



MULTIFAMILY SOCIAL MEDIA SUMMIT

March 12-14, 2025

THE MERITAGE RESORT AND SPA | NAPA, CA



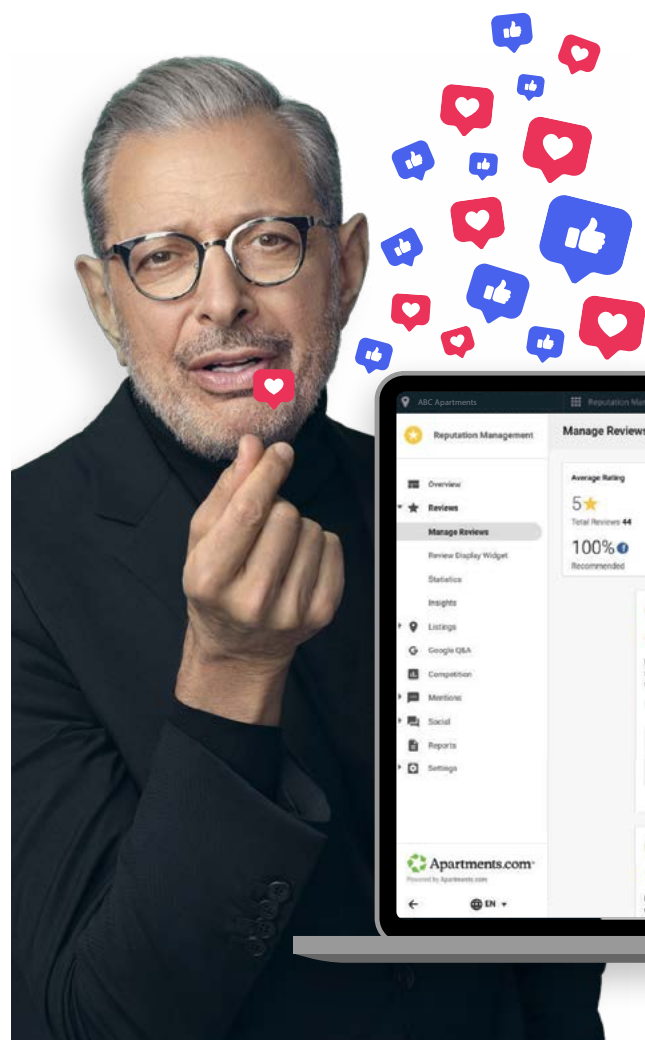
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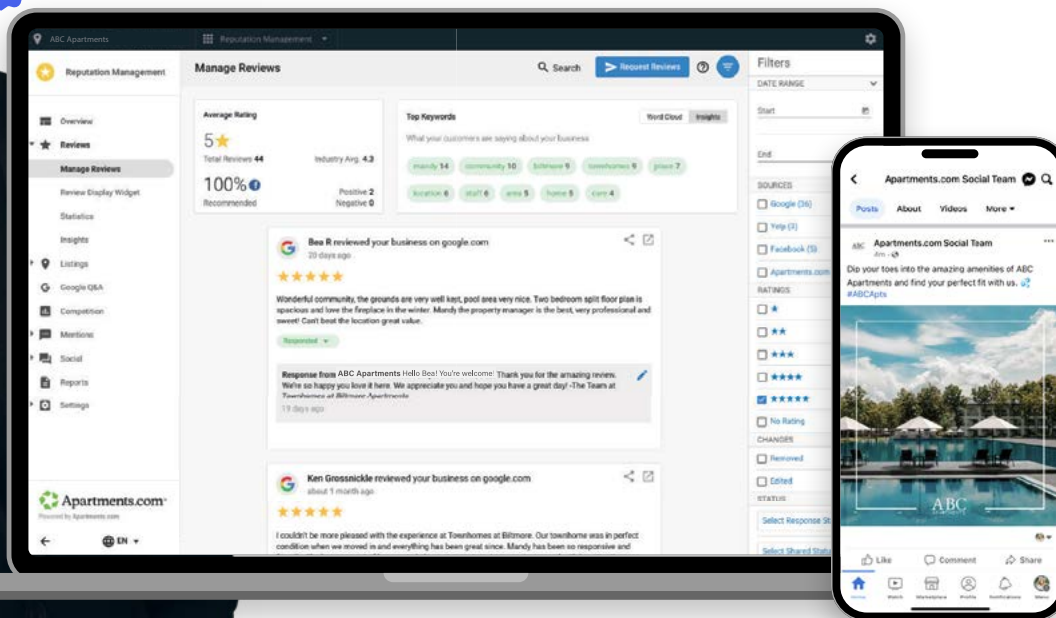


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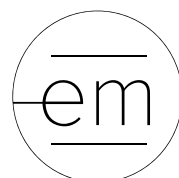


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Stay tuned for
Announcements
for 2026!

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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 or digital marketing topic. You'll have the opportunity to ask questions and network with other PMC peers within these small groups! The roundtable session chairs 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.



Edward Behrens

Director, National Brands, LocalIQ

Topic: Evolving Social Landscape



Craig Johnson

Director, Opinioon

Topic: Boosting Resident Engagement -What's Working, What's Not, and What You Can Do About It.



Jacob Kosior

VP of Client Strategy, EliseAI

Topic: AI-Powered Marketing Personalization



Chris Lindish

Industry Principal, REACH by RentCafe

Topic: From Creation to Conversion- Optimizing your Content for Generative Search



Alison Nesbit

VP, National Sales & Strategic Initiatives, Zumper

Topic: Reel Talk - How Video is Reshaping Multifamily Marketing



Trevor Park

Founder & CEO, Ooni Marketing

Topic: Data-Driven Marketing



Zach Sloan

Co-Founder & Chief Sales Influencer, RentGrata

Topic: The Multifamily Influencer - How Resident Voices Are Changing Leasing & Community Engagement



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WEDNESDAY, MARCH 12

11:00 AM - 6:00 PM	Registration and Badge Pick-up	Sponsored by  Apartments.com™
2:00 PM - 3:00 PM	Workshop # 1: Amplify Your Social Content-Powering Up with Creative Partnerships and AI <i>Erica Byrum, Assistant Vice President of Social Media, Apartments.com</i>	
3:00 PM - 3:45 PM	Workshop Hands-On Tutorial #2: The Marketing Tasting Room-Pairing the Perfect Campaign Strategies with Every Apartment Class <i>Delany Duke, Director of Digital Services, Landmark Properties</i> <i>Jessica Mancuso, Vice President of New Developments Student, Asset Living</i>	
4:00 PM - 4:45 PM	Workshop Hands-On Tutorial #3: The Power of a Prompt-Elevating Social Media with Expert AI Techniques <i>Kristi Fickert, Senior Vice President of Growth and Marketing, Kurie</i> <i>Justin Jones, AI Evangelist, Hyly.AI</i>	
4:45 PM - 5:30 PM	Workshop Hands-On Tutorial #4: You Are What You EEAT! How to Build Trust in the New Age of Reputation <i>Lia Nichole Smith, SVP — Education and Research ApartmentRatings and SatisFacts, Division of Internet Brands</i> <i>Martin Canchola, Co-founder & CTO/CSO, Apartment SEO</i>	
2:30 PM - 5:30 PM	Executive AI Session: The Strategic Balance of Artificial Intelligence in Multifamily <i>Introduction by: Sydney Webber, Senior Marketing Director, Venn</i> <i>Alex Abernathy, Executive Vice President, Asset Living</i> <i>Josh Albrechtsen, SVP, GM of Front Office Solutions, RealPage, Inc.</i>	Sponsored by  venn
2:30 PM - 3:30 PM	Segment 1: A review of AI's most significant developments over the past year	
3:45 PM - 4:30 PM	Segment 2: Explore How AI can support functions like billing, lead generation, and improving the resident experience while managing the complexities of governance and regulation.	
4:45 PM - 5:30 PM	Segment 3: A panel of PMC leaders and technology providers will explore AI's broader impact on operations, resident satisfaction, and future strategies, with an open Q&A to address audience questions directly.	
5:30 PM - 6:30 PM	Welcome Reception at the Meritage Resort	Sponsored by  repli

THURSDAY, MARCH 13

7:00 AM - 6:00 PM	Registration and Badge Pick-up	Sponsored by  Apartments.com™
8:00 AM - 9:00 AM	Breakfast Buffet and Networking Time 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: Digital Doppelgänger(s) — How Savvy Teams Augment Their Unique Talents Using the Magic of AI <i>Keynote Introduction by: Shelly Ness, VP of Multifamily Sales, RealPage, Inc.</i> <i>Keynote: Andrew Davis</i>	Sponsored by  REALPAGE™
10:00 AM - 10:45 AM	From Menace to Martha to Mainstream: The Hip Hop Guide To Apartment Marketing <i>Introduction by: Anthony Paganucci, Founder and CEO, Brynson</i> <i>Lia Nichole Smith, SVP - Education and Research ApartmentRatings and SatisFacts, Divisions of Internet Brands</i>	Sponsored by  BRYNSON MULTIFAMILY REIMAGINED™
10:45 AM - 10:55 AM	Innovation Scholarships <i>Announcement by: CJ Edmonds, Chief Revenue Officer, Conversion Logix</i>	Sponsored by  CONVERSION LOGIX™
10:55 AM - 11:40 AM	Networking and Bubbly Break with Exhibitors and Sponsors	
11:40 AM - 12:10 PM	Unlock the Power of Influencer Marketing: Find the Perfect Brand Ambassador <i>Ariana Bourque, Director of Marketing and PR, P.R.O.S. Enterprises</i>	

THURSDAY SCHEDULE CONTINUED ON PAGE 7



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contact salesteam@apartmentlist.com to
get started with a smarter leasing strategy.

