their next apartment. Our suite of digital advertising, social and reputation management, and market analytics solutions delivers the most leases at a great ROI for advertisers.

APARTMENT SEO

PLATINUM EXHIBIT SPONSOR

Apartment SEO

Table 22

Apartmentseo.com

Apartment SEO™ is a Google Premier Partner and Multifamily Full-service digital marketing agency. We capture your target audience, start conversations and drive conversions, while building unique brand equity. Apartment SEO™ expands social reach and engagement while converting fans to followers and Likes to Leases®. We plan, execute, and report measurable events, conversions and KPI's for progressive campaigns. Our services include SEO, Digital Ads, AI powered PPC management, Social Media Marketing, Reputation Builder, iLease Bot - Chat Bot, Apartment Branding, Web Design, and intelligent reporting.



betterbot

SESSION SPONSOR

BetterBot

betterbot.com

We at BetterBot believe that humans should be more engaged with cultivating relationships and spending less time as a slave to the CRM. The BetterBot platform handles time-consuming, mundane, and repetitive tasks such as lead follow-up, appointment scheduling, and lead nurturing, allowing your team to focus on higher-value, more meaningful work. BetterBot is the best Conversational Leasing automation platform in real estate.



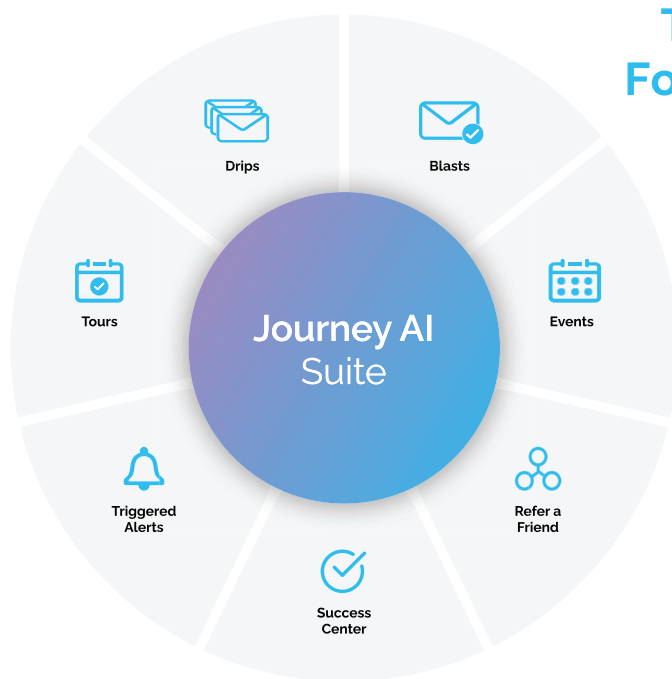
Changing How Multifamily Works

Journey AI

One Platform. Humans + AI Powered.
All Multifamily Journey Experiences.

A Full Platform of AI-Powered Marketing Experiences

7 apps to digitally connect your multifamily marketing through
a library of customizable Humans + AI experiences.



Transform Experiences For Prospects & Residents

- ✓ **Humans + AI Marketing**
Worry-free, brand-conscious marketing combining the best of Humans & AI
- ✓ **Market All Touch Points**
Ready-to-go experience library and zero-lift journeys for multifamily
- ✓ **Generate More Leases**
Data-driven nurturing and engagement powered by AI



Schedule Time
To Meet With Our Team

✉ Sales@hy.ly
🌐 www.hyly.ai/journey-ai/

**Ask Us About
Performance AI**
Launching Soon



GOLD SPONSORSHIP

CIRCA

wearecirca.com

Circa is the rent payment platform that eliminates the hassle of collections for multifamily operators and managers. Fully integrated with your management system and customized for your needs, Circa makes it easier for residents to pay with convenient choices on when and how to pay. Circa increases on-time collection by 17%+, improves delinquency by 50%+, and saves 33%+ of managers' time.



