



MULTIFAMILY SOCIAL MEDIA SUMMIT

March 20-22, 2024

THE MERITAGE RESORT AND SPA | NAPA, CA

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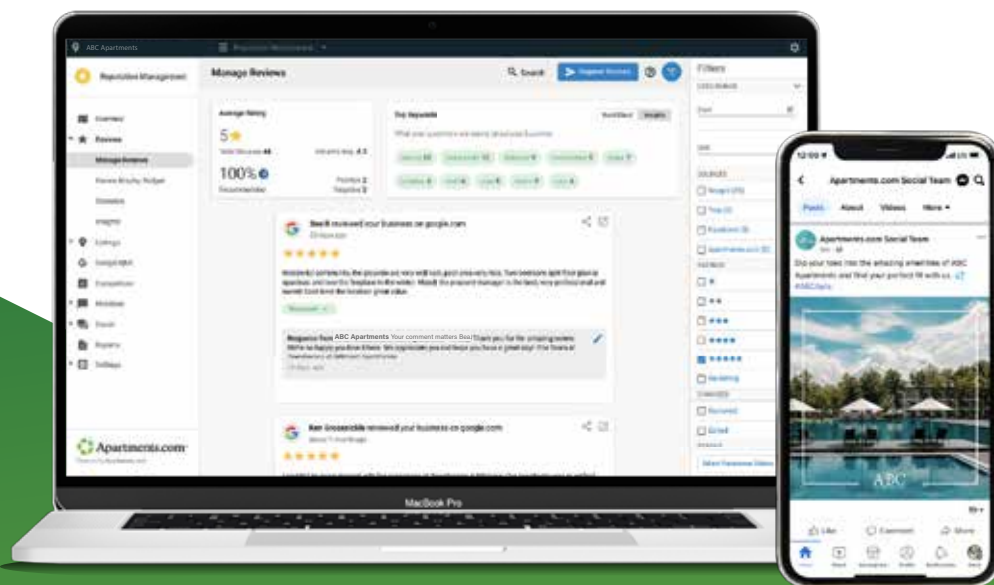
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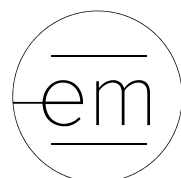
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Thank You to Our 2024 Exhibitors & Sponsors.....	Inside Back Cover



Join us next year

March 12-14, 2025 when we return to the
Meritage Resort and Spa in Napa, CA!

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ESTEEM MEDIA

Roundtable 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, Xiyao, Zach and Allison 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 CHAIRS



Erica Byrum
*AVP of Social Media
Apartments.com*



Allison Nesbitt
*Senior Director, National Sales
Zumper*



Zach Sloan
*Co-Founder
RentGrata*



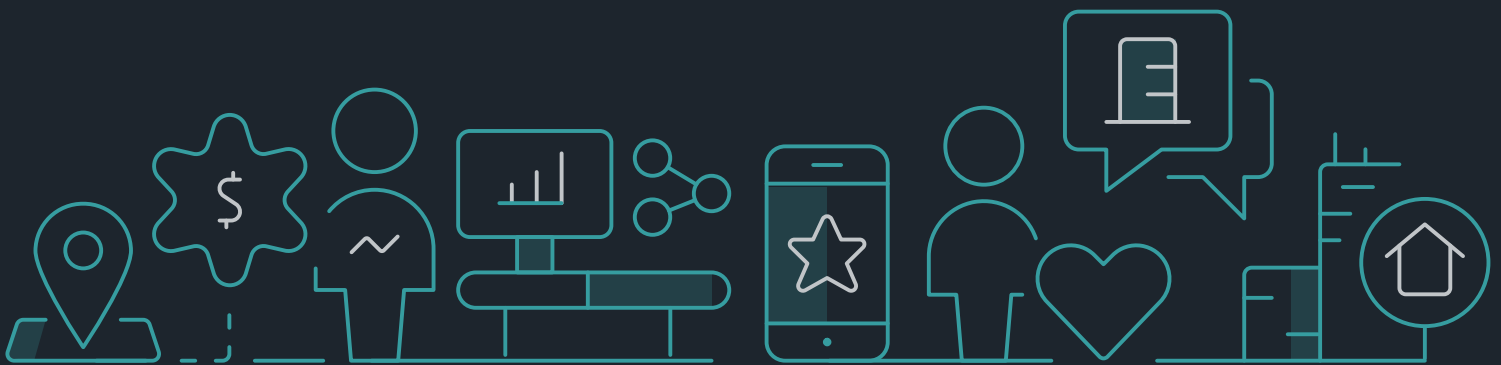
Xiyao Yang
*Director of Marketing Analytics
Bozzuto*

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Drive predictive advertising
and marketing with G5.

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WEDNESDAY, MARCH 20, 2024

11:00 AM - 6:00 PM	Registration and Badge Pick-up	Sponsored by  Apartments.com™
2:00 PM - 3:00 PM	Workshop # 1: Mastering the Art of Scaling Social Media <i>Erica Byrum, Assistant Vice President of Social Media, Apartments.com</i>	
3:15 PM - 4:00 PM	Workshop #2: Gen Z – They’re Coming! Are You Prepared? <i>Delany Duke, Director of Digital Services, Landmark Properties</i> <i>Jessica Mancuso, Vice President of New Developments Student, Asset Living</i>	
4:15 PM - 4:45 PM	Workshop #3: Unleashing Marketing Insights with Data Visualization <i>Xiyao Yang, Director of Marketing Analytics, Bozzuto</i>	
4:45 PM - 5:30 PM	Workshop #4: How to Reimagine Storytelling for your Multifamily Properties to Increase Engagement <i>Lindsay Calabrese, General Manager of the Creator Network, The Arena Group</i>	
2:30 PM - 5:30 PM	Executive Summit on AI: A Comprehensive Guide to Artificial Intelligence for PMCs <i>Alex Abernathy, Executive Vice President, Asset Living</i> <i>Dustin Hayes, Founder, Hermosa Digital</i> <i>Daniel Paulino, Vice President of Digital Marketing, Bozzuto</i>	SEATING IS LIMITED IN THIS SESSION
5:30 PM - 6:30 PM	Welcome Reception at the Meritage Resort	Sponsored by 

THURSDAY, MARCH 21, 2024

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	
8:00 AM - 9:00 AM	Roundtable Sessions <i>RESERVED FOR PMC ATTENDEES ONLY – SIGN UP AT THE REGISTRATION DESK FOR TOPICS</i>	
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 - 10:00 AM	Keynote: The Urge to Act How to Stop Shouting into the Void and Get Bigger Results with Content that Connects <i>Keynote Introduction by: Dayna Gardner, Industry Principal, RealPage</i> <i>Keynote: Jay Acunzo, Cofounder, Creator Kitchen</i>	Sponsored by  REALPAGE™
10:00 AM - 10:45 AM	What Will Save Us?! Cashing in on Your Reputation Currency <i>Introduction by: Annette Valle, CEO, Social Kapture</i> <i>Priyanka Agarwal, Head of the Review Response Team, J Turner Research</i>	Sponsored by 
10:45 AM - 11:30 AM	Champagne Networking Break with Exhibitors and Sponsors	
11:30 AM - 12:00 PM	Building Beyond Walls: A Multifamily Guide to the Metaverse <i>Introduction by: David Wyler, Chief Commercial Officer, BILT</i> <i>Michael Huereque, Executive Director of Marketing, Coastal Ridge Real Estate</i>	Sponsored by 
12:00 PM - 12:20 PM	Connection in the Age of AI <i>Adam Japko, CEO, Esteem Media and Founder, Multifamily Social Media Summit</i>	
12:20 PM - 12:30 PM	Innovation Scholarships <i>Introduction by: Alli Malliton, Senior Director of Sales, Conversion Logix</i>	Sponsored by 
12:30 PM - 2:00 PM	Lunch <i>Announcement by: Sara Wieman, Sales Manager, Reach by RentCafe - Yardi</i>	Sponsored by 

THURSDAY SCHEDULE CONTINUED ON PAGE 5

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2:00 PM - 2:45 PM	Short-Form Video Content Marketing Tools & Strategies For Your Multifamily Business <i>Keenya Kelly, CEO, If You Brand It</i>
2:45 PM - 3:30 PM	Everything You Need to Know About TikTok <i>Alex Abernathy, Executive Vice President, Asset Living</i> <i>Matt Pavlick, President and Founder, GRO</i>
3:30 PM - 4:00 PM	Networking Break with Exhibitors and Sponsors
4:00 PM - 4:45 PM	Top AI and Tech You Will Need in 2024 to Compete <i>Introduction by Anthony Paganucci, Founder and CEO, Brynson</i> <i>Dayna Gardner, Industry Principal, RealPage</i> <i>Alex Griffis, VP and General Manager for CRM, RealPage</i> Sponsored by 
4:45 PM - 5:15 PM	Harnessing the Power of Data: A Game-Changing AI Approach Property Management <i>Falk Gottlob, Chief Product Officer, SOCi</i>
5:15 PM - 6:30 PM	Networking Reception at the Meritage Resort