12:10 PM - 12:40 PM	Social Media 2.0: Rediscovering Fun In The Digital World Sponsored by  <i>Introduction by: Michelle Anderson, Senior National Account Manager, Respage Devin Lusk, Director of Marketing, American Landmark Shelby Ward, Social Media Specialist, American Landmark</i>
12:40 PM - 2:00 PM	Lunch Buffet at the Meritage Resort and Networking Time for all Participants
2:00 PM - 2:45 PM	How To Create Video Content That Is On-brand, Relevant and High Converting For Your Multifamily Community Sponsored by  <i>Introduction by: Whitney Sullender, Executive Vice president Sales, LCP Media Keenya Kelly, CEO, If You Brand It</i>
2:45 PM - 3:30 PM	AI and the Gen Z Revolution: How YouTube and Instagram Are Changing Forever <i>Rami Kalla, President, Point in Time Studios</i>
3:30 PM - 4:00 PM	Networking Break with Exhibitors and Sponsors
4:00 PM - 4:45 PM	Everything You Need to Know About Multifamily Social Media Advertising <i>Alex Abernathy, Executive Vice President, Asset Living Daniel Doyle, Director of Business Development, GRO</i>
4:45 PM - 5:30 PM	Change The Channel! Streaming TV Is Elevating Multifamily Property Marketing <i>Jaclyn Hosking, Director of Acquisition Marketing, Bozzuto Matthew Kilmurry, Chief Executive Officer, Intrinsic Digital Brands</i>
5:30 PM - 6:30 PM	Networking Reception and Wine Tasting at the Meritage Resort Sponsored by 
8:00 PM - 10:00 PM	New! After Party at Crush Lounge at the Meritage Resort Sponsored by  <i>Don't miss out on the ultimate after party celebration at Crush Lounge in the Meritage! Join us for a nightcap, lite bites, and some friendly competition as we keep the fun rolling! All event participants are invited - please have your MSMS badge for admittance.</i>

FRIDAY, MARCH 14

7:30 AM - 12:30 PM	Registration and Badge Pick-up Sponsored by 
8:00 AM - 9:00 AM	Breakfast Buffet and Networking Time with Exhibitors and Sponsors
9:00 AM - 9:45 AM	Keynote #2: Unlocking the Power of User-Generated Content - Transform Your Social Media Strategy <i>Keynote: Neal Schaffer, Digital Marketing Consultant, Author, and Speaker Bonus: First 100 attendees for this keynote session will receive a free copy of Neal's book, Digital Threads: The Small Business and Entrepreneur Playbook for Digital-First Marketing.</i>
9:45 AM - 10:30 AM	Next-Gen Search: Boosting Visibility with Social Media <i>Afif Khoury, Co-Founder and Chief Executive Officer, SOCi</i>
10:30 AM - 11:00 AM	Networking Break with Exhibitors and Sponsors
11:00 AM - 11:45 AM	How to Prepare for the End of Google's Monopoly and the Next Frontier of Generative Search
11:45 AM - 12:30 PM	Rewriting the Social Media Playbook with AI: Strategies for 2025 <i>Jacqui Malis Becker, Senior Product Manager, HubSpot</i>
12:30 PM	Closing Remarks and Announcements



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EXECUTIVE AI SESSION:**The Strategic Balance of Artificial Intelligence in Multifamily****Wednesday, 2:30 PM – 5:30 PM***Session Introduction by: Sydney Webber, Senior Marketing Director, Venn**Speakers: Dustin Hayes, Founder, Hermosa Digital**Alex Abernathy, Executive Vice President, Asset Living**Josh Albrechtsen, SVP, GM of Front Office Solutions, RealPage, Inc.***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**

AI is rapidly reshaping the multifamily industry, influencing everything from marketing strategies to operational efficiency. But how can leaders distinguish meaningful innovation from passing trends? This session dives into AI's evolving role, offering insights into its practical applications, regulatory landscape, and future implications for property management.

This session offers actionable insights for property management leaders looking to navigate AI's complexities and harness its potential for long-term success.

Key Takeaways:

- Learn how AI can boost lead-to-tour conversions, streamline operations, and elevate the resident experience.
- Understand emerging regulations and ethical considerations shaping AI in multifamily housing.
- Discover how AI enhances content, advertising, and the renter journey without overextending resources.
- Explore the role of AI agents in automating billing, lead generation, and customer service tasks.
- Gain expert insights on AI's long-term implications and how to position your organization for success.

The session will unfold in three segments as follows:

2:30 PM – 3:30 PM SEGMENT 1

A review of AI's most significant developments over the past year, including changes to Google's search results, personalization trends, and a case study highlighting how one property management company successfully integrated AI across marketing and operations.

3:45 PM – 4:30 PM SEGMENT 2

Josh Albrechtsen of RealPage will discuss how AI can support functions like billing, lead generation, and improving the resident experience while managing the complexities of governance and regulation.

4:45 PM – 5:30 PM SEGMENT 3

A panel of PMC leaders and technology providers will explore AI's broader impact on operations, resident satisfaction, and future strategies, with an open Q&A to address audience questions directly.

SPEAKERS:

Dustin Hayes, 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.



Alex Abernathy, a 16-year industry professional, 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.



Josh Albrechtsen is responsible for the strategy and success of the RealPage Front Office platform, driving innovation across products that enable thousands of properties to improve marketing and leasing results. He joined RealPage in October of 2024 and was previously the co-founder of a HealthTech startup, Cortex. Josh began his career in the PropTech space at Entrata, where he was SVP of Product and Operations. He holds a BS in Information Systems from BYU and an MBA from MIT. He lives in Utah with his wife and three kids, and enjoys mountain biking and snowboarding.

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Workshop #1:

Amplify Your Social Content-Powering Up with Creative Partnerships and AI

Wednesday, 2:00 PM – 3:00 PM

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

Maintaining a fresh and compelling social media presence can be challenging in today's fast-paced digital world. Join Erica Byrum, Assistant Vice President of Social Media at Apartments.com and co-author of "Youtility for Real Estate," in this dynamic session to discover how strategic partnerships and AI can elevate your content strategy to new heights.

In this session, you'll learn how to:

- Harness the power of user-generated content and influencer collaborations
- Curate a diverse and engaging content mix that resonates with your audience
- Build audience trust through authentic and impactful storytelling
- Integrate AI-powered tools to enhance content creation and curation

Unlock a sustainable stream of high-quality, relatable social content by leveraging the right partnerships and technologies. Led by Erica Byrum, one of our perennially highly-rated conference presenters, this workshop will equip you with the skills to thrive in the ever-evolving world of social media marketing. Don't miss this opportunity to learn from an industry expert and take your social media strategy to the next level.

Workshop Hands-On Tutorials #2:

The Marketing Tasting Room-Pairing the Perfect Campaign Strategies with Every Apartment Class

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

We'll explore how to effectively lease up multifamily properties across different property classes—Class A, B, and C. We'll dive into the unique features, target demographics, and tailored marketing strategies required to reach full occupancy. By understanding the distinctions between property classes, attendees will learn how to craft leasing strategies that resonate with diverse tenant groups.

What you'll learn:

- Brief Overview of Multifamily Property Classes (A, B, C)
 - Definition and importance of property classifications in the leasing process.
 - How Class A, B, and C differ in terms of target market, amenities, and pricing.
- Why It's Crucial to Tailor Leasing Strategies for Different Property Classes
- Understand the Key Features of Each Class
- Key Strategies for Leasing Up Different Multifamily Classes
- Overcoming Leasing Challenges for Each Class
- Actionable Tips for Success

Workshop Hands-On Tutorial #3:

The Power of a Prompt-Elevating Social Media with Expert AI Techniques

Wednesday, 4:00 PM – 4:45 PM

Kristi Fickert, Senior Vice President of Growth and Marketing, Kurie
Justin Jones, AI Evangelist, Hyly.AI

In this session, Justin Jones and Kristi Fickert (co-hosts of the popular AI XChange) will show you how to turn AI tools into your secret weapon for social media. Through live demos and real-world examples, you'll learn how to craft prompts that get results from ChatGPT, Midjourney, Suno, and more.

We'll dive into:

- Creating a six-month content strategy in one sitting
- Generating scroll-stopping media that capture your brand's essence
- Producing original jingles and sound bites for your videos
- Editing professional-looking media in a fraction of the time

You'll walk away with practical prompting techniques and strategies, to immediately level up your social media game. No fluff, just real tools and tactics that work. Get ready to have fun, be amazed, and become the AI wizard your team needs.

Key takeaways:

- Craft effective AI prompts that consistently produce high-quality, relevant content for your social media channels
- Develop a workflow that seamlessly integrates AI tools into your social media operations, saving time and boosting creativity
- Utilize the "Style Transfer" method in DALL-E or Midjourney to create branded visuals that maintain consistent aesthetics
- Create original, royalty-free music and sound effects for your social media videos using AI music generation tools
- Implement the "Emotion-Driven" prompting strategy to craft compelling ad copy and captions that resonate with your target audience

Workshop Hands-On Tutorial #4:

You Are What You EEAT! How to Build Trust in the New Age of Reputation

Wednesday, 4:45 PM – 5:30 PM

Lia Nichole Smith, SVP - Education and Research | ApartmentRatings and SatisFacts, Divisions of Internet Brands
Martin Canchola, Co-founder & CTO/CSO, Apartment SEO

Struggling to stand out in search results for your apartment community? This workshop dives into E-E-A-T: Expertise, Experience, Authoritativeness, and Trustworthiness. Learn how Google prioritizes these factors, especially for content that impacts someone's life (like finding their next home!). Discover how to craft content that showcases your property management team's knowledge, highlights authentic resident testimonials, and positions your community as a reliable living option. By focusing on E-E-A-T, you'll improve your potential to climb the Google ladder and attract more qualified leads, all while boosting your brand's credibility at a crucial touchpoint in the renter journey.