Community Rewards

PLATINUM EXHIBIT SPONSOR

Community Rewards by RealPage

Table 25

realpage.com/apartment-marketing/loyalty-reputation

Community Rewards by RealPage is the top resident engagement and loyalty rewards platform in the multifamily industry, helping marketers and property management teams to increase retention, improve online reputation, save on lead conversion costs, and drive better operational efficiency. <https://www.realpage.com/apartment-marketing/loyalty-reputation/>



GOLD EXHIBITOR

Connect

Table 12

partnerwithconnect.com

Connect is enriching how apartment operators advertise to prospects using geofencing technology but with an added benefit. Ordinary geotargeting products match anonymous devices from a target location to your leasing office giving clients a useless, non-monetary conversion metric. Prospect Seeker matches community applicants from the target locations to measure actual revenue-generating applicants and real ROI.



CONVERSION LOGIX

PLATINUM LUNCH SPONSOR

Conversion Logix

conversionlogix.com

Conversion Logix®, LLC provides digital marketing services, and licenses lead generation software to multifamily housing industry leaders. Conversion Logix has been ranked on the Inc. 5000 seven years in a row and listed in Austin Business Journal's Fast 50 Growing Companies. Conversion Logix is a Premier Google Partner, Facebook Business Partner, and developed The Conversion Cloud®, a lead generation software suite designed to help businesses generate more leads, appointments, and sales. Learn how Conversion Logix is transforming local business marketing at conversionlogix.com.



NETWORKING LOUNGE SPONSOR

CORT

cort.com

CORT, a Warren Buffett's Berkshire Hathaway company, is celebrating 50 years in the Furniture Rental industry. Our mission is to be an indispensable resource by providing the best possible experience. By offering CORT Furniture as an Amenity®, you to control your destiny with flexibility— rather than being burdened by the total cost of owning furniture. Together, we can flex up or down based on your needs, to easily adapt as your business needs change. Together the possibilities are endless.



Dwellsy

MAIN CONFERENCE
WIFI SPONSORSHIP

Dwellsy

dwellsy.com

Dwellsy is the free & comprehensive residential rentals marketplace where every renter can find their next home. In partnership with more than 15,000 property management companies, including 15 of the 20 largest, Dwellsy brings available units from more than 13 million residential rentals to renters nationwide. Dwellsy.com is completely free to all property managers and in most cases, implementation takes just one click.



So real, It's Unreal



TourBuilder

By LCP Media

**PROFESSIONAL AND SELF-SHOT
COMMUNITY AND UNIT-LEVEL
VIRTUAL TOURS**



Complete
Customization



Powerful
Analytics



Simple
Integration



Virtual
Meetings

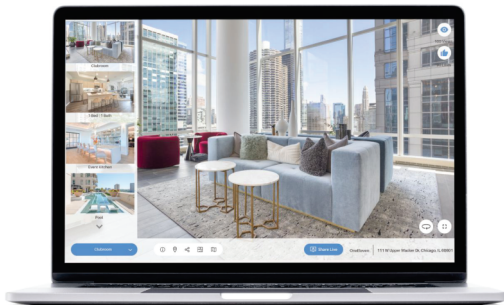


TourBuilder Pro

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Professional Community Virtual Tours

Take your leasing to the next level!
By displaying high-quality digital content
of your entire property, including amenities,
you can create an unforgettable virtual
experience for your prospects that will
maximize conversions.



TourBuilder Go

By LCP Media



Unit-Level Virtual Tours

Supercharge your leasing team's results
with unit-level virtual tours, photos, and videos.
Available with an easy-to-use camera kit for
the leasing team to use, or access our extensive
photographer network, and we can shoot
the units for you. Either way, your prospects
will have an immersive virtual experience
of the actual units they are interested in.

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Immersive virtual experiences to accelerate your leasing

📞 877-658-0433

🌐 LCPMEDIA.COM



INFO

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GOLD EXHIBIT SPONSOR

Dyverse

Table 32

dyverse.com

Dyverse is more than a digital marketing agency. We partner with multifamily professionals to truly understand their goals and deliver ROI at every turn. Utilizing our deep industry knowledge, partner integrations, and our proprietary software, we offer personalized, white-glove support and results for every property.

OPENING KEYNOTE, AND
PLATINUM EXHIBIT SPONSORSG5 and LeaseLabs
by RealPageG5 – Table 23
LeaseLabs – Table 24

get5.com and leaselabs.com

G5 + LeaseLabs (G5+LL) is the leading digital marketing solutions platform for multifamily properties. G5+LL is on a mission to empower clients to outperform their competition through smarter marketing and a deep bench of talent that puts marketing performance first. Driven by predictive technology, G5+LL innovates every stage of the renter journey, delivering seamless experiences to unlock hidden revenue for clients. Serving the multifamily industry since 2008, G5+LL knows renters and delivers marketing solutions to more than 13,000 properties throughout the U.S and Canada. G5+LL is a RealPage company, backed by private equity investment firm, Thoma Bravo. For more information, visit get5.com and leaselabs.com.