FRIDAY, MARCH 22, 2024

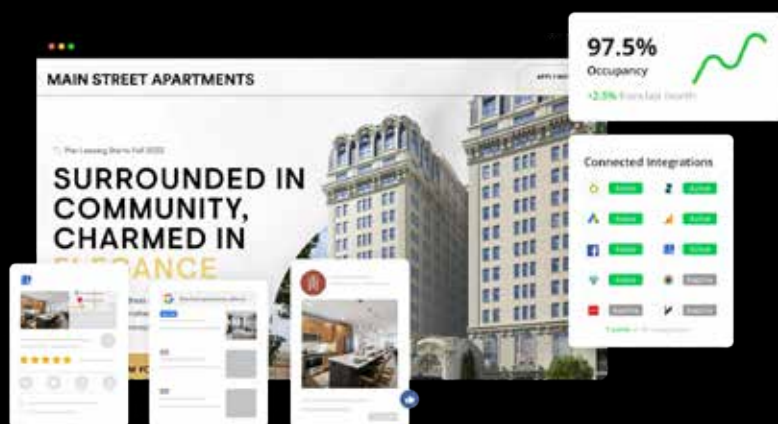
7:30 AM - 12:30 PM	Registration and Badge Pick-up Sponsored by 
8:00 AM - 9:00 AM	Breakfast with Exhibitors and Sponsors
9:00 AM - 9:45 AM	Keynote #2: Amplify Your Marketing Impact: Integrating Multi-channel Efforts Without Increasing Your Workload <i>Keynote: Dale Bertrand, President, fire&spark</i>
9:45 AM - 10:30 AM	Social Media the Gen Z Way <i>Lia Nichole Smith, Sr. Vice President of Education and Performance, SatisFacts Research</i> <i>Virginia Love, Industry Principal, Entrata</i>
10:30 AM - 11:00 AM	Networking Break with Exhibitors and Sponsors
11:00 AM - 11:45 AM	Google Tips and Strategies <i>Introduction by: Ronn Ruiz, CEO, Apartment SEO</i> <i>Riva Akolawala, Account Manager, Lead Generation for SMBs, Google</i> Sponsored by 
11:45 AM - 12:30 PM	Google SGE vs Bing with ChatGPT: Battle of the Search Engines <i>Martin Canchola, Co-founder and CTO, Apartment SEO</i>
12:30 PM	Closing Remarks and Announcements



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Director of Marketing at
Marquette Management

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EXECUTIVE SUMMIT ON AI:**A COMPREHENSIVE GUIDE TO ARTIFICIAL INTELLIGENCE FOR PMCS****Wednesday, 2:30 PM -5:30 PM***Dustin Hayes, Founder, Hermosa Digital**Alex Abernathy, Executive Vice President, Asset Living**Daniel Paulino, Vice President of Digital Marketing, Bozzuto***Section 1: AI and the Practical Applications for PMCs****Section 2: The Incorporation of AI within Vendor and Agency Solutions****Session 3: AI Best Practices and Future Trends for PMCs**

A new feature for 2024! These sessions are designed for PMC titles of Directors and above and will feature topics to lead AI transformation in your organization.

Artificial intelligence has been one of the most eclipsing subjects of the past 18 months, casting a long shadow over nearly every other industry. But how is this groundbreaking technology shaping the landscape of the multifamily space today?

This three-part workshop will uncover the practicalities and possibilities of AI in the property management sector. Discover the current landscape of AI tools and their real-world applications and benefits. Understand the potential value, and possible shortcomings, of AI within vendor tools and partner ecosystems. Gain insight to help evaluate and responsibly adopt AI within your organization. This workshop is an essential roadmap for anyone looking to harness the full potential of AI in the multifamily space.

Key takeaways:

- Discover 5 simple ways to enhance tenant experience and gain operational efficiency using artificial intelligence.
- Learn how to measure AI vendor solutions for compliance with your business practices and alignment with your organizational objectives.
- Develop a custom adoption checklist that will serve as the basis for responsible evaluation and deployment of artificial intelligence within your organization.

SPEAKERS:

Dustin Hayes, Founder, Hermosa Digital is a passionate brand builder, speaker, and marketing futurist. Dustin Hayes has earned a reputation developing disruptive marketing strategies for Fortune 500 brands and technology startups. A creative at heart, Dustin began his career building content for top media and broadcast networks including MTV, CBS, and HBO. Today, he works alongside business leaders to provide new perspective and direction, helping brands realize and surpass their goals.



A 15-year industry professional, **Alex Abernathy** serves as Executive Vice President at Asset Living. His primary responsibility is overseeing global portfolio marketing efforts with both centralized national and specialized regional teams. Asset Living's Marketing Service is a vital component of their company vision - continuing to serve our industry, communities, and partners as the most trusted partner in real estate. Asset Living employs over 7,000 real estate professionals and operates over 1,600 communities which consists of over 230,000 units. Alex's experience includes Multifamily, Student, Build-To-Rent, Affordable, Co-Living, and Active Adult, with industry knowledge and experience spanning 200+ real estate markets nationwide and international markets including Canada, Mexico, UK, Bahamas, Colombia, and UAE. Additionally,

Alex dedicated two years to transforming a Houston-based software development firm into a full-service digital product / marketing agency, Poetic, specializing in Real Estate MarTech and Marketing Services.



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.

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Workshop #1: Mastering the Art of Scaling Social Media

Wednesday, 2:00 PM -3:00 PM

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

Unlock the secrets of successful social media scaling in this engaging workshop, led by Erica Byrum, the Assistant Vice President of Social Media at Apartments.com and co-author of “Youtility for Real Estate.” In this dynamic session, she will share expert insights on crafting a scalable social media blueprint to elevate your digital marketing game.

What You'll Discover:

- Scalable Strategy: Create a flexible social media strategy that grows with your business.
- Content Scaling: Discover innovative content strategies to keep it engaging as your brand expands.
- Tech and AI: Explore cutting-edge tools and AI to streamline social media marketing and amplify your brand's impact.
- Influencer and User-Generated Content: Harness the power of influencer marketing and user-generated content for enhanced reach, engagement, and authenticity.

This workshop, led by Erica Byrum, a top-rated conference presenter, equips you with the skills needed to excel in the ever-changing world of social media marketing. Don't miss the chance to learn from an industry expert and elevate your social media strategy.

Workshop #2: Gen Z – They're Coming! Are You Prepared?

Wednesday, 3:00 PM-3:45 PM

Delany Duke, Director of Digital Services, Landmark Properties
Jessica Mancuso, Vice President of New Developments / Student, Asset Living

Gen Z is heading for multifamily living - does your marketing strategy have what it takes to capture their attention? As the first generation to grow up fully immersed in the digital age, Gen Z brings with them a unique set of expectations, preferences, and challenges that can shape your brand's marketing efforts. In this engaging presentation, we'll explore how the multifamily industry can learn from the best marketing practices of the student housing sector to create tailored strategies that resonate with this dynamic demographic.

Join seasoned student housing marketers, Jessica Mancuso and Delany Duke, as they delve into the world of Generation Z and explore the key insights and strategies needed to engage and resonate with this diverse and digitally savvy generation.

During this session, attendees can learn:

- Exploration of Gen Z's Distinctive Traits: Delve into the distinctive characteristics, expectations, and preferences that define Generation Z.
- Insights for Tailored Marketing Strategies: Gain insights into crafting marketing strategies that align with Gen Z's distinct traits and interests.
- Application of Effective Student Housing Tactics: Adapt and apply successful marketing tactics from student housing to elevate your multifamily marketing efforts.

Workshop #3: Unleashing Marketing Insights with Data Visualization

Wednesday, 4:00 PM - 4:45 PM

Xiyao Yang, Director of Marketing Analytics, Bozzuto

In the session, we'll navigate through the intricacies of creating compelling dashboards—engaging, informative, and tailored to elevate decision-making.

Together, we'll uncover the power of visualization to decode complex data, turning it into actionable insights that can fuel your marketing strategies.

- Understand data visualization and dashboard
- Dashboard creation
- Data fallacies to avoid with multi-family examples

Workshop #4: How to Reimagine Storytelling for Your Multifamily Properties to Increase Engagement, Drive Growth and Social Search

Wednesday, 4:45 PM - 5:30 PM

Lindsay Calabrese, General Manager of the Creator Network, The Arena Group

How to reimagine storytelling for your Multifamily properties to increase engagement, drive growth and social search.

In this session you'll learn how to:

- Discover influential residents to collaborate and co-create together for mutual growth
- Creative ways to partner with local small businesses to increase community engagement
- Create engaging content to dominate social search



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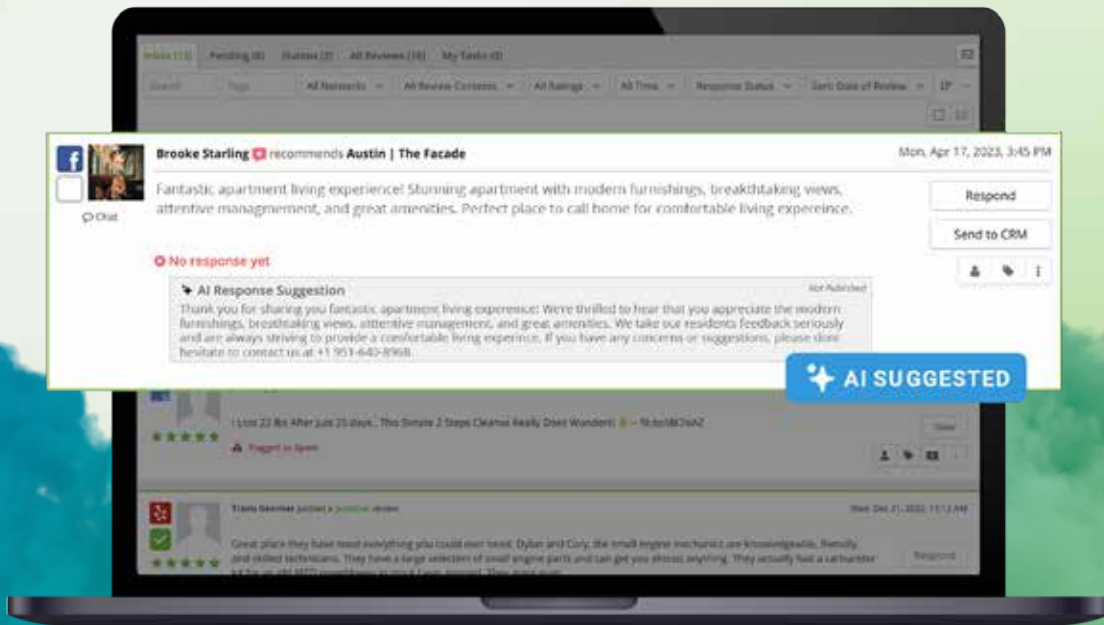
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Activate AI-Driven Analysis & Recommendations



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Keynote: The Urge to Act: How to Stop Shouting into the Void and Get Bigger Results with Content that Connects

Thursday, 9:15 AM - 10:00 AM

Keynote Introduction by: Dayna Gardner, Industry Principal, RealPage

Keynote Speaker: Jay Acunzo, Cofounder, Creator Kitchen

Despite what social media would have you believe, “reach” is overrated. Results come from resonance.