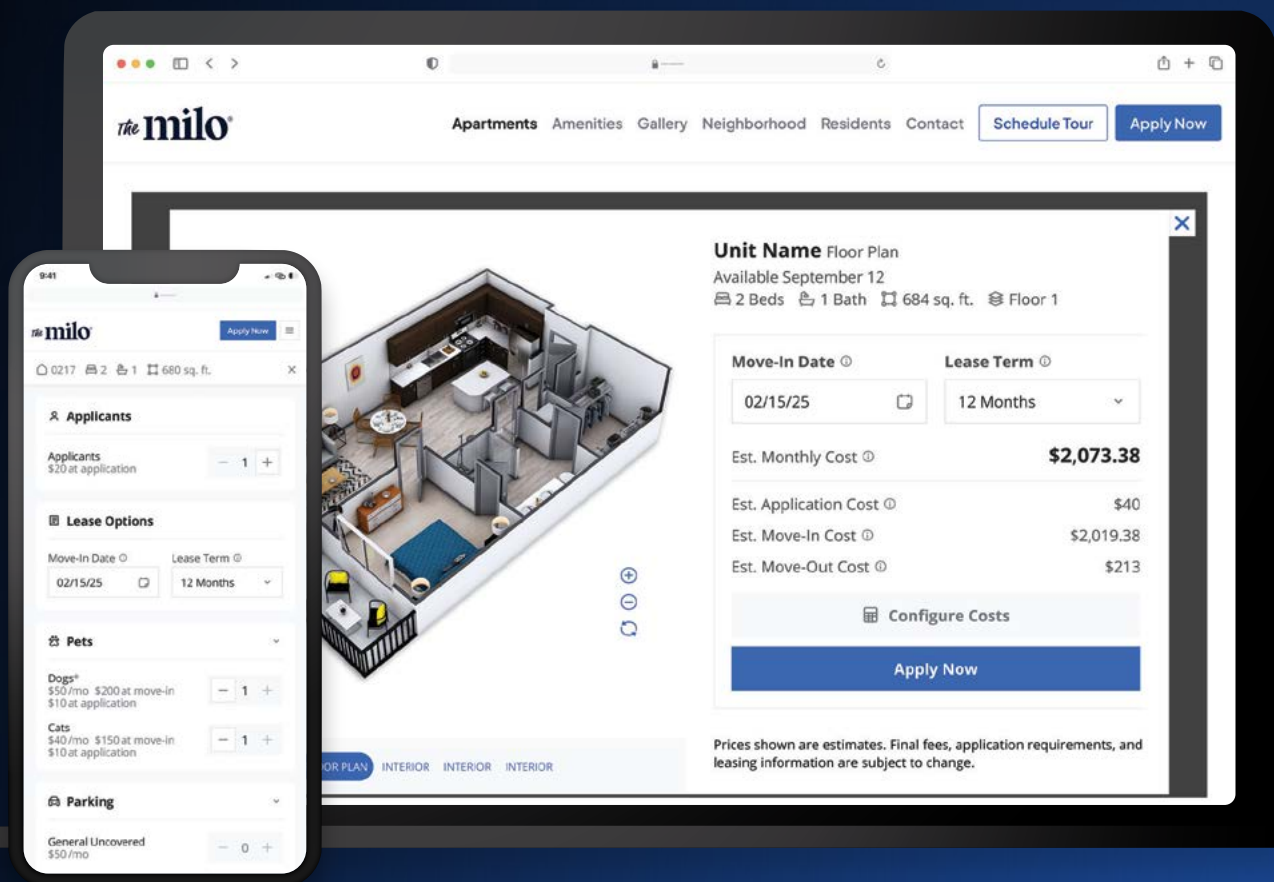
You'll walk away knowing:

- Define Google's EEAT Best Practices (Expertise, Experience, Authoritativeness and Trustworthiness)
- Follow along Case Study Workshop
- Learn how to audit your competitors for listings, reputation and SEO rankings
- Create a winning strategy to keep your community's reputation and SEO top notch
- Reputation Stats



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Booth #10

GENERAL SESSIONS • THURSDAY, MARCH 13

Digital Doppelgänger(s) — How Savvy Teams Augment Their Unique Talents Using the Magic of AI

Thursday, 9:15 AM – 10:00 AM

Keynote Introduction by: Shelly Ness, VP of Multifamily Sales, RealPage, Inc.

Keynote Speaker: Andrew Davis

Artificial Intelligence feels like magic.

Draft a smart prompt, and presto! ChatGPT writes your community announcements, today's social media post, and an email response to a prospect. Task Google's Gemini to respond to a property review, and BOOM! An instant, professional, and intelligent response. Want a picture for a property blog post? Ask MidJourney. Need some awesome Broll for an IG post? Voilà, SORA does it. AI is truly awe-inspiring. But let's face it: Most AI-generated content is impersonal at best and downright terrible at worst. It doesn't sound like you or your brand. It's generic. That is – until you start building your Digital Doppelgänger. Your Digital Doppelgänger is more than an AI-powered creative collaborator. It's your virtual twin, deeply integrated with your strategy to enhance engagement and foster a sense of community online.

Your Digital Doppelgänger isn't just AI. They are IA – Intelligence Augmentation. They don't just automate tasks; they enrich your creativity and strategic planning, ensuring every post, email, or campaign feels genuinely connected to your audience. (Of course, they have the power to destroy too.)

In this exhilarating 45-minute session, Andrew Davis (and his Digital Doppelgänger) will reveal how to construct your AI-powered creative allies. He'll guide you through a four-step process tailored for multifamily social media marketers, showing you how to save dozens of hours while elevating your content's impact. You'll also discover how to maintain trust in an AI-enhanced world. Most importantly, Andrew will demonstrate why AI can make YOU more valuable than ever. So, are you ready to create your first Digital Doppelgänger and revolutionize how you connect with your communities?

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.

From Menace to Martha to Mainstream: The Hip Hop Guide To Apartment Marketing

Thursday, 10:00 AM – 10:45 AM

Introduction by: Anthony Paganucci, Founder and CEO, Brynson

Lia Nichole Smith, SVP – Education and Research | ApartmentRatings and SatisFacts, Divisions of Internet Brands

Need a little inspiration for a new way to market your communities? Once considered a fad, hip hop is now a global cultural force whose impact can be seen in marketing strategies around the world. Its raw energy, authenticity, and unapologetic spirit resonates with consumers and can be the game changer your community needs. Play our “Rock This Rhyme” game to

discover how elements of hip hop can be successfully used to create authentic content and leave this session with a 90-day plan to elevate your social media game to drive qualified traffic and secure more leases.

Key Takeaways:

- Understand the relationship between culture, content and connection to establish a unique and memorable brand identity
- Discover how companies have successfully integrated key elements of hip hop to reach multiple generations
- Learn how authenticity and transparency factor into buying decisions to develop a personalized 90-day social media marketing plan

Unlock the Power of Influencer Marketing: Find the Perfect Brand Ambassador

Thursday, 11:40 AM – 12:10 PM

Ariana Bourque, Director of Marketing and PR, P.R.O.S. Enterprises

In today's digital landscape, influencer marketing has become a powerful tool for brands to connect with their target audience in an authentic and impactful way. This session will guide you through the essentials of influencer marketing, from understanding the latest trends to selecting the right influencer who aligns with your brand's values. You'll learn how to craft partnerships that offer mutual benefits, leverage philanthropy for deeper connections, and implement a strategic approach to content creation and measurement. Whether you're new to influencer marketing or looking to refine your strategy, this session provides actionable insights to elevate your brand's presence and impact.

Key Takeaways:

- Align influencer values with your apartment brand identity
- Select local influencers within your budget to maximize relevance and impact.
- Adhere to Fair Housing laws to ensure campaigns are inclusive and compliant.
- Define clear goals, timelines, and deliverables to set expectations.
- Repurpose influencer content across platforms for maximum value
- Measure ROI through KPIs to continuously optimize your strategy.

Social Media 2.0: Rediscovering Fun In The Digital World

Thursday, 12:10 PM – 12:40 PM

Introduction by: Michelle Anderson, Senior National Account Manager, Respage

Devin Lusk, Director of Marketing, American Landmark

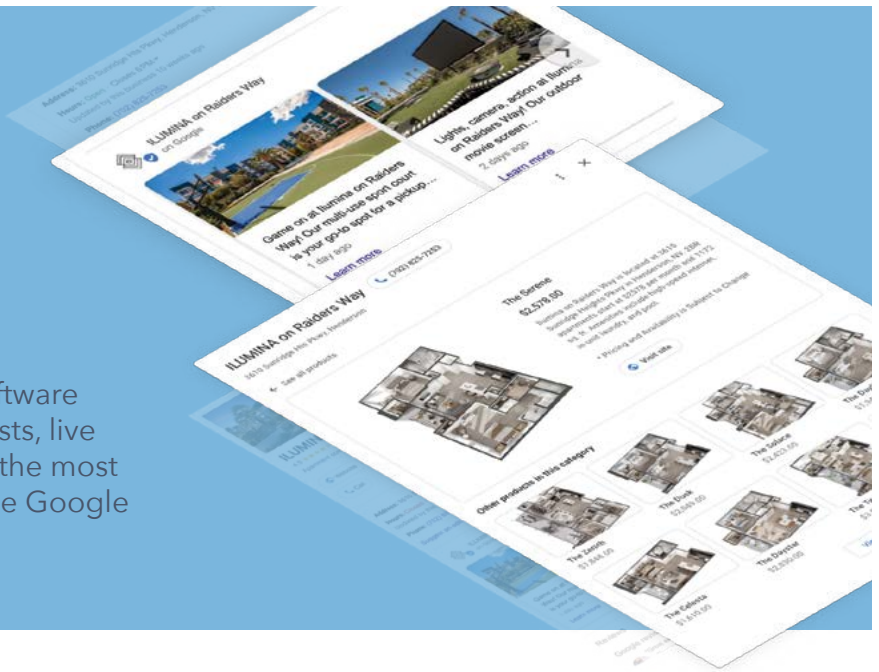
Shelby Ward, Social Media Specialist, American Landmark

Prepare to elevate your social media game in this engaging session! We'll kick things off by showing you how to leverage current trends and tap into the endless appeal of pets to captivate your audience. Next, we'll explore how to get corporate and on-site teams involved with exciting contests like the Next Level Challenge and demonstrate how to capture attention with trendy TikTok videos. We'll delve into defining your brand's unique identity, ensuring inclusivity, and humanizing your content by showcasing real-life interactions with your team and residents. Additionally, we'll cover effective strategies for training

Google Business PRO

AI Tools That Turn Your Property Marketing into a Competitive Advantage

Google Business Pro combines the PM software feed with generative AI to deliver daily posts, live pricing & dynamic Q&A directly to one of the most important organic marketing channels - the Google Business Profile.



✓ Daily Automatic Pricing & Availability

Your available floorplans and pricing are updated on your profile automatically for the the best, and most consistent renter experience.

✓ Dynamic Google Business profiles

Tailored AI-generated posts keeps your Google Business Profile fresh with relevant content, derived directly from your property management system (PMS) for a true hands-off experience.

✓ Social Media Optimization

AI-generated, weekly social posts highlight your most important floorplans and keep your property visible, and present on the world's largest social networks.