GOLD EXHIBIT SPONSOR

EliseAI

Table 28

meetelise.com

Founded in 2017, EliseAI is the leading AI-for-leasing provider nationwide. Powered by machine learning, our advanced AI Leasing Assistant automates conversation, elevates prospect experience, and improves the bottom line. Email, text, chat, phone; We've built artificial intelligence that accurately responds to leads 24/7. As of 2023, we manage over one million units for America's top 100 property owners.



PLATINUM EXHIBIT SPONSOR

Hyly.AI

Table 6

hyly.ai

Hyly.AI provides an AI-powered marketing platform for the multifamily industry. It uses data and a Humans + AI approach to offer 15 multifamily experiences, which can be customized with branded templates and zero-lift campaigns to target, automate, and nurture all prospects and residents at any stage of their journey.



PLATINUM EXHIBIT SPONSOR

Engrain

Table 12A

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

J Turner Research

Table 8

jturnerresearch.com

J Turner Research is the only multifamily-specific, all-in-one solution that empowers the industry with actionable data. Our unique all-in-one solution enables companies to enhance resident experience, boost closing ratios, improve online reputation, elevate social media engagement, and strengthen digital curb appeal, which ultimately drives revenue.



Psst. Rent-ready leads are looking for you!

Millions of renters visit Realtor.com every month. Don't miss out.

Learn more:



rentals.realtor.com/multifamily

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To each their home.™



CHAMPAGNE BREAK AND
GOLD EXHIBIT SPONSOR

KnockCRM by Realpage

Table 13

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.



PLATINUM EXHIBIT SPONSOR

LocaliQ

Table 9

LocaliQ.com

LocaliQ is a growth marketing platform that combines innovative technology and unparalleled expertise to equip any business to prosper. Our solutions help you find, convert, and keep more customers by optimizing the impact of your campaigns at every stage of the marketing funnel. We will get your business where it needs to be, in front of the people you want to reach.



PLATINUM EXHIBIT SPONSOR

LCP Media

Table 29

lcpmedia.com

LCP Media (Lights Camera Pixel) is a national visual media technology company based in Chicago. We provide a full menu of services, including virtual tours, professional and drone photography, 3D renderings, video animations, virtual staging, and floor plans. LCP Media is an innovative leader in creating unforgettable virtual real estate experiences by combining unrivaled technology solutions with our unparalleled customer service. Simply put, we deliver an unreal experience from start to finish. So real, it's Unreal! For more information, please visit LCPMedia.com.



LeaseHawk®

GOLD EXHIBITOR

Leasehawk

Table 38

Leasehawk.com

Our passion at LeaseHawk is to bring emerging technologies to property management companies and owners. Our platform and virtual leasing assistant, ACE™, are designed to automate the leasing process. By leveraging artificial intelligence, our solution allows you to optimize your leasing strategy by giving your renters the most personalized experience at every step of their leasing journey.



PLATINUM EXHIBIT SPONSOR

ManageGo

Table 30

managego.com

The universal software for property managers of today, ManageGo is the complete solution for payments, maintenance, leasing, residential living, and accounting—all on one intuitive platform. Connecting property managers and residents for everything, from anywhere.



PLATINUM EXHIBIT SPONSOR

OneDay

Table 31

oneday.com

Headquartered in Dallas, TX, OneDay is a technology company whose mission is to bring a best-in-class video solution to hospitality, real estate, professional services, and other industries to create high-quality, authentic videos that drive engagement, conversions, and sales. OneDay enables businesses to enhance their sales, marketing, internal, and external communication strategies by delivering video messages that are authentic, engaging, and effective. For more information on OneDay, please visit www.oneday.com.