Whether you want to retain residents or attract new ones, inspire your team or own the room during high-stakes moments, we have to embrace one hard truth: It's not what you KNOW that causes them to act. It's what you SAY. What you say (and how they feel about it) determines whether or not they act.

In this fast-paced, inspiring talk, author and podcast host Jay Acunzo will take us inside the process of how the world's best storytellers tweak their delivery to ensure they resonate deeper, stand out easier, and produce higher-impact content more consistently.

What would it take to ensure more of our work actually worked? We have to get off the hamster wheel and produce more valuable, more original content — content that inspires action.

You'll walk away knowing:

- How to compete on the power of your ideas, not the volume of your content
- A storytelling structure to amp the efficacy of your words, wherever you show up
- How to produce higher-impact content, without magically adding resources

What Will Save Us?!

Cashing in on Your Reputation Currency

Thursday, 10:00 AM - 10:45 AM

Introduction by: Annette Valle, CEO, Social Kapture

Priyanka Agarwal, Head of the Review Response Team, J Turner Research

You've heard it all: “Think outside the box for better resident experiences.” But let's get real – what exactly defines that flawless resident experience? And how do you transform it into the kind of customer service that works like magic? Is it just a buzzword or can you truly map it out with tactical precision and set your success goals? Believe it or not, you absolutely can.

Your reputation currency aka the goodwill you earn from your residents and employees, is your golden ticket to more lease renewals, referrals, and to attract and retain top talent. Building this currency starts from the ground level, where your team provides competitively outstanding resident experience.

In combing through thousands of reviews, Priyanka has curated real-life examples of residents who define a genuinely delightful and caring experience. Get insight into the daily activities, habits, and attitudes that can delight residents. Hear extraordinary customer service lessons that you can adapt to your property regardless of your budget. Learn how to tactfully interpret resident feedback to determine your strengths vs. competition and responsibly engage online to grow your reputation currency.

What will you learn from this session?

- Ten simple strategies to go the extra mile for your residents as expressed by residents themselves.

- Five “out of the box” customer service lessons to build your credibility as being resident centric.
- Do's and Don'ts of building and multiplying your reputation currency.
- Top gripes that compel residents to speak about their experience online.
- Learn how to tactfully interpret resident feedback to determine your strengths vs. competition.

Building Beyond Walls: A Multifamily Guide to the Metaverse

Thursday, 11:30 AM - 12:00 PM

*Introduction by: David Wyler, Chief Commercial Officer, BILT
Michael Huereque, Executive Director of Marketing, Coastal Ridge Real Estate*

Join Micheal down the rabbit hole and into the exciting world of the metaverse! In a recent survey, 74% of Americans have shown interest in exploring the metaverse this year, and guess what? Multifamily housing is poised to reap incredible benefits from this digital revolution. Learn about immersive, fully furnished floor plans where prospective residents can explore layouts and map their daily commute from anywhere. Discover how to leverage metaverse platforms to overcome construction delays, create buzz, and foster preleasing along the way. Take inspiration from Hines' groundbreaking digital ecosystem and SERHANT's UNIVERSE. But that's not all! Learn how to open up new revenue streams by partnering with retailers like West Elm and hosting dynamic virtual events such as yoga classes and interactive town hall meetings with residents. Combat isolation head-on by hosting microverse-powered social gatherings like game nights and resident meet & greets, fostering genuine connections that blur the lines between the virtual and real worlds. The metaverse isn't just a fleeting trend; it's shaping the future where the boundaries between reality and the virtual realm fade away. This presentation offers practical strategies and a dash of odd humor. Let's take your multifamily leasing strategies to unparalleled heights, both online and IRL.

What the audience will learn:

- Identify market potential. Understand the strong interest in the metaverse (74% of Americans) and its relevance to multifamily housing.
- Visualize immersive leasing. Learn which platforms are best for hosting engaging virtual tours with customizable floor plans and commute simulations.
- Discover how to utilize the metaverse for game nights, digital forums, and community-building initiatives.
- Strategies to use the metaverse to overcome construction delays by generating buzz, building community, and preleasing more effectively.
- Insight into multifamily-relevant partnerships (Sandbox partnerships) to develop a digital ecosystem.
- Techniques to personalize tours, leading to a potential increase in conversion rates.
- Ways to explore and establish new revenue streams by partnering with retailers like West Elm and hosting engaging virtual events and augmented reality.
- Understand the fusion of virtual and real-world interactions to foster lasting community connections.



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Connection in the Age of AI

Thursday, 12:00 PM – 12:20 PM

Adam Japko, CEO, Esteem Media

Humans innately require community and connection; it's a species thing. As the digital age emerged with new tools for connection (i.e. social media and messaging) we adapted community building and conversation styles to leverage the advantages of our new digital tools. Now, new tech (like AI) fast-forwards users to higher levels of agreeable content. What skills will our species rely on for creating meaningful connections in the new age? If, REALLY KNOWING A PERSON is important, what important steps will be required of all of us? Join Adam for this brief presentation on his early research and conclusion on being seen and seeing others in a filtered digital age.

Innovation Scholarships

Thursday, 12:20 PM – 12:30 PM

Announcement by: Alli Malliton, Senior Director of Sales, Conversion Logix

Short-Form Video Content Marketing Tools & Strategies For Your Multifamily Business

Thursday, 2:00 PM – 2:45 PM

Keenya Kelly, CEO, If You Brand It

In this session you will learn:

- Easy content creation and video editing tools for on-the-go content creation
- How to use AI tools to maximize time and efficiency for short-form video
- How to repurpose video content for multiple social media platforms

Everything You Need to Know About TikTok

Thursday, 2:45 PM – 3:30 PM

*Alex Abernathy, Executive Vice President, Asset Living
Matt Pavlick, President and Founder, GRO*

You'll learn everything you need to know about TikTok, offering multifamily marketers a roadmap to capitalize on its features for community growth. Gain clarity on TikTok's advertising realm, develop a winning content strategy, break through the TikTok algorithm, and acquire engagement techniques to maximize your brand's visibility.

What You'll Learn:

- TikTok advertising - defining the components a successful ad campaign; targeting capabilities and restrictions; and search advertising
- Content Strategy & TTSO (TikTok Search Optimization)- what is the perfect content mix; authenticity; employee/user-generated content; and the rising usage by Gen Z.
- Engagement drivers to elevate your brand -using FYP and Search options; engaging with local influencers; and sparking engagement through interaction with users and other profiles.

Top AI and Tech You Will Need in 2024 to Compete

Thursday, 4:00 PM-4:45 PM

*Introduction by: Anthony Paganucci, Founder and CEO, Brynson
Dayna Gardner, Industry Principal, RealPage*

Alex Griffis, VP and General Manager for CRM, RealPage

Instant gratification. 15 second videos that disappear after viewing. Texting a friend sitting right next to you. Yes, we're talking about Gen Z. The generation who's grown up with an iPhone in their hands and a generation more skeptical of what they read online (when not posted by their friends of course) is also the generation who will become the largest group of apartment renters over the next decade.

How should you prepare for this fast-evolving world?

By leaning into and adopting strategies that capitalize on AI and modern technology.

- Get more ROI by adopting the right tech, the right tech partners and lead your team forward and embracing generative and predictive AI when appropriate.
- Empower your employees to make smarter decisions and get better coaching through data and automation.
- Leverage AI to connect, engage and convert a short-attention-span generation using continuous communication along their journey from Search Engine Optimization, Paid Ads, Google Business Profile, Social Media, and Reviews.

Learning Objectives:

- Gain insights into the top AI and technology approaches in 2024 for multifamily marketers.
- Learn how AI machine learning + data science + analytics can create efficiencies in your marketing strategy and reduce wasteful spending.
- Learn about the latest advancements in predictive technology when connecting revenue management, marketing spend, and operations to reduce vacancies.
- Explore AI and automation tools that will help free up team bandwidth so your onsite teams can focus on day-to-day resident engagement and support.