✓ Maximize Visibility of Your Concessions

AI automatically provides the most up-to-date concessions by posting new offers and removing expired ones weekly—keeping renters informed without manual updates.

What Our Customers Are Saying

“

Google Business Pro significantly enhances our search results, giving us a competitive edge.

Director of Marketing, S2 Residential

“

The automatic products & pricing feed takes a big load off my plate.

Director of Marketing, Edward Rose

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your teams across the country, enhancing collaboration with leadership, and enriching your feedback process. The session will wrap up with a showcase of key digital tools and websites designed to enhance your social media impact. Let's energize your social media efforts and make them more impactful!

Attendees will learn how to:

- Define and humanize your brand.
- Use content calendars and bulk posting tools to stay organized.
- Use AI to improve productivity.
- Research and use trends to get renters engaged.

How To Create Video Content That Is On-brand, Relevant & High Converting For Your Multifamily Community

Thursday, 2:00 PM – 2:45 PM

*Introduction by: Whitney Sullender, Executive Vice president Sales, LCP Media
Keenya Kelly, CEO, If You Brand It*

In this session you'll learn:

- How to create videos fast and edit using AI
- The best type of content that works and helps future residents feel connected to your brand
- High converting strategies using AI tools that make it easy to answer property inquiries

AI and the Gen Z Revolution: How YouTube and Instagram Are Changing Forever

Thursday, 2:45 PM – 3:30 PM

Rami Kalla, President, Point in Time Studios

What You'll Learn

- How AI tools like ChatGPT, MidJourney, and Adobe Sensei are enabling hyper-personalized content creation
- Balancing automation with authenticity in content creation
- Acknowledge the role of AI in creating content to build trust
- Explore when human creativity and authenticity should take precedence
- Harnessing AI analytics to understand Gen Z engagement on social
- Leveraging sentiment insights to tweak campaigns or respond to feedback
- How to enhance interactive tours with YouTube and Instagram
- Using AI to optimize your content on YouTube and Instagram
- Script Writing and Caption Generation
- YouTube SEO with AI

Everything You Need to Know About Multifamily Social Media Advertising

Thursday, 4:00 PM – 4:45 PM

*Alex Abernathy, Executive Vice President, Asset Living
Daniel Doyle, Director of Business Development, GRO*

Join Alex and Daniel for an in-depth exploration of social media advertising tailored to the multifamily industry. In today's competitive market, standing out to prospective renters requires more than just visibility—it requires a strategic approach that maximizes your ad spend and effectively engages your target audience. This session will equip you with the knowledge and tools to build a robust social media advertising strategy that will help you win and retain leases.

Key Talking Points

- Platform Deep Dive: Explore the strengths and weaknesses of major social ad platforms: Facebook, Instagram, TikTok, YouTube Shorts, and Spotify.
- Campaign Strategy: Understand different campaign objectives and when to use them (ex: brand awareness, web traffic, conversion).
- Targeting Tactics: Master geographic targeting, retargeting, and custom audiences.
- Data-Driven Optimization: Leverage campaign data and Google Analytics to refine and optimize your social media campaigns

Change The Channel! Streaming TV Is Elevating Multifamily Property Marketing

Thursday, 4:45 PM – 5:30 PM

*Jaclyn Hosking, Director of Acquisition Marketing, Bozzuto
Matthew Kilmurry, Chief Executive Officer, Intrinsic Digital Brands*

Streaming TV is transforming how multifamily marketers advertise, making it an essential tool for property marketers. We'll explore how to integrate Streaming TV and AI-powered video into both marketing campaigns and social media strategies, offering an entirely fresh perspective on how to retain and attract residents. Moving beyond basic brand awareness, this session focuses on creating a multi-device, cross-platform experience that connects with residents where they live, work, and play.

Problem: Traditionally, multifamily marketing has been stuck with bottom-funnel tactics like search and ILSSs, limited by Fair Housing regulations, fragmented branding, and small property-level budgets.

Solution: Streaming TV now provides an exciting and timely opportunity for multifamily marketers to elevate their properties onto the big screen at affordable rates. This year has seen major changes in the streaming landscape, with property-level inventory available on platforms like Hulu and HBO Max, with Netflix and Disney+ soon to follow. This session will showcase a completely new approach to scalable, cross-device advertising for the industry.

Attendees will learn:

- How to target prospects based on where they live, work, and play
- How to track results across laptops, mobile phones, tablets, and CTVs
- How to catch binge-watching audiences on Hulu, HBO Max, and more
- Real-world case studies across a variety of property types and geographies

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GENERAL SESSIONS • FRIDAY, MARCH 14

Keynote # 2: Unlocking the Power of User-Generated Content — Transform Your Social Media Strategy

Friday, 9:00 AM – 9:45 AM

Keynote: Neal Schaffer, Digital Marketing Consultant, Author, and Speaker

Creating a constant stream of content for social media can feel like an endless task. But what if you could harness the creativity of your community to generate engaging, authentic content for you? User-Generated Content (UGC) is a game-changer, offering fresh, relatable content that can drive organic engagement far more effectively than traditional methods. Join digital marketing expert Neal Schaffer as he shares his proven strategies for leveraging UGC to replace the content creation hamster wheel with a sustainable and successful approach.

Takeaways:

- Understand the value and impact of User-Generated Content on organic social media engagement.
- Develop a team of UGC creators and long-term brand ambassadors.
- Initiate partnerships with local influencers to kickstart your UGC campaign.
- Implement strategies to continuously encourage and curate high-quality UGC.
- How to leverage marketing tools and generative AI to create a workflow around UGC.

SPECIAL BONUS:

First 100 attendees will receive a free copy of Neal's book, *Digital Threads: The Small Business and Entrepreneur Playbook for Digital-First Marketing*. This book offers actionable strategies to leverage AI, social media, and content marketing to build and grow your brand on any budget. Perfect for entrepreneurs, small business owners, and marketers looking to scale their efforts with measurable results, *Digital Threads* provides a clear roadmap for success in the digital age.

Next-Gen Search: Boosting Visibility with Social Media

Friday, 9:45 AM – 10:30 AM

Afif Khoury, Co-Founder and Chief Executive Officer, SOCi

Data shows there is a seismic shift in consumer preferences that challenges the traditional dominance of search engines in local discovery. Platforms like TikTok and Instagram are blending traditional search with social networking, effectively unseating Google Search as the most popular search engine with the rising generation that matters most: Gen Z.

As social channels become increasingly popular for discovering and sharing recommendations, property management companies (PMCs) need to take their local social channels and customer engagement into account when optimizing for search to combat a staggering insight. According to SOCi's Local Visibility Index 2024, PMCs are missing out on \$8.6B annually by failing to engage with local audiences online.

This session will dive into data-backed consumer search behaviors across generations, and how to optimize your PMC's social presence to ensure you're visible across non-traditional search channels at the local level.

- Understand generational search behaviors, and why 67% of Gen Z use Instagram and 62% use TikTok for local search

- Gain actionable strategies backed by LVI data on how to optimize your online presence for non-traditional search channels to master local visibility
- Learn how to integrate social media and traditional search strategies to drive traffic and revenue for your local properties

How to Prepare for the End of Google's Monopoly and the Next Frontier of Generative Search

Friday, 11:00 AM – 11:45 AM

Martin Canchola, Co-founder & CTO/CSO, Apartment SEO

Google's recent antitrust ruling challenges its dominance as the go-to search engine, potentially reshaping the digital landscape. This session will explore the implications for the multifamily industry, reveal insights from a leaked Google API, and introduce new Google Business Profile strategies. As alternative generative search engines and AI-driven platforms like Google/Gemini, Bing/Copilot, OpenAI/ChatGPT, Apple Maps, Meta AI, Perplexity, AI, DuckDuckGo, and Anthropic/Claude.AI rise, we'll discuss how to diversify strategies, maintain visibility, and stay ahead in a rapidly evolving search environment.

- Highlight Google's recent Antitrust ruling on being a monopoly and what could happen next
- Reveal insights from Google's API leak that SEO's got their hand-on
- New Google Business Profile strategies
- Showcase up and coming search engines to future-proof your SEO strategy

Rewriting the Social Media Playbook with AI: Strategies for 2025

Friday, 11:45 AM – 12:30 PM

Jacqui Malis Becker, Senior Product Manager, HubSpot

Social media in 2025 is about scaling attention, not just traffic—and AI is at the center of this transformation. With generative AI, the role of marketers has shifted from content creators to strategic curators, enabling brands to create platform-native content, automate video production, and optimize engagement at scale. AI now allows marketers in multifamily to personalize resident experiences, streamline property marketing, and drive lead generation with AI-driven content, hyper-personalization, and automated engagement tools.

This session will explore:

- The New Rules of Marketing & Social in 2025 – Explore HubSpot's latest trends and insights on AI & social media marketing.
- Winning in a Disrupted Landscape – Learn how the traditional marketing playbook has been flipped upside down, and discover the strategies top brands are using to stay ahead in the AI era.
- Success for Marketers in the AI Era – See how social media teams can elevate AI-driven content, automate engagement, and enhance lead generation to maximize results.



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Erica Byrum serves as the Assistant Vice President of Social Media at Apartments.com, a leading online apartment listing website under CoStar Group. With over 20 years of expertise in digital marketing, Erica excels at driving digital transformation, social media strategies, and revenue growth for top brands across real estate, multifamily, and vacation rental sectors.

Leveraging her robust marketing background and experience as a former Division I collegiate soccer player, Erica co-authored "Youtility for Real Estate" and has been recognized as an elite social media influencer. Her accolades include PR News' Social Media MVP and repeat President's Club honors. Currently, she spearheads strategies for Apartments.com's suite of social products, enhancing online reputations for multifamily properties.



Martin Canchola, CPACC/National Multifamily Speaker has more than 17 years in the world of digital marketing with a specialty in Local SEO/Search Generative Experience (SGE), Google Ads, Generative AI/ChatGPT 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 proud to serve as the Co-founder & CTO/CSO for Apartment SEO, a Premier Google Partner Agency. Together, he works closely with Google to ensure his clients' success! Also Co-Host at Multifamily Podcast .com!



Delany Duke serves as the Director of Digital Services at Landmark Properties - overseeing the social media and online presence of 100+ properties across the US. Her team is an integral part of Landmark's corporate marketing department, keeping a pulse on the ever-changing 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.