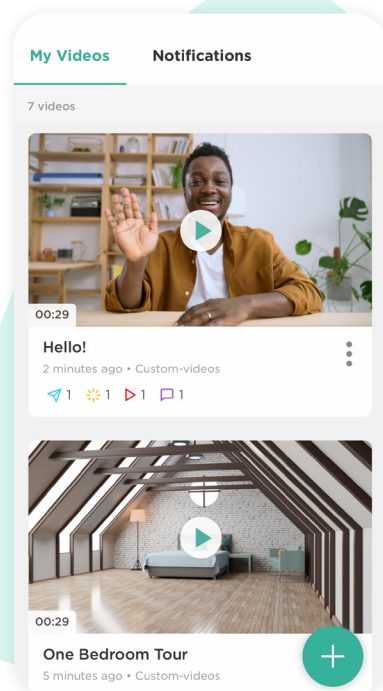


The Most Effective Video Platform for Multifamily.

OneDay is the hassle-free way for sharing personalized videos that help streamline internal processes, shorten the leasing cycle, and attract and retain top talent.

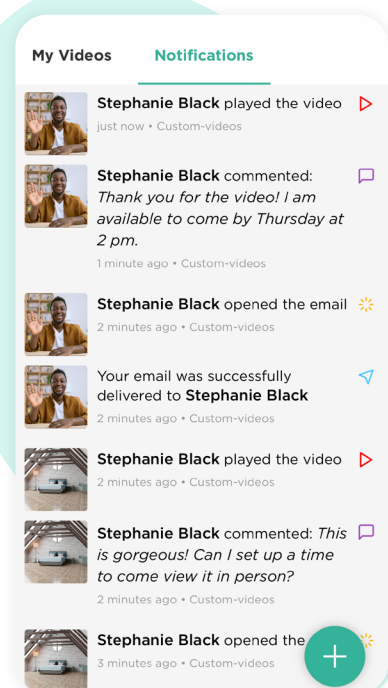
Record and Send Videos in Minutes

Create simple, effective videos with a click of a button. Simply upload a video, or create your own and our platform will turn it into an engaging video that you can share wherever you want!



Convenient CRM Integrations

OneDay is designed to integrate with your existing CRM, so you can send videos to prospects in a matter of minutes, and see how they're responding so that you can optimize future outreach.





GOLD EXHIBIT SPONSOR

Opiniion

Table 15

opiniion.com

Opiniion provides the tools, services, and support to measure and manage the resident experience from the time they tour until they move out. We take a proactive, automated approach towards generating feedback and evaluating their experience at your property. This increases your knowledge of residents and effectiveness of key community processes which will eventually increase leases, retention, and NOI



GOLD EXHIBIT SPONSOR

Peek

Table 36

peek.us

Peek is bringing the e-commerce experience to renting a home. Our solution transforms the traditional brick & mortar leasing process into an immersive omnichannel experience that's available to renters 24/7-online or on-site.



PLATINUM EXHIBIT SPONSOR

PERQ

Table 10

perq.com

It's time to reshape the way we think about marketing and sales in multifamily. Stop chasing unqualified leads and start attracting agent-ready leads. Stop time-consuming follow-up and start nurturing and personalized engagement. PERQ, multifamily's only standalone marketing automation platform, provides multifamily marketers with all the tools to automate and personalize the renters' journey.



GOLD EXHIBIT SPONSOR

PostEngine by ROOOF

Table 3

postengine.com

PostEngine by Rooof is patented software designed uniquely for multifamily. Our flagship software has been the industry's best-performing solution for posting apartment ads on Craigslist since 2012. PostEngine seamlessly integrates with your existing systems and doesn't put any burden on your site teams. For those who want Craigslist ads but with zero effort, we have a dedicated team who will do everything for you.



GOLD EXHIBIT SPONSOR

Power Pro Leasing

Table 33

Powerproleasing.com

Power Pro is your touring platform integrated between your Property Management Software and CRM. With the Power Pro Agent App, tour without WiFi, access pricing, availability, guest cards, photos, floor plans, community map, and more. The Tour To-Go is a hyper-customized digital summary of the prospect's specific tour including quotes, unit level videos and photos, 3D tours, etc.



CONFERENCE NOTEPAD SPONSOR

QUEXT

Onequext.com

Quext is a smart technology and services company pioneering exciting innovations that make smarter decisions brilliantly simple. Created by industry experts, Quext reimagined apartment technology with products that work seamlessly together delivering the easiest-to-learn, most intuitive, all-in-one, cloud-based apartment community nerve center ever offered. Core platform innovations include internet of things, property management, digital human customer support and broadband internet.