Harnessing the Power of Data: A Game-Changing AI Approach for Property Management

Thursday, 4:45 PM-5:15 PM

Falk Gottlob, Chief Product Officer, SOCi

Join us for an enlightening session tailored to multifamily property management professionals keen on harnessing AI to foster deeper connections within their local communities. Explore the transformative potential of AI beyond operational efficiencies, diving into its capacity to increase resident engagement and understanding of the diverse communities surrounding each property. Learn how AI solutions can help harness your data so you can decipher the unique aspects and interests of each community, enabling you to craft personalized interactions that resonate deeply.

Whether you're considering AI integration for the first time or seeking to enhance your existing approach, this session offers invaluable data-driven strategies to elevate community engagement and drive success in the multifamily market. Discover how to leverage AI insights to create meaningful connections with residents.

Key Takeaways:

- Uncover the diverse capabilities of AI in understanding and connecting with local communities near your properties.
- Implement actionable strategies to seamlessly integrate AI across your tech stack, avoiding operational silos and achieving enhanced performance.
- Align your data strategy with AI initiatives to capitalize on data-driven approaches and foster multifamily success.

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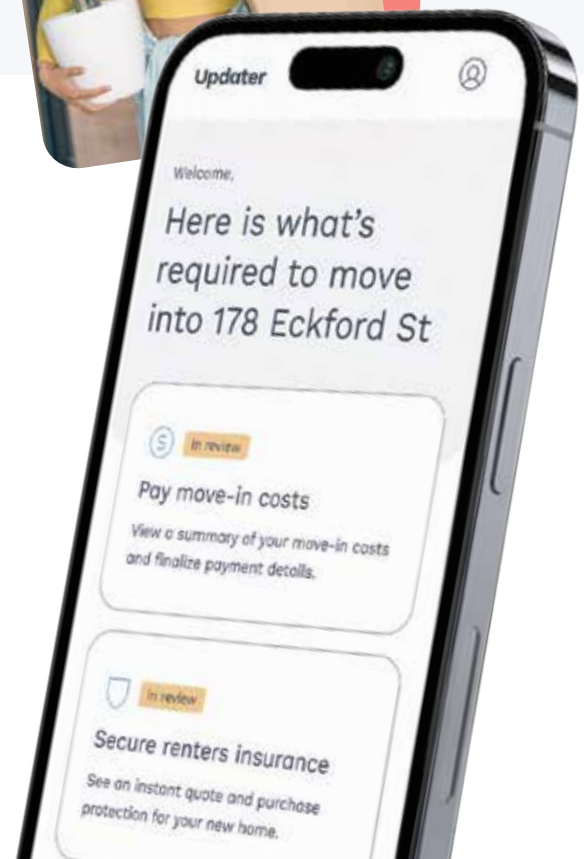


Two-way integrations securely push and pull important move-in details to, and from, your core property management software.



Residents can easily complete all required move-in tasks, in addition to other tasks on their moving checklist

Learn more at updater.com/move-ins



GENERAL SESSIONS • FRIDAY, MARCH 22

Keynote #2: Amplify Your Marketing Impact: Integrating Multi-channel Efforts Without Increasing Your Workload**Friday, 9:00 AM - 9:45 AM***Keynote: Dale Bertrand, President, fire&spark*

You're managing campaigns across many channels — social, email, SEO, paid ads, and more. But fragmented efforts deliver fragmented results. How do you coordinate channels to multiply your ROI? You must efficiently repurpose content, identify patterns in performance data, and apply insights across channels. Join 20-year marketing veteran Dale Bertrand as he unveils his playbook of strategies that fully exploit each channel's unique strengths and translate insights to other channels, ultimately multiplying your marketing results without additional effort. review.

Takeaways:

- Identify useful patterns across channels
- Repurpose content across channels to maximize value
- Connect channel insights to pinpoint optimization opportunities
- Optimize customer touchpoints driving awareness and conversion

Social Media the Gen Z Way**Friday, 9:45 AM - 10:30 AM***Lia Nichole Smith, Sr. Vice President of Education and Performance, SatisFacts Research**Virginia Love, Industry Principal, Entrata*

If you are quiet, sit tight, and pay close attention, you can hear the pitter patter of Generation Z coming at multifamily like a tsunami. With ages ranging from 11 to 26, this generation is the biggest, boldest, and most wonderfully diverse bunch the US has ever seen. They've never known a world without technology, and social media practically flows in their veins. But here's the twist: they've got some nifty tricks up their sleeves when it comes to using social media platforms and technology, and it's not your grandma's Facebook!

In this lively session tailored to operators and suppliers, Lia and Virginia will spill the beans with real-time surveys and user-generated stats on how these young guns navigate social media while shopping, job hunting, and cozying up to brands. Find out what it takes to win their hearts and keep 'em coming back for more. Discover the secret sauce for crafting a company culture and messages and generate content that Gen Z will trust and adore.

Actionable Takeaways:

- Gain insight into real-time survey and user-generated data on Gen Z behaviors
- Create new strategies to attract Gen Z renters via social media
- Identify critical paths to aligning brand messaging with Gen Z expectations
- Learn out to establish trust by authentic and transparent interactions
- Discover how Gen Z will help support, engage, and promote your brand

Google Tips and Strategies**Friday, 11:00 AM - 11:45 AM***Introduction by: Ronn Ruiz, CEO, Apartment SEO**Riva Akolawala, Account Manager, Lead Generation for SMBs, Google*

Google is in the house! Riva will share her wealth of knowledge and expertise on all things related to Google. Topics you'll learn about include:

Measurement

- What key metrics should you be looking for when assessing ads campaigns?
- Privacy Centric Measurement: 3rd party Cookie deprecation in 2024 and what does this mean for advertising?
- Enhanced Conversions: what are they, how do you set them up, why are they important?

Performance Max

- What is Performance Max? How do you tailor it to certain locations?
- Best Practices and Case Studies: what assets and creatives should you use

Google SGE vs Bing with ChatGPT: Battle of the Search Engines**Friday, 11:45 AM - 12:30 PM***Martin Canchola, Co-founder and CTO, Apartment SEO*

Go head-to-head with the two top AI enabled search engines and see which one comes out on top. Showing examples of apartment related searches and how they stack up against each other. The good and the bad. Showcasing vital SEO strategies to be ready for the generative search experience coming upon us.

Learn about the history of previous search engines, their major breakthroughs and how we got to where we are today. Martin will cover current search engine market share, search algorithms, large language models (LLMs), UI/UX, search features, as well as organic SEO and paid ad opportunities.

Also learn how to build a multi-platform SEO strategy with rich media content on YouTube and other major social networks.

Bonus Content: ChatGPT Quickstart Guide for Apartment Marketers and Prompt Templates



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WORKSHOP SPEAKERS



Erica Byrum serves as the Assistant Vice President of Social Media at Apartments.com, a leading online apartment listing website under CoStar Group. With 19 years of experience, she excels in strengthening brand presence and boosting revenue through her expertise in social media and digital marketing.

Erica is a driving force behind business strategies for the company's suite of social products, enhancing the online reputation of multifamily real estate properties. Her influence in the social media realm is further demonstrated by her co-authorship of "Youtility for Real Estate" and her recognition as a top influencer. She has received several awards, including the PR News Social Media MVP and two-time President's Club winner, underscoring her status as a game-changer.



Lindsay Calabrese, is General Manager of the Creator Network at The Arena Group.

Lindsay's expertise includes:

- Influencer strategy • Influencer Marketing
- Brand Partnerships • Influencer Relations
- Creator Economy • Cultural Strategy
- Strategic Partnerships • Integrated Marketing
- Business Development

The Arena Creator Network is a Creator Led, Cultural Content Hub powered by iconic media brands. We are reimagining storytelling by partnering Creators with brands in front of and behind the lens, placing Creators at the heart of everything we do and how we do it.



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.



Jessica Mancuso is Vice President of New Developments | Student at Asset Living. She has spent the past 11 years within the Student and Multifamily sectors, managing New Development and Stabilized assets. She has held numerous positions with her longest tenure in the Regional Marketing Director/Regional

Leasing & Training Director capacity overseeing a multimillion-dollar portfolio averaging 15 sites nationwide. Previously, Jessica served as Director of New Development Marketing for Asset Living. Her responsibilities include overseeing the division's daily operational activities while leading the corporate regional team including their individual portfolios and assisting with business development client relations. Jessica is originally from Orange County, California where she studied Marketing in Los Angeles at the Fashion Institute of Design and Merchandising. She currently resides in Denver, Colorado with her family. Jessica has been a member of the UN Foundation (unfoundation.org) in the Denver Metro chapter for the past 5 years.



Xiyao Yang is the Director of Marketing Analytics 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.



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WARNING:

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

KEYNOTE SPEAKERS



Jay Acunzo is on a mission to help others make what matters. He's the cofounder of the Creator Kitchen, where content marketers learn to become effective storytellers, and he's held media and marketing roles at ESPN, HubSpot, Google, a tiny startup, and a top-tier VC firm. When he's not working behind the scenes as a creative coach with experts, entrepreneurs, and marketers, Jay writes books, gives speeches, and hosts the popular podcast, *Unthinkable*. His grandest aspiration and probably delusion is to become the Anthony Bourdain of the online creator space.



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.





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GENERAL SESSION SPEAKERS



A 15-year industry professional, **Alex Abernathy** serves as Executive Vice President at Asset Living. His primary responsibility is overseeing global portfolio marketing efforts with both centralized national and specialized regional teams. Asset Living's Marketing Service is a vital component of their company vision -

continuing to serve our industry, communities, and partners as the most trusted partner in real estate. Asset Living employs over 7,000 real estate professionals and operates over 1,600 communities which consists of over 230,000 units.