Kristi Fickert is Senior Vice President of Growth and Marketing, Kurie. She has 25 years of multifamily experience and spent 15 years in a senior marketing role for one of Nation's Top 50 management companies before working in the digital agency and technology sectors of the industry. She is an instructor for multifamily organizations around the country and has presented for a variety of industry events, including AIM, IREM and NAA. Kristi

is an ambassador for NAA's 20 in their Twenties program, sits on NAA's Marketing and Communications Committee and is Co-Founder of the AI Xchange, a multifamily peer council. In addition, she has been a featured speaker for the Cincinnati Reds, Urban Land Institute and Commercial Real Estate Women.



Justin Jones is a techno-optimist with over a decade of experience in bringing frontier technology to multifamily and beyond. He currently serves as the AI Evangelist at Hyly. AI, leveraging his expertise in proptech and education to drive AI awareness, adoption, and responsible usage. He proudly co-founded The

AI XChange with Kristi Fickert and produces his AI headline series "This Just In" on LinkedIn. Justin has been featured at numerous industry events, including NAA's Apartmentalize, MFI's Webinar Wednesdays, Sydney Webber's Life After Leasing, and was most recently a featured speaker at NMHC's Optech Conference. Previously, he was the Director of Marketing at Realtor.com and held foundational marketing lead roles at Zumper and RadPad. In 2022, Justin founded the Multifamily Q Space, an inclusive affinity group advancing LGBTQ+ professionals and allies within the industry. Beyond business, Justin's diverse talents have graced the entertainment world. He made his Broadway debut in 2017's 'Home for the Holidays' and has appeared on popular platforms such as Netflix and Showtime, as well as in his original Lifetime movie-musical, 'Christmas Harmony.'



Jessica Mancuso is Vice President of New Developments | Student at Asset Living. She has spent the past 12 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

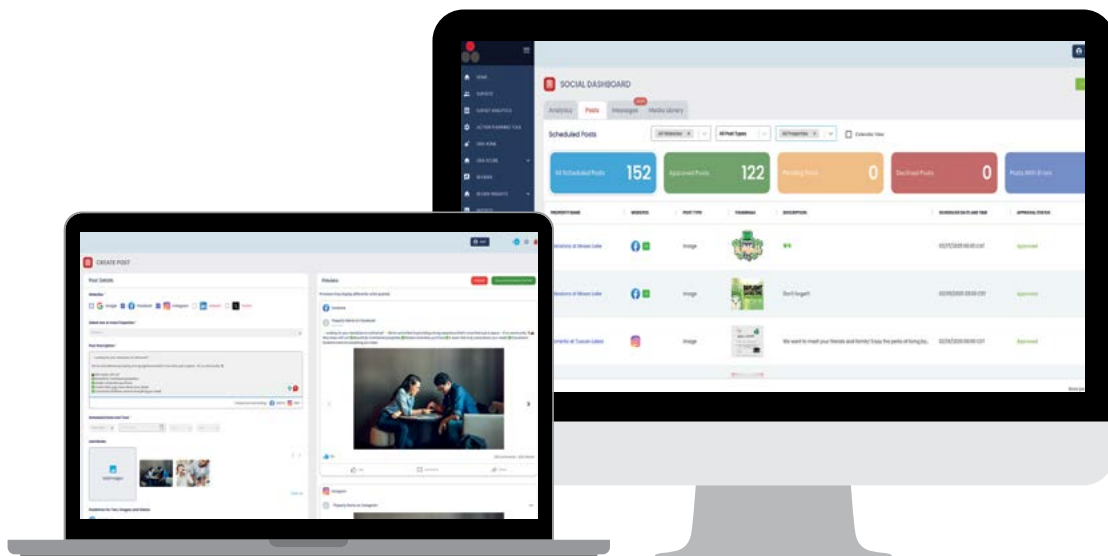
Leasing & Training Director capacity overseeing a multimillion-dollar portfolio averaging 15 sites nationwide. Previously, Jessica has served as Director of New Development Marketing for Asset Living. She is responsible for overseeing the division's daily operational activities while leading the corporate 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.



Lia Nichole Smith is a trend-spotting thought leader, with advanced theoretical and practical knowledge of solving challenges for student, conventional, affordable, military, and senior communities. Recognized by GlobeStreet as an 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. She is a published author, industry leader and all-around data nerd.

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KEYNOTE SPEAKERS



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.



Neal Schaffer is a globally recognized digital marketing consultant, author, and speaker, with expertise in social media strategy and influencer marketing. He has helped businesses large and small maximize their social media presence and drive growth through innovative content strategies and currently teaches at Rutgers Business School and UCLA Extension. His five books that he has authored, including *Maximize Your Social*, *The Age of Influence*, and his latest *Digital Threads*, are essential guides for navigating the digital marketing landscape.

Neal's proven expertise and speaking experience on a variety of social media topics has brought him international praise and is frequently invited outside of his Southern Californian home to speak around the world. Neal has spoken on 4 continents and presented at national conferences on marketing and social media including Social Media Marketing World, Marketing Profs B2B, Social Media Strategies Summit, Corporate Social Media Summit, iStrategy, Content Marketing Conference, and the Gravity Summit on Social Media.





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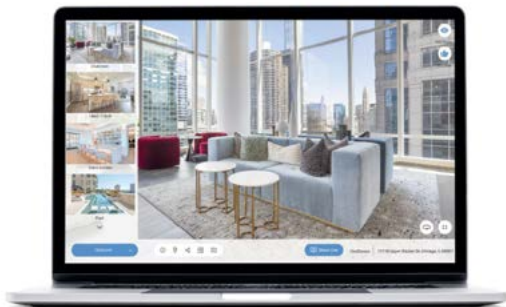


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GENERAL SESSION SPEAKERS



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



Jacqui Malis Becker is a Senior Product Manager at HubSpot, and has led the social media product strategy within Marketing Hub over the last 5 years. She is a seasoned expert in the social space, with a background in Advertising Production, crafting video content for TV, Social and Radio. She is excited about the future of AI and how it can help unlock more creativity in marketing for many businesses, especially on a budget.



Ariana Bourque serves as the Director of Marketing and PR at P.R.O.S. Enterprises, bringing with her 12 years of property management experience and 8 years of expertise in marketing. Ariana's skill set includes graphic design, digital marketing and analytics, content creation, online reputation and social media management, brand strategy and development, and copywriting. Her professional passions include design, branding, and storytelling, with a strong commitment to mentoring and continued career development. Ariana is an active member of the Arizona Multihousing Association (AMA) and plays a pivotal role in P.R.O.S. Enterprises' 501(c)(3) non-profit, P.I.T.C.H. INITIATIVE.



Martin Canchola, CPACC/National Multifamily Speaker has more than 17 years in the world of digital marketing with a specialty in Local SEO/Search Generative Experience (SGE), Google Ads, Generative AI/ChatGPT 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 proud to serve as the Co-founder & CTO/CSO for Apartment SEO, a Premier Google Partner Agency. Together, he works closely with Google to ensure his clients' success! Also Co-Host at Multifamily Podcast .com!



Daniel Doyle is the Director of Business Development at GRO, where his leadership has been instrumental in the agency's transformation from a regional player to a nationally recognized, award-winning firm in the housing verticals. Under his tenure, GRO has experienced significant growth in both revenue and client size, contributing to the agency's three-time recognition on the Inc. 5000 list of America's fastest-growing private companies. Passionate about fostering long-term client relationships, Daniel has also been key in expanding GRO beyond student housing and multifamily into the senior housing, build-to-rent, and home-building verticals. Daniel now resides in Nashville, TN, with his wife Kylie, their newborn son Decker, and two Boston Terriers, Neville and Brady.



Jaclyn Hosking is the Director of Acquisition Marketing at Bozzuto where she defines and implements innovative and highly effective lead-generation strategies across the organization's portfolio. She has over 10 years of multifamily property management experience, in both an operational and strategic marketing capacity. She has experience developing high-end brands, interpreting marketing analytics, and crafting marketing strategies across various regions for diverse asset types, including market-rate conventional communities, affordable housing communities, mixed-use residential developments, and co-living communities.



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



Rami Kalla is President of Point in Time Studios. Rami graduated at the top of his class from Arizona State University, earning a dual major in Business and Spanish. Early in his career, he honed his marketing expertise at General Mills, managing several of their flagship brands. However, in March of 2002, Rami took a bold leap of faith and founded Point in Time Studios—a move that transformed his career and fueled his passion for creative innovation.

Over the past 22 years, Rami has partnered with hundreds of world-renowned brands, including Ford, Coca-Cola, McDonald's, PetSmart, and more. In addition to working with Fortune 500 companies, Rami has spent the last decade specializing in the Student and Multi-Family Housing industry, creating cutting-edge content for leading companies such as Asset Living, Core Spaces, and Greystar. His efforts have helped clients achieve remarkable results, from generating millions of views to leasing properties to 100% occupancy. A dedicated leader in his field, Rami has served on multiple boards and held the prestigious role of President of the Arizona Production Association, advocating for the growth and development of the production industry in the state.

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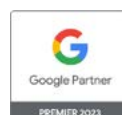


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GENERAL SESSION SPEAKERS



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.



Afif Khoury is the Co-Founder and Chief Executive Officer of SOCi, and has been at the forefront of technology for over 25 years. With a BS in Neuroscience and Genetics from UC San Diego, and a JD from Northwestern University School of Law, Afif has enjoyed a decorated career as a scientist, an attorney, a venture capitalist, and founder of two successful startups—including SOCi, which he has built to a 7-time Inc. 5000 Fastest Growing Company in America, and G2-ranked Top 5 Marketing Platform in the World. Afif is now passionate about changing our relationship with software, from a tool to a partner that can be trained to do the work for us. To that end, SOCi is now building the platform of the future, releasing its proprietary Genius AI™ and suite of Genius Agents™, providing a first-of-its-kind, AI-powered digital workforce capable of handling the workload of 1,000 local marketers™.



Matthew Kilmurry is the Chief Executive Officer of Intrinsic Digital Brands, overseeing Apartment Geofencing and its latest venture, Kurie. The company serves over 200 multifamily owners & operators, and more than 2,800 properties.