Find, reach and sign more residents.

Let LocaliQ's digital marketing platform help seize your potential.

SERVICES

No long term contracts and all services offered à la carte

Build your online presence

- Premium Listings
- Websites & Landing Pages
- Search Engine Optimization
- Social Media Marketing

Expand your reach

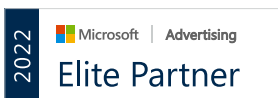
- Search Ads
- Display Ads
- YouTube Ads
- Social Advertising
- Targeted Email Marketing
- Custom Promotions

Understand & engage leads

- Client Center
- Multi-level Reporting

Let's Connect.

Edward Behrens | edwards.behrens@localiq.com





SOCIAL MEDIA, PROGRAM GUIDE,
WORKSHOP CHAMPAGNE WELCOME
PLATINUM EXHIBIT SPONSOR

REACH by RentCafe®

Table 20

reachbyrentcafe.com

Prove leads, leases & revenue when you partner with a data-driven multifamily marketing agency. REACH by RentCafe® certified experts are ready to help you create a winning web presence that drives conversions with complete transparency. Our services include website development, SEO, PPC, social media, reputation management, ILS and marketing analytics and more. See what's possible: reachbyrentcafe.com



To each their home.®

PLATINUM EXHIBITOR

Realtor.com

Table 34

Realtor.com

"For over a quarter century, Realtor.com® has pioneered digital real estate, and we're bringing that rich history and insight to bear as we embrace the future of rentals. In doing so, we are empowering growth with property management companies, independent owners/operators, and leasing professionals by creating flexible, value-based partnerships which we feel are missing from the industry. Millions of your future residents currently trust Realtor.com® to find home, and by harnessing our reach and credibility we continue to expand our rental audience while driving real results to our partners."



GOLD EXHIBIT SPONSOR

Realync

Table 7

realync.com

Realync is a multifamily video engagement platform unlocking authentic experiences that connect and convert across the entire prospect and resident lifecycle. Realync's all-in-one video solution enables multifamily teams to create memorable experiences, lease efficiently and communicate effectively with current and prospective residents. To learn more, please visit us at www.realync.com



PLATINUM EXHIBIT SPONSOR
AND OFFICIAL PODCAST SPONSOR

Rent Dynamics

Table 16

rentdynamics.com

Rent Dynamics improves every level of the rental journey through a seamless and intuitive suite of technology and services. Our lead management solutions take the guesswork out of lead follow-ups, providing leasing teams with actionable insights, reporting, and customizable lead nurturing powered by our lightweight CRM and 24/7 Contact Center support team. RentPlus builds lifelong value to your residents, through rental reporting to build credit, along with financial resources, including budgeting tools, education, and a path to home buying. RentPlus drives added ancillary revenue, increases resident retention, and reduces delinquency, all while supporting your ESG/CSR initiatives.



GOLD EXHIBIT SPONSOR

RentGrata

Table 14

rentgrata.com

Today's renter craves real, authentic experiences over perfected marketing ads, a clear shift within the traditional marketing landscape. Say goodbye to stock images and cookie-cutter content, then say hello to Rentgrata for helping you meet your renter's expectations.



GOODBYE, BOTS. HELLO, KELSEY.

Chatbots don't work. Real conversations do. Use conversational text messaging generated by AI that looks and feels like a real person to answer questions, qualify leads, and schedule tours!