Alex's experience includes Multifamily, Student, Build-To-Rent, Affordable, Co-Living, and Active Adult, with industry knowledge and experience spanning 200+ real estate markets nationwide and international markets including Canada, Mexico, UK, Bahamas, Colombia, and UAE. Additionally, Alex dedicated two years to transforming a Houston-based software development firm into a full-service digital product / marketing agency, Poetic, specializing in Real Estate MarTech and Marketing Services.



Priyanka Agarwal has over 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 close to a million multifamily reviews by renters

and employees. She is an expert in crisis management online and has handled a variety of situations in multifamily, including legal threats, discriminatory allegations, violent crime, construction delays, and the impact of natural disasters on residents, among others. 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.



Riva Akolawala is a keen marketer who is known for creative problem solving, strong analytical skills, and delivering on strategic outcomes for internal & external stakeholders. Currently, Riva is an Account Manager at Google, specializing in Lead Generation for SMBs.

Having worked with 1,000+ clients since her start at Google in 2021, Riva has shaped strategic initiatives for tens of thousands of Ads accounts. Hailing from an agency background, Riva uses her product expertise to tackle complex business challenges & goals, and ultimately help advertisers scale while maintaining profitability.



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!!



Dayna Gardner is an Industry Principal at RealPage and a renowned multifamily professional with nearly two decades of experience in property operations, marketing and resident experience strategy. Currently, she is deeply immersed in all aspects of digital marketing for multifamily and leveraging data

and insights to drive marketing strategy performance. As a thought leader in multifamily marketing and resident experience, Dayna is influencing the next generation of product innovation and business development strategy at RealPage. With her extensive expertise, Dayna is at the forefront of the multifamily industry and shares valuable insights on the latest trends and innovations in digital marketing for multifamily.



Falk Gottlob is an experienced and results-driven product management executive with a proven track record of success, equipped with a distinctive blend of technical expertise, business acumen, and marketing proficiency in emerging technologies and trends. He has worked with some of the most recognizable companies in

tech, including Microsoft, Adobe, and Salesforce, to bring to life game-changing innovation. As SOCI's Chief Product Officer, Falk brings his experience to bear in accelerating the company's vision of creating the most advanced AI-driven co-marketing solutions in the industry. With the pace at which AI is reshaping the marketing landscape, he believes SOCI's solutions will empower marketers to be more efficient, make intelligent decisions, and ultimately drive growth.

Beyond his role at SOCI, Falk contributes to the technology ecosystem by serving on the boards and advisory boards of various technology start-ups in the marketing, healthcare, and nonprofit sectors. His involvement in these organizations demonstrates his commitment to supporting innovation and driving positive change within the industry.



As VP and General Manager for CRM at RealPage, **Alex Griffis** is responsible for leading RealPage's CRM and AI teams to deliver innovative product solutions to customers and the multifamily space. Alex and his team work closely with a wide range of owners and operators to ensure that their voices are reflected in RealPage's overall CRM and AI product direction. Prior to RealPage, Alex led the product organization as VP of Product at Knock CRM



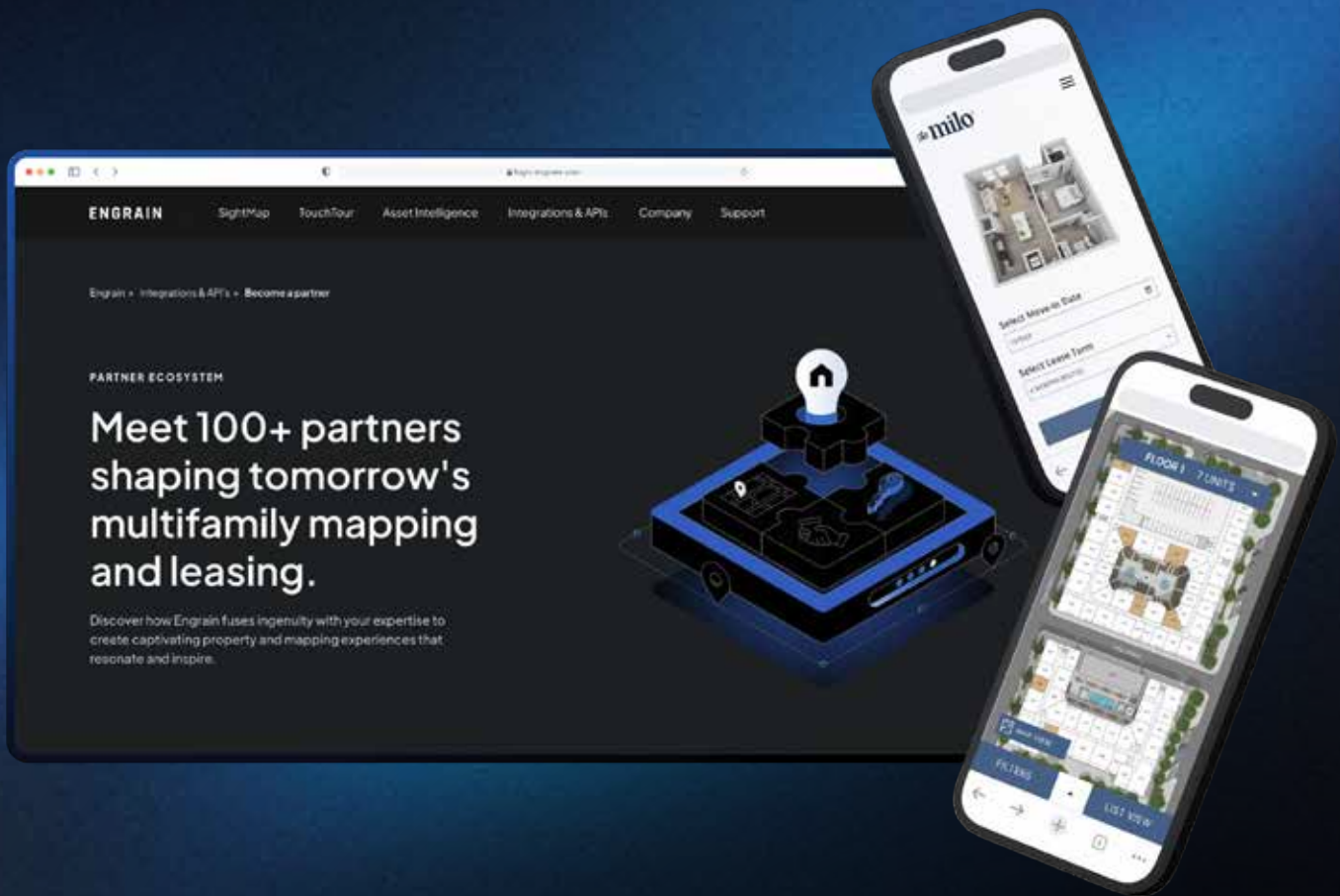
Michael Huereque is of Marketing at Coastal Ridge Real Estate. In his role, Michael is responsible for all corporate and property marketing strategies for the company, including leading strategic projects and initiatives to support the company's long-term growth. Additionally, he will shape and lead a growing

team of marketing professionals, overseeing the creation, implementation, and direction of marketing activities for Coastal Ridge's portfolio. Before joining Coastal Ridge, Michael was Head of Growth at SAMY Alliance and Executive Vice President at Agency FIFTY3.



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GENERAL SESSION SPEAKERS



Adam Japko is CEO of Esteem Media, founder of Multifamily Social Media Summit and Design Influencers Leadership 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.



Matt Pavlick is the President and Founder of GRO, an award-winning marketing agency known for its customized digital marketing solutions for owners and operators in the multifamily and student housing industries. At GRO, he leads strategic and business development operations, guiding the executive team to deliver high-value marketing results for clients. Under Matt's leadership, GRO evolved from a local boutique to one of the fastest-growing private companies in the U.S., securing its place on the Inc. 5000 list in both 2023 and 2022.



Keenya Kelly is the CEO of If You Brand It, a Vertical Video Marketing & Consulting agency in San Diego, CA where she strategically helps business owners develop video & funnel marketing strategies.

In just 3 years through TikTok and Instagram Reels marketing, Keenya has grown an audience of over 500,000, generated over \$1 million dollars in her business and has helped thousands of business owners scale and market their businesses online.

Keenya recently helped one of her clients reach over \$1 million dollars in her business in 10- months on the TikTok platform. She has recently taught video marketing strategies at: Social Media Marketing World, The ROI Summit, Go HighLevel and to a standing-room-only audience at CAR - The California Association of Realtors Conference.



Lia Nichole Smith is Sr. Vice President of Education and Performance at SatisFacts Research. She is a trend-spotting thought leader, with advanced theoretical and practical knowledge of solving challenges for conventional, affordable, military, senior and student communities. Recognized by GlobeStreet as a 2022 Influencer in Multifamily, Lia Nichole is an expert in predictive analytics and a highly sought-after international speaker due to her ability to bring together market research, renter trends and effective storytelling.



Virginia Love, the Industry Principal at Entrata, who plays a pivotal role as a bridge between the multifamily industry and the marketing, product, and sales departments. With over three decades of rich experience in the apartment realm, she's witnessed it all. Virginia's passion and expertise in leasing/sales, marketing, technology, industry trends, and property operations shine through in her presentations. Her achievements include being Chairperson of the Atlanta and Georgia Apartment Associations, serving on more committees and advisory boards than she can count. She was recognized as a Multifamily Influencer by GlobeSt. Real Estate Forum in 2021 and receiving the esteemed honor of Connect CRE's Women in Real Estate Awards for 2022. Virginia is also an integral part of the Apartment All Stars team.