A pioneer in digital marketing since the early 2000s, Matthew has spent his career at the forefront of evolving technology and tactics. With experience in both advertising agencies and large private and public companies, including executive roles at Bozzuto and AvalonBay, he understands the unique pressure on multifamily marketers to deliver real, measurable results to operations and ownership teams.



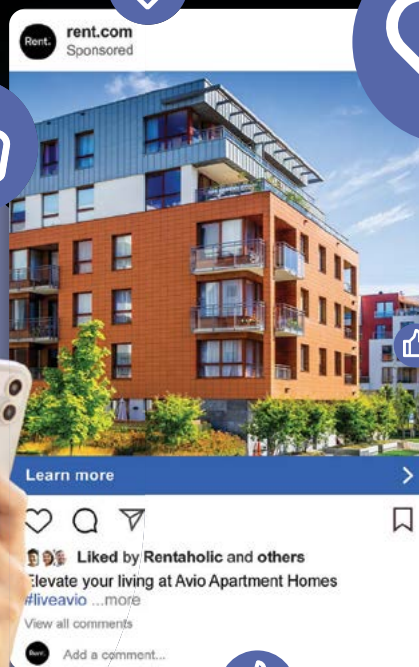
Devin Lusk has spent over 8 years as the Director of Marketing at American Landmark, following a year as a Community Manager. Before joining American Landmark, she built her expertise at Laramar and UDR, beginning her career in the apartment industry at just 17 years old. By age 21, Devin had already moved 28 times, giving her a unique perspective on what makes a place feel like home. Beyond her professional life, she's a dedicated animal rescue advocate with a soft spot for bully breeds. Whether she's finding new ways to market homes or giving back to her community, Devin is always on the move—literally and figuratively!



Lia Nichole Smith is a trend-spotting thought leader, with advanced theoretical and practical knowledge of solving challenges for student, conventional, affordable, military, and senior communities. Recognized by GlobeStreet as an 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. She is a published author, industry leader and all-around data nerd.



Shelby Ward is a creative enthusiast and Social Media Specialist at American Landmark Apartments, where she's been bringing her creativity to life for the past three years. Before joining the multifamily industry, she worked as a videographer/photographer for Manatee County Government. Shelby holds a Master's in Digital Marketing and a Bachelor's in Broadcast Production, with internships in the defense and government utilities industry. A former band kid, she's now part of the media team for the Florida Colorguard Circuit. Fun fact: Shelby grew up RVing full-time across 36 states! Now happily settled in Tampa, she enjoys TikTok "research" and hanging out with her dog and cat.



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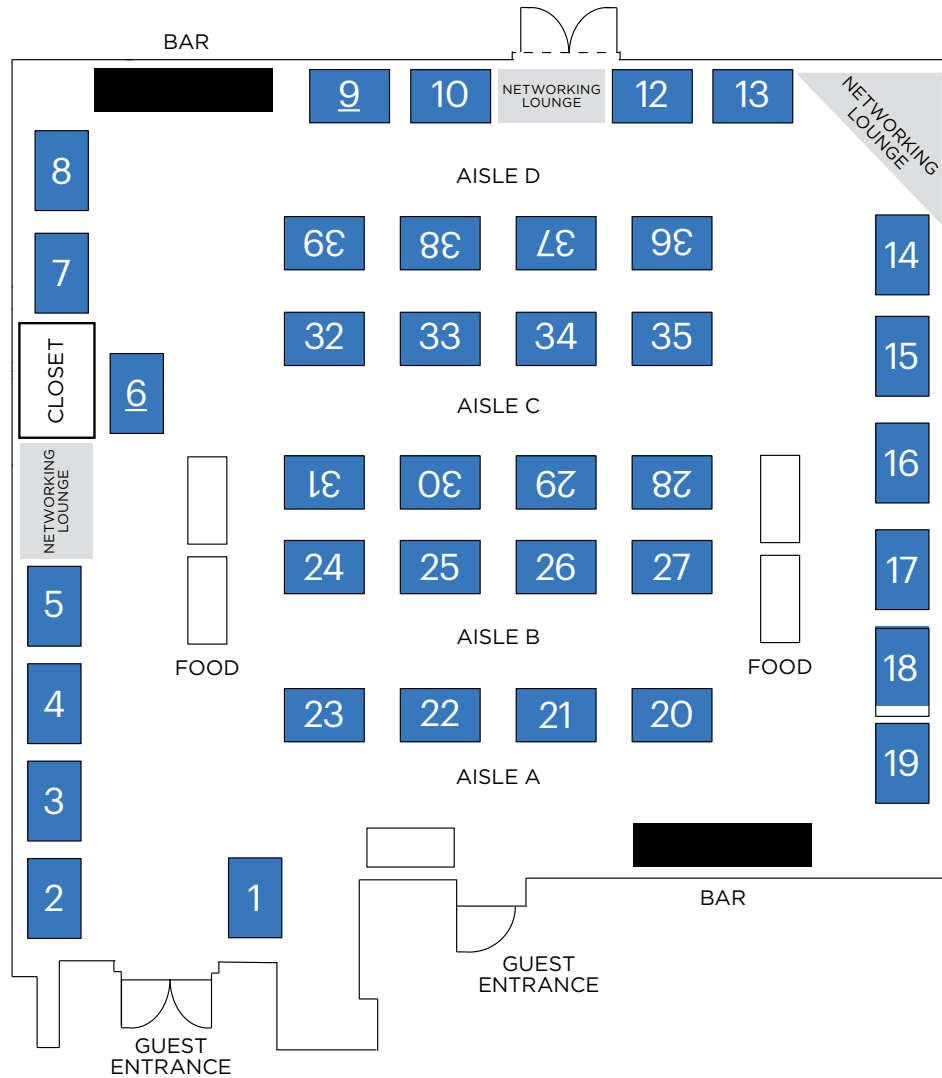
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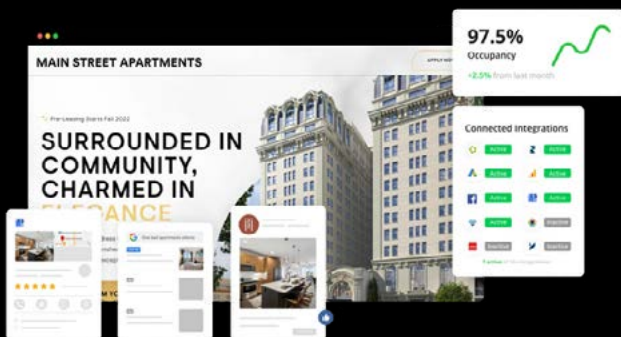
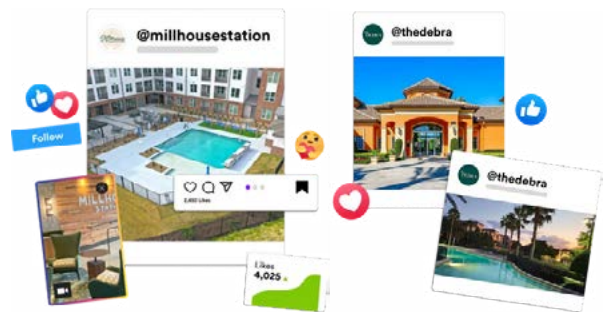
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MATTHEW MEHON
Director of Marketing at
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increase in organic reach

39
average content
interactions per month

8.2%
increase in average
monthly lease volume

Ready to shake sh*t up?

repli360.com



Scan QR code
to learn more
about Repli



ASSOCIATION SPONSOR

Apartment Association of Greater Los Angeles

aagla.com

Since 1917, AAGLA has been the trusted advocate for rental housing providers across Southern California. Representing 10,000+ members and 350,000+ units, we provide support to rental housing providers with expert guidance, education, and legislative advocacy to protect and strengthen the rental housing business. Join us in shaping a fair and sustainable housing future at AAGLA.org.



WIFI SPONSOR

ALN Apartment 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.



ASSOCIATION SPONSOR

Apartment Association of Orange County

aaoc.com

Founded in 1961, AAOC is a non-profit trade association that represents nearly 2,000 rental-housing providers who collectively own and operate more than 120,000 rental units throughout Orange County and Riverside County. AAOC provides its members with professional education, legislative advocacy, operational resources, networking events, and business development opportunities to help maximize their success in the rental-housing industry.



REGISTRATION AND PLATINUM SPONSOR

Apartments.com

Table 27

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, 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.



SUPPORTING SPONSOR

Agency Fifty3

Agencyfifty3.com

Agency FIFTY3 crafts brands, products, websites, and campaigns that drive results (and drive our competitors crazy). Made up of a personality-packed team of doers, dreamers, and disruptors, we love a good collaboration, a big win, and a cool summer cocktail. We offer a full-service marketing approach for the real estate industry, refined through experience and exceptional as the standard. Together, let's make it legendary.



AI-Powered Marketing Solutions for Property Management Companies

Maximize Resident Engagement & Retention with SOCi



See It in Action



Boost Your Reputation with AI-Generated Review Responses

Manage reviews and surveys at scale with on-brand, proactive responses



AI-Enhanced Local Listings

Genius Search boosts listings, attracts new tenants, and drives more traffic to your site



Automate Local Social with AI

Boost resident engagement with Genius Social's automated, multi-platform content



PLATINUM SPONSOR

ApartmentList

ApartmentList.com

Apartment List is a technology-driven rental marketplace with nearly 6 million units on the platform, reaching millions of renters on their path to find their next home each month. Apartment List was founded with the mission to deliver every renter a home they love and the value they deserve. Apartment List offers a unique success-based business model with aligned incentives - connecting renters who want a curated concierge experience with properties that want flexible marketing solutions. The company has been named one of Forbes' "Top 25 Most Promising Companies" and one of Inc.'s "Fastest Growing Private Companies in the U.S. Learn more at www.apartmentlist.com



GOLD EXHIBITOR

ApartmentRatings & SatisFacts

Table 39

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.



PLATINUM EXHIBITOR

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.



WORKSHOP NOTEBOOK SPONSOR

Benson Integrated Marketing Solutions

YourBenson.com

Benson Integrated Marketing Solutions is the industry's leading provider of technology enabled marketing operations and procurement solutions. Our innovative Centralized Marketing Platform (CMP) allowing marketers to gain greater efficiency, brand control, cost savings, and creative inspiration by managing procurement, production, logistics, and applications for all marketing materials.