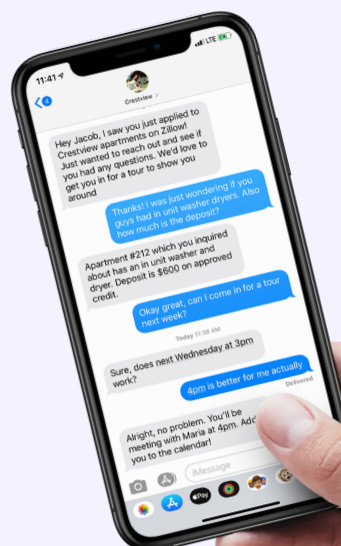
REAL RESULTS

**75% increase in
tours scheduled!**

**50% increase of
applications**

**114% increase
in leases signed**

**7 hrs/week saved
by leasing agents**



JB Hill | Director of Sales
817-271-6888 (text me!)
jb@getzuma.com





FRIDAY KEYNOTE,
SESSION SPONSOR,
THURSDAY WINE TASTING

Rent

rent.com

Rent. is a two-sided marketing platform that simplifies the entire renter experience by matching the right property with the right renter, at the right time. Rent. services the multi and single-family rentals industry with integrated marketing solutions including search engine marketing, lead nurturing, client automation tools, and reputation management as well as a robust social media offering. Rent. recently expanded their RentSocial. offering with a first-to-market automated, data-driven TikTok marketing service designed specifically for the multifamily industry. RentSocial. offers a comprehensive TikTok service, from content creation to targeted ad execution. This addition makes Rent. the only broad-based listing service to provide marketing solutions for all major social media platforms. This, paired with advanced search filtering and an optimized consumer app and site experience, enables Rent. to offer renters an ideal home-finding experience. Rent. exists to help people find the perfect place. Rent. is operated by Rent Group Inc., a subsidiary of Redfin Corporation.



SESSION SPONSOR

Respage

respage.com

Respage has reinvented the leasing experience by providing apartment owners and operators with an AI-driven, all-in-one marketing and leasing platform that automates the leasing process. Respage generates leads, responds to and nurtures prospective residents, manages social media, improves online reputation, and predicts and reduces resident turnover. Because Respage automates 90% of prospect and resident communication and features a centralized leasing calendar that merges multiple community calendars, it paves the way for operators to create regional leasing offices and reduce staffing costs. Respage's solutions are available individually, but package pricing instantly saves operators an average of 40% on software costs while unlocking insights and functionality only an integrated platform can provide.



GOLD EXHIBIT SPONSOR

SalesMail® - Video Mail for Multifamily

Table 35

salesmail.com

The SalesMail app is the easiest way to send personalized videos via email and text. Evolving beyond the uninspiring results from boring old email, video mail consistently delivers superior performance, provides greater visibility in crowded inboxes, and adds a humanizing element that quickly builds trust. Use SalesMail for virtual tours, lead follow-up, staff recruitment, team communications, and much more.



WELCOME RECEPTION AND
PLATINUM EXHIBIT SPONSOR

REPLI

Table 17

Repli360.com

Founded in 2018, Repli saw a problem: multifamily is plagued with inefficient systems, dated technology, and fragmented data leading to spinning wheels, wasted money, and countless missed opportunities. Knowing there had to be a better way to bring these touch points together, Repli built it. We are obsessed with solving for inefficiencies and clearing the way with simplicity.

Repli is a global prop-tech company with an all-in-one marketing platform built by rebels at heart. We work with multifamily properties and organizations around the world to help them own their online presence. Repli is here to simplify the prospect-to-resident experience, creating and connecting the dots wherever you show up online – from websites and SEO to ads and beyond. We're not an agency... we're a class of our own, and we're here to shake it up! This is the rebellion...the Repli to the status quo.



THE PERFECT BLEND

Our not-so-subtle marketing strategies work together to get your community in front of millions of qualified renters. Visit www.zumper.com/multifamily to learn more.

PARTNERED WITH MULTIFAMILY COMMUNITIES
ACROSS THE US AND CANADA



INGREDIENTS:

(1) 70% OF OUR USERS ONLY USE ZUMPER TO SEARCH FOR THEIR NEXT HOME, (2) LOCAL, COMMUNITY-SPECIFIC ANALYTICS TO COMPARE PERFORMANCE, (3) AI TECHNOLOGY BOOSTS ORGANIC TRAFFIC

WARNING:

RESULTS MAY LEAD TO AN OVERFLOW OF WEBSITE TRAFFIC AND QUALITY LEADS



GOLD EXHIBIT SPONSOR

Show My Property TV

Table 27

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, reels, stories, and TikTok for lease-ups, and inventive video, photography, and virtual tour options for properties' new and old.



PLATINUM EXHIBIT SPONSOR

SOCI

Table 19

meetsoci.com

SOCI is the marketing platform for multi-location brands. We empower businesses like Cushman and Wakefield, RMP Living, and Lincoln Property Company to scale marketing efforts across all digital channels in a way that's brand directed, locally perfected, and data connected.