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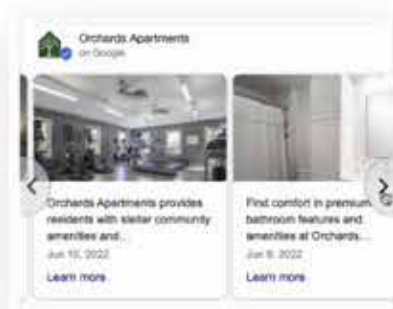
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24/7 Responses



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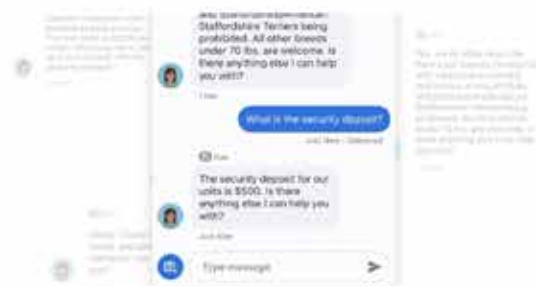


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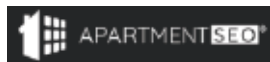
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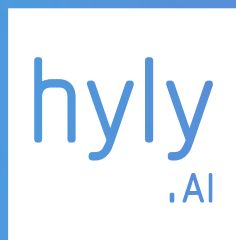


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ALN Apartment Data

Alndata.com

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Apartments.com/CoStar

Table 27

Apartments.com/CoStar

The Apartments.com Network represents the nation's most comprehensive online rental marketplace. Our extensive network of 10 leading sites including Apartments.com, Homes.com, ForRent.com, ApartmentFinder.com and 6 others are visited each month by over 47 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.



ApartmentGeofencing.com
PRECISE PROSPECT TARGETING

GOLD EXHIBITOR

ApartmentGeoFencing

Table 16

Apartmentgeofencing.com

Break out of the oversaturated ad-scape of paid search and ILSSs with standout creative. ApartmentGeofencing.com uses precision targeting to deliver ads across the entire prospect journey, with results you can measure. Captivate renters with brand-approved campaigns including animated banner ads and unskippable commercials on streaming TV platforms like Sling TV and Hulu, fortified with expert geofencing.



PLATINUM SPONSOR

ApartmentList

ApartmentList.com

At Apartment List, we're on a mission to find every renter a home they love at the value they deserve. Finding the right place to live is one of the most important, time-consuming and expensive decisions that all of us make. Getting it right matters. We've helped over 1 million families find a home they love, and we're just getting started.



GOLD EXHIBITOR

ApartmentRatings & SatisFacts

Table 38

Apartmentratings.com & SatisFacts.com

ApartmentRatings & SatisFacts provide a comprehensive suite of tools and solutions to ensure your success in resident retention and online reputation. As the leading provider in employee and resident surveys and largest source for online renter reviews, our robust platform provides our multifamily partners with extensive data and unrivaled education to guide you at every step of your customer experience journey.



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APARTMENTSEO

PLATINUM EXHIBITOR
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ApartmentSEO

Table 23

Apartmentseo.com

ApartmentSEO® is your centralized digital marketing agency for multifamily and a Google® Premier Partner. We curate a customized marketing experience to maximize exposure, engagement, and ROI. ApartmentSEO® specializes in AI-powered solutions for SEO, PPC advertising for Google and Meta, social media, reputation management and website design to help your communities thrive. Whether you're looking to boost your search engine rankings, increase website traffic, or generate more leads, we have the expertise and tools to deliver results for a strong and positive online presence.



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Brynson

Brynson.com

Brynson, the only provider of ILS Management™, democratizes data and efficiency for any size multifamily portfolio. Package rebalancing, audits, and consolidated ILS billing merges with Brynsights™: an AI-powered dashboard, clarifying siloed market and operational information. Our human insight complemented by proprietary technology provides more than numbers and charts. It's a command center of unbiased recommendations, making success accessible.

CONNECT

GOLD EXHIBITOR

Connect Digital, Inc

Table 12

partnerwithconnect.com

Expect more than basic lead generation with Connect's advanced geofencing technology. Seamlessly linking applicants to ad target locations, Connect precisely measures source attribution to identify converted applicants and reveal campaign ROI. For a comprehensive view of marketing success. Step beyond basic lead generation into a future of prosperity with paying residents.



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Conversion Logix

conversionlogix.com

Conversion Logix®, LLC is a full-service technology partner that provides digital marketing services and licenses lead generation software to multifamily industry leaders. Conversion Logix is a Premier Google Partner, a Facebook Business Partner, and developed The Conversion Cloud®, a lead generation software designed to increase leads, tours, and move-ins profitably.

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Bilt Rewards

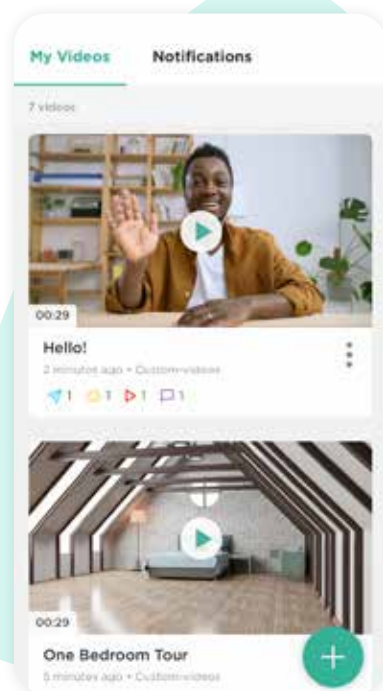
BiltRewards.com

Bilt Rewards is a loyalty and payments platform developed in partnership with the top residential owners and operators to build loyalty with their residents, open up new revenue streams, and drive cost savings. The Bilt Rewards Alliance is a network of over 3.5 million homes across the country, which allows residents to earn points with each payment they make through the Bilt Payment Center. Property Owners and Operators can also incentivize key resident behaviors including early lease renewals, autopay, and more with owner-issued points. This top-rated rewards currency can be redeemed towards travel (airlines & hotels), lifestyle (Amazon, fitness classes), and housing (rent credits, and even towards a down payment).



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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.

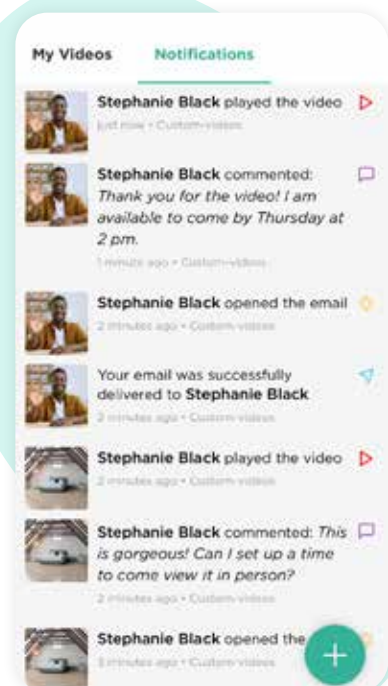


Record and Send Videos in Minutes

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.





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CORT

cort.com

CORT's mission is to be an indispensable resource by providing the best possible experience. By offering CORT Furniture as an Amenity®, you control your destiny with flexibility—rather than being burdened by the total cost of owning furniture. Together, we can adjust based on your needs, to easily adapt as your business needs change. Together the possibilities are endless.

DIGIBLE

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Digible

Digible.com

Digible a Marketing agency revolutionizing apartment marketing. Offering a full stack of digital marketing solutions, including Paid Search & Social, Geofencing, and more. Our use of AI sets us apart, Fiona is our predictive analytics platform, setting new standards in revenue management and data insights.



GOLD EXHIBITOR

Dyverse

dyverse.com

Many in the multifamily industry have called us their “secret weapon.” However, we don’t utilize secret methods; we share our proven industry knowledge and exclusive technology to blow our clients’ digital marketing goals out of the water. We offer personalized, white-glove support and results for every property by utilizing our deep understanding of the industry, partner integrations, and proprietary software.

effortless.

CONFERENCE
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Effortless Ads

EffortlessAds.com

Effortless Ads drives qualified traffic from Google specifically for the Multifamily Industry for a fraction of the cost. We have an incredibly unique product that is producing 2-3x the results of agencies in the industry. Our AI is truly the separating factor.

EliseAI

GOLD EXHIBITOR

EliseAI

Table 13

meetelise.com

Founded in 2017, EliseAI is a machine-learning technology company based in New York City. We are the leading AI provider for housing owners and operators nationwide. Lean teams face heightened prospect and resident demand. Elise answers the call. Sophisticated, conversational AI empowers businesses to automate more tasks, leading to higher customer engagement, satisfaction, and accessibility. Visit us at EliseAI.com

ENGRAIN

PLATINUM EXHIBITOR

Engrain

Table 26

engrain.com

Engrain is transforming the way people find, lease and manage property. Its leading products are SightMap, an interactive property map platform, and TouchTour, a dynamic onsite showcase, and Asset Intelligence, a map-based data visualization tool. Engrain’s advanced integrations and proprietary mapping technology offer solutions for any real estate technology stack.

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Experience an unprecedented boost in visibility and engagement with these featured solutions:



Social Media Marketing

Our social media marketing solution is designed to maintain a positive and consistent presence for your brand across the web.