SESSION SPONSOR

Brynson

Brynson.com

As the founder of ILS Management™, Brynson democratizes data and efficiency for all multifamily portfolios — by merging human insight with vendor-agnostic technology. Our Brynsights™ platform unifies ILS performance, portfolio intelligence and market data with the tech stack your marketing and operations teams use. Ask Paul, our AI powered assistant, to instantly standardize siloed data, create custom reports and graphs, and deliver unbiased recommendations—in a single click.



GOLD EXHIBITOR

Connect Digital, Inc

Table 12

partnerwithconnect.com

Connect revolutionizes apartment leasing by transforming marketing spend into measurable success: applications. Unlike traditional tools that generate anonymous leads, Connect's proprietary technology and geofencing technology targets high-intent renters attributing campaigns directly to applications. Transparent, ROI-driven metrics ensure results, helping apartment operators achieve real outcomes. Leads don't pay the bills—applications do.



Updater

Help residents feel at home **faster**

Updater Pro | Onboarding bridges the gap between an approved application and physical move-in day – it automates tasks and reminders, saving leasing teams hours per move and ensuring residents feel at home faster... all while generating ancillary revenue for your portfolio.



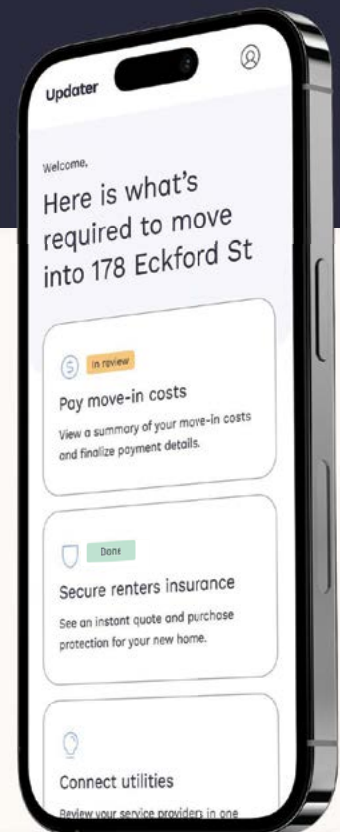
79% of residents satisfied at move-in remain satisfied through renewal
(KingsleySurveys, 2023)

Everything for moving **in one place**:

- Secure renters insurance
- Set up utilities
- Register pets and vehicles
- Forward mail
- Set up TV and internet
- Hire movers
- Purchase boxes
- Add your preferred providers
- Make your own move-in tasks
- *And more!*



Learn more at
updater.com/move-ins



Convenient

You're in good company

Updater is the leader in relocation technology – we power **over 25%** of all U.S. moves and **nearly 50%** of the NMHC Top 50's move-in processes.



Proud sponsor of the Multifamily Social Media Summit

Updater



INNOVATION
SCHOLARSHIP SPONSOR

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.



NETWORKING
LOUNGES SPONSOR

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.



GOLD EXHIBITOR

DepositCloud by Resident Radius

Table 32

ResidentRadius.com

DepositCloud is the leading innovator in rental housing for deposit cash management and compliance solutions, with nearly 1 million multifamily, single family and student housing units serviced nationwide, DepositCloud leverages cutting-edge technology to improve the lives of renters and property operators in rental housing, with a focus on affordability and sustainability. DepositCloud substantially increases NOI and reduces bad debt, by eliminating operating costs, empowering staff to focus on revenue generating efforts, and improving the renter experience with a simple workflow and optionality. Dynamic Deposit: Increase deposit requirements without decreasing leasing velocity. Dynamic deposits utilize a factor of lease rate and screening results to create a custom deposit requirement that eliminates fair housing concerns.

Affordability: With DepositClouds partnership network, residents have options on what type of deposit as well as payment options, all aligned with your needs. **Eliminate deposit management:** 100% enrollment requirements coupled with current and former resident conversion, you experience hands free deposit management immediately, no waiting for turnover conversion. **Remove escheatment responsibility:** With DepositCloud in place, migrate your escheatment headaches to us, we manage proactive outreach to former residents with unclaimed funds, facilitate refunds, reissuance of uncashed checks, as well as all state reporting and funding

DIGIBLE

GOLD SPONSOR

Digible

Table 4

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

Table 29

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.

CONFERENCE



vida by Property
Vista

Book A Demo

Questions?

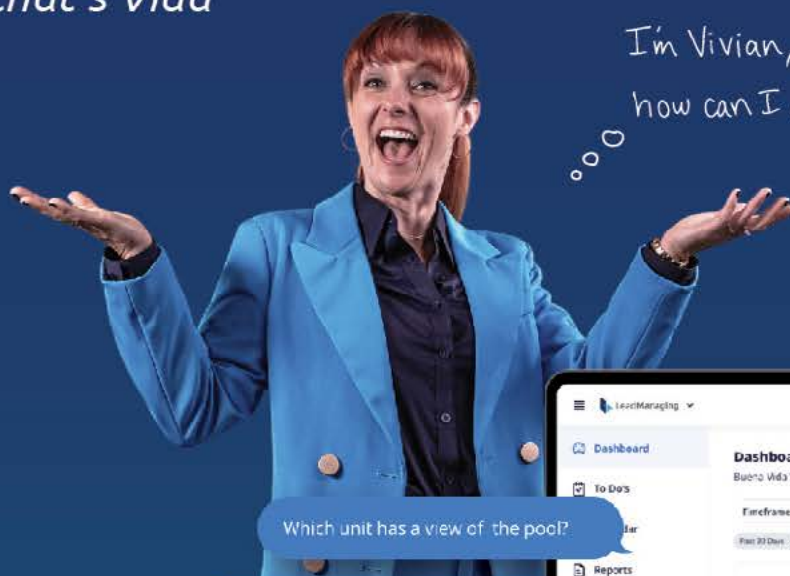
Text me:
803 207 9491



Humanizing AI

Multifamily's most intuitive **AI Assistant**
with a user-friendly **CRM**
and a hassle-free **leasing engine**
— *that's Vida*

I'm Vivian,
how can I assist you?

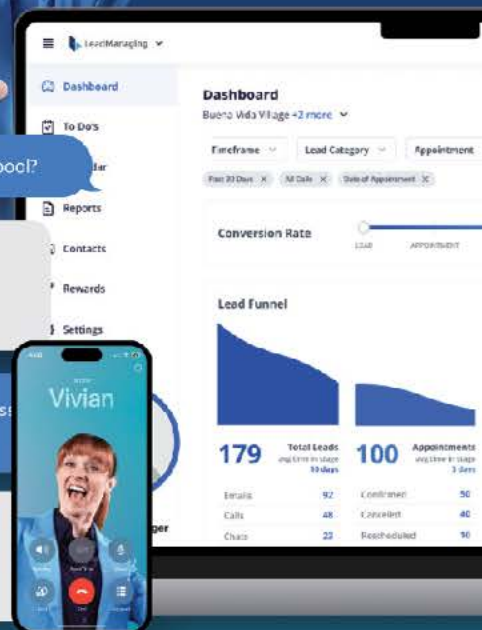


Which unit has a view of the pool?

Units 117, 217, and 317 have views of the pool... and 209 has a beautiful garden view.

Can you translate that into Russian for my boyfriend?

Единицы 117, 217 и 317 имеют вид на бассейн, а 209 имеет прекрасный вид на сад.



Vida AI "Vivian"

Captures
and nurtures
every lead

Leasing Engine

Real-time pricing,
ID verification,
applications,
lease signing

CRM Lead Managing

Simplifies lead
management
and keeps your
team organized.

Vida Analytics

Actionable insights
to improve
performance and
decision-making.

Unique Lead to
Appointment
increased by an average of
120%
per building

10 hours saved
on emails per building/week

Vivian responds to email leads
146x faster
than the average Leasing
Agent (12.2 hours vs. 5 mins)

12 hours saved
on call leads per building/week

Increasing the
likelihood of a tour
by the prospect of
50%

effortless♥

NOTEPAD SPONSOR

Effortless Ads

EffortlessAds.com

Effortless Ads is an innovative advertising solution designed exclusively for multifamily by multifamily owners. By leveraging cutting-edge automation, we streamline digital ad creation, targeting, and optimization to drive better results while spending less. Our intuitive platform ensures you only invest what's necessary to hit your goals—saving you time, money, and effort.

Elise^{AI}

GOLD EXHIBITOR

EliseAI

Table 13

meetelise.com

EliseAI is the leading property management platform powered by cutting-edge conversational AI. It automates leasing, maintenance, and resident communication across text, chat, voice, and email, enabling unparalleled efficiency and customer satisfaction. With a built-in CRM for seamless tracking of contacts, conversations, and analytics, EliseAI empowers property managers to enhance operations and deliver exceptional experiences.

ENGRAIN

PLATINUM EXHIBITOR

Engrain

Table 10

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.

Google Business PRO

A Rentable Product

PLATNIUM EXHIBITOR

Google Business Pro

Table 37

advertise.rentable.co/gb-pro

Google Business Pro combines the PM software feed with generative AI to deliver daily posts, live pricing & dynamic Q&A directly to one of the most important organic marketing channels - the Google Business Profile.



Grace Hill™

PLATINIUM EXHIBITOR

Grace Hill

Table 33 & 34

Gracehill.com

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



PLATINIUM EXHIBITOR

Gryd

Table 38

gryd.com

Supercharge your marketing engine with Gryd's powerful media and design tools. At Gryd, we don't just showcase properties, we transform them into lead-generating powerhouses. Our marketing technology puts every property in the spotlight to get prospects lining up at your door, ready to buy or lease. Power up at gryd.com



PLATINUM EXHIBITOR

HYLY.AI

Table 6

HYLY.AI

Hyly.AI weaves together data and AI to create a unified Intelligence Fabric for multifamily teams. By consolidating reporting and automating manual tasks, we help teams save time, streamline leasing operations, and make smarter data-driven decisions. Trusted by premier industry brands, our solutions simplify traditional multifamily workflows, giving teams a better work experience and renters a frictionless customer journey.



PLATINUM 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 tool 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.