GOLD EXHIBIT SPONSOR

Spruce

Table 18

getspruce.com

Spruce is the leading provider of lifestyle services to the multifamily industry. The company offers housekeeping, chores and more on demand to residents in more than 2,800 select apartment communities. Through the intuitive Spruce app, apartment residents are empowered to quickly book services from certified, insured and background-checked professionals in Spruce branded uniforms.



GOLD EXHIBIT SPONSOR

Tour24

Table 11

tour24now.com

Tour24 is the award-winning platform that partners with multifamily operators to offer self-guided tours. By focusing on easy access, custom interactive and audio/visual tour experience, and seamless integration with existing tech stacks, Tour24 is the most comprehensive solution on the market. Providing high-quality, consistent coverage when offices are closed or leasing teams are unavailable, Tour24 optimizes a community's leasing resources.



PLATINUM EXHIBIT SPONSOR

Updater

Table 5

updater.com

Updater saves your onsite teams time so they can get back to leasing. With Updater, onsite teams manage the entire move-in process in one place to ensure residents complete required move-in tasks on time. Residents are then guided through every step of their move, including how to complete community-required move-in tasks, using the Updater resident app so they can feel at home faster. Learn more at updater.com/move-ins.



GOLD EXHIBIT SPONSOR

Zillow Rentals

Table 2

Zillow.com

Zillow Rentals, composed of Zillow, Trulia and HotPads, is the most visited online rental marketplace with more than 100M visits per month across our network. We offer millions of home shoppers' convenience and reliability with top-rated real estate and rental apps and websites. Our cutting-edge technology and innovative advertising solutions are designed to help you meet your occupancy goals, connect with high-intent renters, and make informed marketing decisions to empower property managers to work smarter. Multifamily professionals can choose between two core multifamily product offerings in Zillow Lease Connect™ and Zillow Rent Connect™.



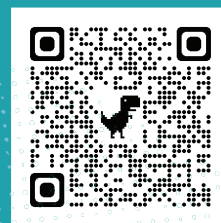
PERQ

MORE LEASES, LESS SPEND.

PERQ is the only AI lead automation that adds interactive tools to your website to maximize leases and drive down your marketing spend. Find out why hundreds of PMCs use PERQ.

Engage. Nurture. Convert.

Learn more at: lp.perq.com/sms



Stop by table #10 to learn more.



GOLD EXHIBITOR

Zipcode Creative

Table 37

zipcodecreative.com

We are a small, female-owned & operated, boutique creative agency that specializes in apartment branding and marketing design. Being small allows us to be straightforward with our process and give our clients individual time and attention. Our approach to branding comes from a view that every community is different – we take into account location, resident demographics, and your unique community offerings when we design and position your apartment community, from the logo to the brand style guide to copywriting and all the marketing pieces in between.



PLATINUM EXHIBIT SPONSOR

Zuma

Table 21

getzuma.com

Zuma makes leasing easy with a 24/7 leasing assistant that uses AI conversational text messaging to automate lead engagement, qualification, booked tours, and follow-ups.



PLATINUM EXHIBIT SPONSOR

Zumper

Table 1

zumper.com

We are proud to be America's largest privately owned rental platform and your leading partner in growing occupancy. With our dedicated team and industry-first innovations, it's never been easier to reach—and exceed—your goals. Join our community for exclusive insights, marketplace trend reports, industry connections, and more.

DISCOVER **ACCURATE, RELIABLE DATA**



Data You Can Trust

Custom Market Surveys

Available Nationwide

ALN

APARTMENT DATA

www.alndata.com

Nationwide Multifamily Data

Thousands of multifamily professionals rely on ALN for unsurpassed data integrity and our passion for taking care of our clients. See for yourself what we do, how we do it, and why hiring a research company could be right for you.



LEARN MORE

Scan the code or visit <https://alndata.co/our-links> to find additional resources about our company



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WELCOME RECEPTION
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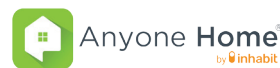
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+ GOLD EXHIBIT SPONSOR



THURSDAY BREAKFAST
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SUPPORTING SPONSORS



Goodbye

hunches,

hello results

REACH
by RentCafe®



WEBSITES



SEO



PPC



REPUTATION
MANAGEMENT



SOCIAL
MEDIA



ILS



ANALYTICS

Prove leads, leases & revenue when you partner
with a data-driven multifamily marketing agency

reachbyrentcafe.com

SEE
WHAT'S
POSSIBLE