Targeted Email Marketing

Utilize strategic email campaigns to increase brand awareness, website traffic, or promote a specific offer or sales event.



Custom Promotions

Grow your email and mobile database, social followers, website traffic, and foot traffic while capturing first-party data.

Ed Behrens

Director of Brands – Professional Services
Email: edward.behrens@localiq.com
Mobile: 318.617.4147





SOCIAL MEDIA SPONSOR

Entrata

etrata.com

Entrata is a leading operating system for multifamily communities worldwide. Setting the bar for innovation in property management software since 2003, Entrata offers solutions for every step of the leasing lifecycle and empowers owners, property managers, and renters to create stronger communities. Entrata currently serves over three million residents across more than 26 thousand multifamily communities around the globe.



PLATINUM EXHIBITOR

HYLY.AI

Table 6

HYLY.AI

Founded in 2010, Hyly.AI is a leading marketing technology partner, providing a powerful full-journey AI platform for top multifamily operators. Focused on enriching property communications, performance analytics, and data unification, Hyly.AI consolidates essential marketing experiences into a cost-effective powerhouse. Empower your strategies with Hyly.AI – where innovation meets measurable results, and guesswork becomes a thing of the past.



GOLD EXHIBITOR

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 through Einstein, the only AI that truly understands you, your residents, and the multifamily industry. 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.



PLATINUM EXHIBITOR

LCP Media

Table 25

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.



PLATINUM EXHIBITOR

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, reach, and sign more residents 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.



GOLD EXHIBITOR

Neighbor

Table 2

Neighbor.com

Neighbor.com allows multifamily owners and operators to turn underutilized space into storage and long-term parking revenue. Neighbor's state of the art website and app make it easy to market, fill, and manage excess space.



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





PLATINUM EXHIBITOR

OneDay

Table 21

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.



GOLD EXHIBITOR

Opiniion

Table 31

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 a high volume of online reviews. This increases your knowledge of residents and effectiveness of key community processes which will eventually increase leases, retention, and NOI.



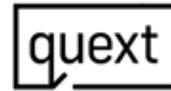
GOLD EXHIBITOR

PERQ

Table 37

perq.com

PERQ is a multifamily marketing platform that automates the renter's journey to get more leases with less work and cost. Powered by artificial intelligence, PERQ combines digital renter tools, conversational AI, and personalized automated nurture and follow up to help multifamily PMCs capture more qualified leads, achieve higher conversions, reduce their costs per lead and lease, and save time.



GOLD EXHIBITOR

QUEXT

Table 39

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 smart apartment, digital human customer support, broadband internet, and fintech solutions. Quext is a people-centric firm founded by Madera Residential, an industry leader in multifamily housing investment and property management. Headquartered in Lubbock, TX, the company was recognized as a winner of the Fierce Wireless IoT Challenge 2020 and the IoT Evolution LPWAN Excellence Award 2023. To learn more, visit onequext.com/ or follow us on LinkedIn at [linkedin.com/company/onequext](https://www.linkedin.com/company/onequext).



PLATINUM LUNCH SPONSOR

REACH by RentCafe®

reachbyrentcafe.com

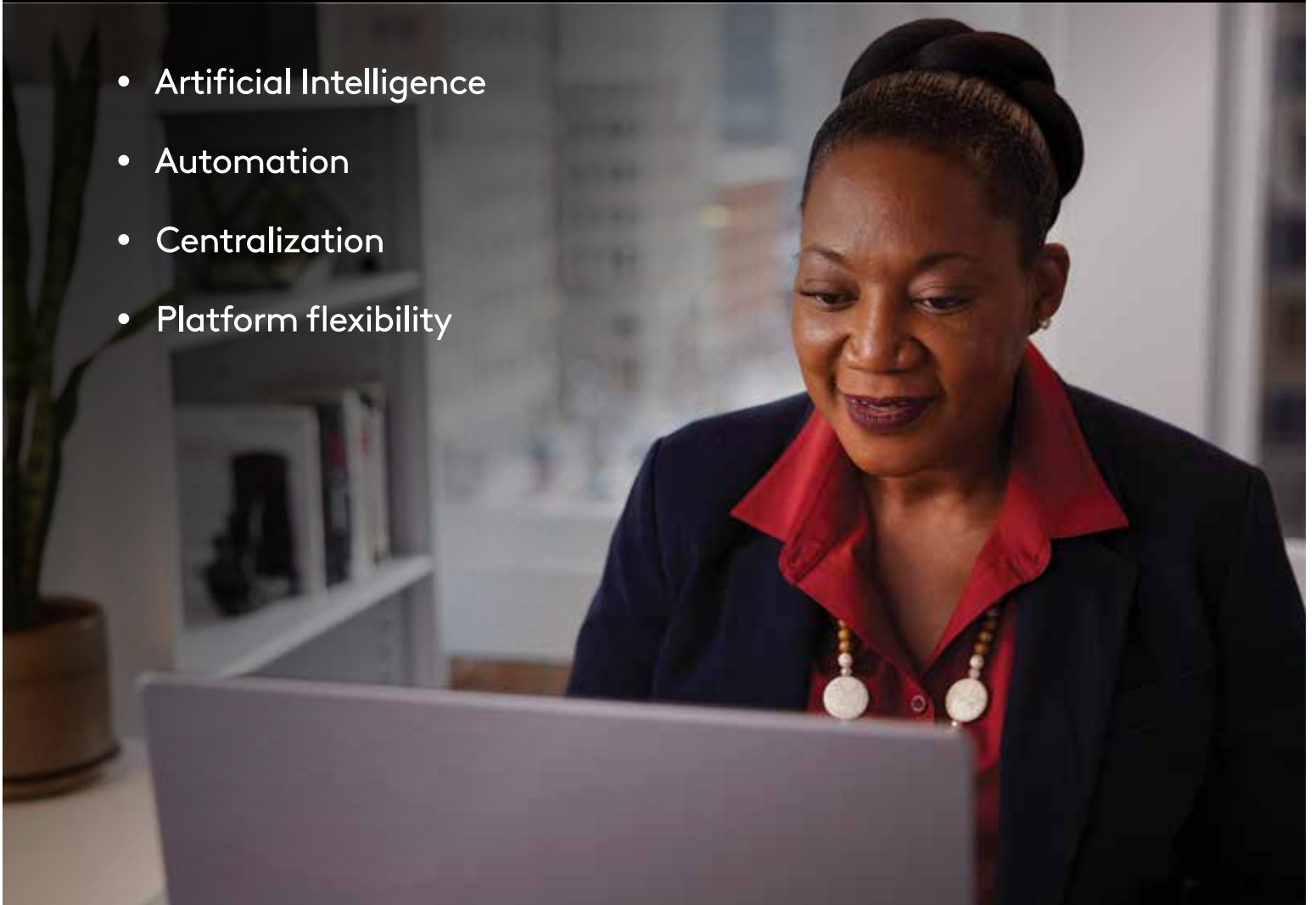
Reach your audience, goals and potential with a full-service digital marketing agency for property management businesses. REACH by RentCafe® certified experts are ready to help you create a winning web presence that drives conversions with complete transparency. Our services include website development, SEO, PPC, ILS, social media, reputation management and more. Discover what's possible: reachbyrentcafe.com



PROPERTY MANAGEMENT SOFTWARE

Build your business on efficiency

- Artificial Intelligence
- Automation
- Centralization
- Platform flexibility





OPENING KEYNOTE SPONSOR
AND PLATINUM EXHIBITOR

REALPAGE

Table 14 and 15

REALPAGE.COM

RealPage is the leading global provider of AI-enabled software platforms to the real estate industry. RealPage delivers solutions across the front office and back office, for transparency into asset performance, enhancing renter and employee experiences and improving efficiencies to generate incremental yield. RealPage brings together best-in-class solutions from G5 Marketing, Knock CRM, and Community Rewards. getg5.com knockcrm.com communityrewards.me realpage.com



To each their home.™

PLATINUM EXHIBITOR

Realtor.com

Table 35

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 EXHIBITOR

Realync

Table 7

realync.com

Realync's all-in-one video and 360 solution enables multifamily teams to create memorable experiences, lease efficiently, and communicate effectively with renters.



an NRG company

CHARGING STATION SPONSOR

Reliant, an NRG Company

Reliant.com/propertypartners

Reliant Energy an NRG Company. Reliant has been powering apartment communities and home builders across the Lone Star State since 2001. When you team up with us, you'll have access to 24/7 customer support, dedicated tools and innovative technology from the electricity experts. Contact us to learn more or visit reliant.com/propertypartners. Email: myrep@nrg.com Phone: 1-866-660-4900



PHOTOBOOTH AND
PROGRAM GUIDE SPONSOR

Rent.

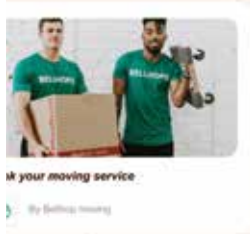
Rent.com

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 property side of the market with scaled marketing solutions such as search engine marketing, lead nurturing through chat bots and client automation tools, and reputation management through ratings and reviews as well as social media monitoring and marketing. 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. One Platform. Endless Possibilities.

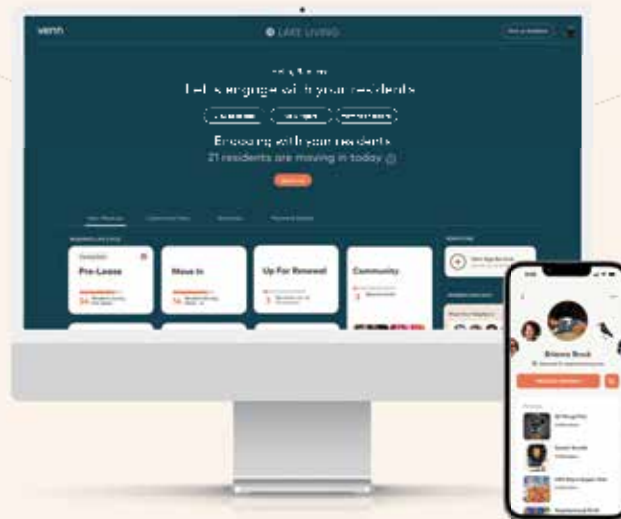
Turn your marketing and onsite teams into heroes

With the first end-to-end resident journey operating system

- ✓ A unified platform for standardized resident experience and comms
- ✓ Seamless integrations for all resident and property interactions
- ✓ AI-powered personalized service across the resident journey
- ✓ Data-driven insights for improved engagement, retention and revenue



A centralized platform for property teams



A seamless interface for residents



venn

www.venn.city/msms



PLATINUM SPONSORSHIP

Rentable

Rentable.CO

Rentable is a marketing technology company offering both advertising (Rentable.co) and AI-powered business optimization (Google Business Pro) to multifamily property management companies. Google Business Pro, our AI-driven local SEO product, enables our partners to automatically optimize and standardize their property-level Google Business Profiles with Rentable exclusive technology. Our advertising suite includes an extensive network of listing sites including Rentable.co, as well as industry-leading paid social ad technology.

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.



GOLD EXHIBITOR

Resi

Table 34

GetResi.com

Resi is building the e-commerce infrastructure for multifamily. Offering the industry's first no-code website builder, our comprehensive suite — from ad management to SEO and design — is powered by an unparalleled marketing platform. Our data-focused, fast turnarounds reshape your digital presence with impactful value growth. More than marketing; we're leading a revolution in how properties connect with the world.



GOLD EXHIBITOR

RentGrata

Table 18

rentgrata.com

Rentgrata's pioneering, AI-backed renter insights platform increases lead conversion and resident retention for multifamily communities by enabling real connections among renters. Embracing next-gen marketing, its unique messaging technology allows current and prospective residents to engage directly, fostering genuine experiences. As a result, this approach produces rich conversation content which provides multifamily professionals with data, content, and action items to better understand renter needs and save time and money for marketing and operations teams.



PLATINUM EXHIBITOR

Resident360

Table 29

Resident360.com

Resident360 specializes in branding, website development, and digital marketing at both multifamily and corporate levels. Our experienced team has collaborated successfully with thousands of properties, ensuring seamless project execution. From establishing strategic lease-up plans to creating a compelling social media presence, we consistently deliver results.



WELCOME RECEPTION
SPONSOR AND PLATINUM
EXHIBITOR

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



GOLD EXHIBITOR

Resident Radius

Table 32

ResidentRadius.com

ResidentRadius is a forward-thinking public benefit corporation that offers compliance-based services to owners and operators. Their primary focus is on delivering top-notch solutions that address cash management, risk mitigation, workflow automation, compliance, and brand awareness. Eliminate unclaimed property liability, streamline move-out processing, and shorten refund timelines, all while greatly enhancing brand reputation.



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AND GOLD EXHIBITOR**

Revyse

Table 24

Revyse.com

Revyse bridges the gap between vendors and operators, making it easier to discover, buy, and manage multifamily software and services. Revyse Discovery is the multifamily industry's dedicated vendor marketplace and user review platform, enabling operators to search for the top-rated vendors by category, read verified user reviews, compare product pricing and integrations, and make better technology buying decisions. Revyse Vendor Intelligence helps operators centralize the growing roster of vendors required to operate today's multifamily portfolio. Map vendors and spend across the resident lifecycle, automate contract renewal reminders, identify product overlap and redundancies, and track cybersecurity risk and incident reports in one system.



GOLD EXHIBITOR

SalesMail® - Video Mail for Multifamily

Table 36

salesmail.com

SalesMail is the easiest way to send personalized videos to prospects, residents, new-hire candidates, and colleagues. Designed specifically for multifamily organizations, the SalesMail app helps you humanize your customer and brand experience. Send personalized videos via email, text message, QR code, and CRM. Popular use-cases for SalesMail include lead follow-up, virtual tours, staff recruitment, team communications, and much more.



GOLD EXHIBITOR

Show My Property

Table 28

Showmyproperty.com

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 EXHIBITOR

SOCi

Table 20

meetsoci.com

SOCi is the leading CoMarketing Cloud Platform for multi-location enterprises. We empower property management companies like Cushman & Wakefield, Willow Bridge, Fogleman, and Bridge Property Management to automate and scale their marketing efforts across all locations and digital channels in a way that is brand directed, locally perfected, and data connected. Through the use of best-in-class generative AI and machine learning, the SOCi Genius platform provides multi-location enterprises actionable insights and recommendations while automating their most important workflows at scale.



MAIN CONFERENCE
SESSION SPONSOR

Social Kapture

SocialKapture.com

Social Kapture is the leading agency for multifamily marketers seeking an effortless way to curate their community brand, delivering the ultimate social media and digital marketing experience. Our team of industry experts creates custom content to help communities reach their goals, from the property level to the national level. We support onsite teams through tailored strategies and services to make their social presence stand out in the market, giving them more time to focus on in-person leasing efforts. Since our start in 2016, Social Kapture has partnered with some of the nation's largest property management companies to create branded campaigns across platforms that drive results for their portfolios. From new construction to stabilized communities, we have the strategies and industry expertise to support each team and community's unique goals.



Chore less.

GOLD EXHIBITOR

Spruce

Table 19

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 as an added amenity. Spruce currently serves 1.1 million units in 23 markets across the US. 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 EXHIBITOR

Tour24

Table 10

tour24now.com

Tour24 is the multi-award-winning platform that offers multifamily operators custom self-guided tours giving prospective renters easy access to self-tour properties with a custom interactive and audio/visual tour experience.



PLATINUM EXHIBITOR

Updater

Table 5

updater.com

Updater saves leasing teams 2-3 hours per move by transforming your welcome letter into an interactive checklist. Important documentation automatically syncs with your core software, and your residents show up prepared for move-in day every time. Bozzuto, Greystar, and other top management companies rely on Updater to streamline their move-in process and ensure satisfied residents from day one.



@agencyfifty3

AgencyFIFTY3.com

We strive to be the easy choice for our clients by delivering nothing but the best. From project management, branding, and design to digital user experience and paid media performance, as well as reputation management, we strive to provide the best quality and service in the industry. Written, drawn, and rewritten by our team over the years, our strategic approach is our north star. Discover the power of our four-phased multifamily marketing approach.

AGENCY FIFTY STRATEGY

01 DISCOVER

Understand your audience, market, assets, everything that makes you, you.

02 BUILD

Create a foundation, the groundwork that stabilizes a strong brand experience and value proposition.

03 CONNECT

Utilize the right mix of marketing tools to create touch points that reach, and resonate with, your target market.

04 SUSTAIN

Follow the path, unleash new creative, and generate leads for the next cycle.

OUR EXPERIENCE

48

STATES

400+

LEASE-UPS

4000+

PROPERTIES

**ONE
BILLION+**

DIGITAL
IMPRESSIONS

A FULL-SERVICE MARKETING
APPROACH REFINED THROUGH
EXPERIENCE. WE'RE READY TO
WORK TOGETHER WHEN YOU ARE.



Send us an email to connect!



PLATINUM EXHIBITOR

Venn

Table 30

Venn.city

Venn's platform transforms residential management by combining data-driven insights with tools that drive operational efficiency for property teams and optimize P+L portfolio-wide. Bringing together seamless workflow automations, robust platform integrations, and intuitive, user-friendly design, we empower property managers and executives with a clear understanding of resident needs and behaviors, driving satisfaction and retention and giving time back to on-site teams.



GOLD EXHIBITOR

Zillow Rentals

Table 3

Zillow.com

Zillow Group, Inc. is reimagining real estate to make home a reality for more and more people. Zillow Rentals provides multifamily building property managers and marketers a complete suite of products and services to market and lease their properties. Our partners have access to the most visited rental network*, tools to help find high-intent renters, and performance and market insights so they can continue to improve, grow and reach their goals.



GOLD EXHIBITOR

Zipcode Creative

Table 4

zipcodecreative.com

We are a creative agency partner that provides multifamily companies with agency-level branding, graphic design and copywriting services while receiving the attention, support, and turn-around times as if an in-house remote team member, but on an as-needed project basis.



PLATINUM EXHIBITOR

Zuma

Table 22

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 EXHIBITOR

Zumper

Table 1

zumper.com

Zumper is the leading tech-forward residential rental platform focused on helping our partners fill their vacancies. Our dedicated team works hand-in-hand with our partners to deliver bespoke, industry-first solutions at a price that works for them. With our innovative platform and cutting-edge marketing tools, our partners can enhance their brand perception to current and future renters and while growing their occupancies.



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The Meritage Resort and Spa | Napa

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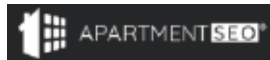
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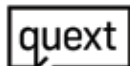
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SCHOLARSHIP SPONSOR



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Realize Innovation

Drive predictive advertising
and marketing with G5.

Increase resident loyalty
with Community Rewards.

Create front office efficiency
with Knock CRM.