GOLD EXHIBITOR

Kurie

Table 21

Kurie.com

Kurie is revolutionizing multifamily marketing with a bold, video-first approach. We create high-quality, on-brand property videos and animated banner ads that resonate with prospects at every stage of their journey. Combining cutting-edge technology with human expertise, we deliver affordable, fast, and flexible creative solutions that showcase your property's unique value. With Kurie, your brand stays top-of-mind—no matter what comes next.



SESSION SPONSOR

LCP Media

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, posts fresh, professional-quality content to your social channels, and helps manage your reviews & reputation. From showcasing your property's unique amenities to highlighting concessions, MavenAI ensures your marketing includes what renters care about. Trusted by industry-leading companies, MavenAI saves your team time and budget, so you can focus on leasing units and delivering an exceptional renter experience.



GOLD EXHIBITOR

Nurture Boss

Table 25

Nurtureboss.io

Combining modern technology and AI with automated workflows, Nurture Boss is redefining AI for multifamily. Nurture Boss' AI platform allows apartment owners and operators to convert more prospective renters and retain more residents. From the moment a new lead is generated until a resident is renewing a lease, Nurture Boss offers AI powered solutions to automate and execute every step along the way.



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 36

perq.com

PERQ is a digital marketing platform that helps PMCs achieve high occupancy with less work and cost. With tools for PPC advertising, website lead capture, cross-channel conversational AI, nurture automation, and multifamily's only Google Business Profile tour scheduler, PERQ helps PMCs become a powerful lease magnet to generate more high-quality leads from free sources. PMCs that use PERQ capture more qualified leads, achieve higher conversions, reduce their costs per lead and lease, and save time for their overburdened marketers and onsite teams. Today, over 150 PMCs use PERQ to attract, engage, and sign more lease prospects.



THURSDAY WINE
TASTING 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



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 for full spectrum of the property management business, delivering transparency into asset performance, enhancing renter and employee experiences, and improving efficiencies to generate incremental yield. RealPage is redefining the resident experience with LOFT™ – everything rental in one app – and Lumina™ AI, the AI engine powering the RealPage portfolio. realpage.com loftliving.com realpagelumina.com



GOLD EXHIBITOR

Realync

Table 33 & 34

realync.com

Realync, A Grace Hill Company, is the complete virtual solution for the multifamily industry. Its all-in-one platform, featuring video and 360-degree tours, enables multifamily teams to create engaging experiences, streamline the leasing process, and communicate effectively with renters.



WHAT DO ALL OF THESE TEAMS HAVE IN COMMON?

Select Clients:



They all use  **widewail** to shape their online reputation.

Widewail property management clients generate **50% more reviews** per month than the industry average with no additional work from onsite teams.

Average rating for **Widewail property management clients** is a **4.28** on Google. The industry average is 3.91.

EVERYTHING YOU NEED TO:

* **GET MORE REVIEWS**

* **RESPOND TO REVIEWS**

* **AI-ANALYZE REVIEWS**

* **GET VIDEO REVIEWS**

* **GET PRIVATE SURVEYS**

widewail.com



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



MARQUEE 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.



GOLD EXHIBITOR

RentGrata

Table 19

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.



WELCOME RECEPTION
SPONSOR AND PLATINUM
EXHIBITOR

REPLI

Table 18

Repli360.com

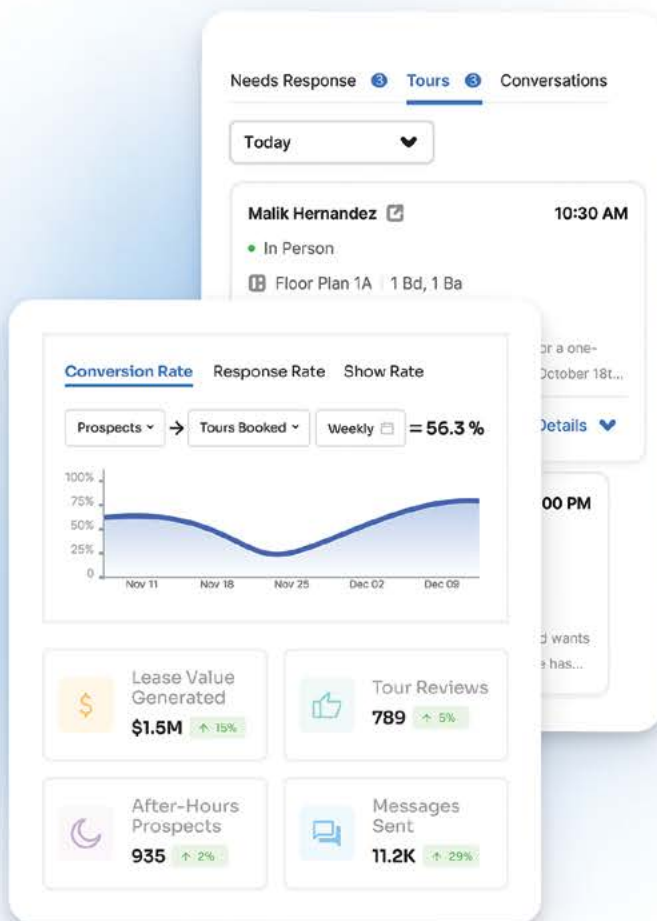
Founded in 2018, Repli saw a problem: multifamily is plagued with inefficient systems, dated technology, and fragmented data leading to spinning wheels, wasted money, and countless missed opportunities. Knowing there had to be a better way to bring these touch points together, Repli built it. We are 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 sh*t up for good!



The AI-assistant for your full resident lifecycle.

Less busywork, higher NOI, total control.

Let your AI Assistant, Kelsey, tackle the daily grind of leasing, rent collection, and follow-ups so you can focus on what matters: **growing your business.**



53%

Faster Response Rates

2.4x

Conversion In Lead-to-Tours

44.8%

Higher Conversion Rates

Turn more leads into leases, simplify rent collections, and supercharge your operational efficiency with Zuma's AI Assistant, Kelsey.



Scan to learn more or go to getzuma.com

Proudly Powering:





GOLD EXHIBITOR

Resi

Table 35

GetResi.com

Resi is the adaptive multifamily marketing platform powering dynamic websites that drive real results. Our all-in-one SaaS solution is designed for modern property operators, streamlining digital marketing efforts with high-performing websites, actionable insights, and seamless integrations. From lease-up campaigns to long-term conversions, Resi empowers your properties to stand out in a competitive market.



SESSION SPONSOR

Respage

Respage.com

Respage is reinventing the renting experience with an AI-first platform for marketing, leasing, and operations. Our all-in-one solution automates lead generation, prospect follow-up, social media, reputation management, and resident communication to maximize occupancy. With Respage, you gain a dedicated partner committed to creating extraordinary leasing experiences for prospects, on-site teams, and residents.



OFFICIAL PODCAST SPONSOR
AND GOLD EXHIBITOR

Revyse

Table 24

Revyse.com

Combining advanced technology with intuitive design, Revyse is redefining vendor management for multifamily. Streamlining every phase of engagement, Revyse's comprehensive platform provides powerful tools for discovery, compliance, and ongoing management, helping multifamily professionals master the complexities of the vendor lifecycle — from initial selection through contract renewal. Visit revyse.com/rvi to learn more..



PLATINUM EXHIBITOR

SOCi

Table 20

meetsoci.com

SOCi is the leader in AI-powered marketing solutions for multi-location businesses. With its proprietary Genius AITM and suite of Genius AgentsTM, SOCi provides a first-of-its-kind, AI-powered digital workforce capable of handling the workload of 1,000 local marketersTM, empowering brands to achieve unmatched digital visibility, strengthen customer engagement, and scale faster than ever before. SOCi is recognized by Fast Company as one of the World's Most Innovative Companies and is trusted by nearly 1,000 top brands—including Willow Bridge Property Company, Cushman & Wakefield, Bridge Property Management, FPI Management and more—to automate and optimize local marketing tasks across all locations. Founded in 2012 and backed by leading strategic investors, SOCi is transforming how multi-location brands manage and scale their marketing efforts. Learn more at www.soci.ai or contact us at hello@soci.ai.



GOLD EXHIBITOR

Social Kapture

Table 28

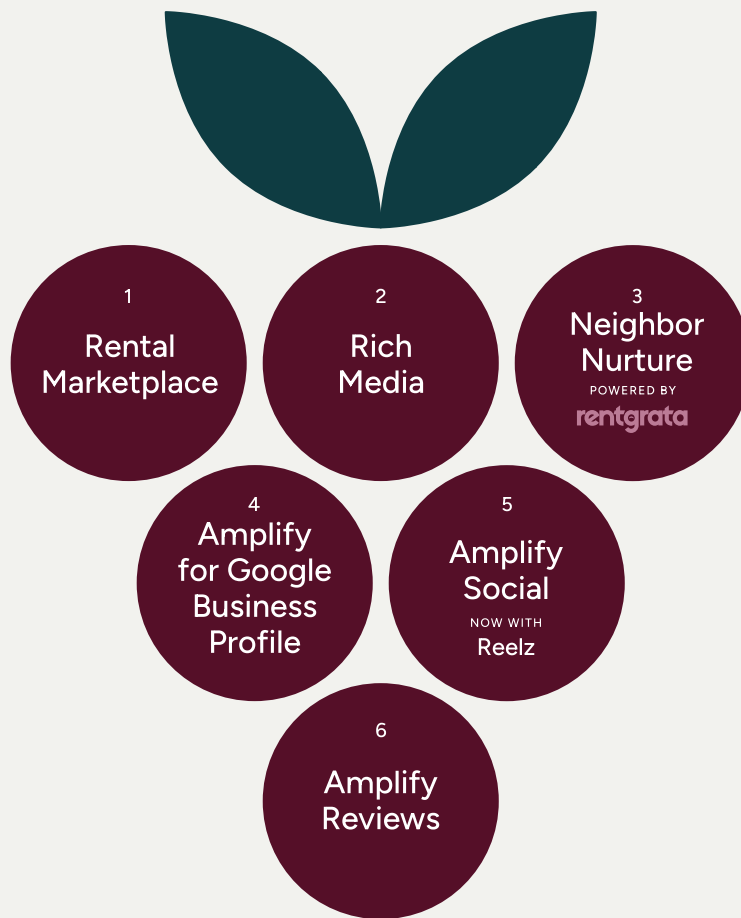
SocialKapture.com

Social Kapture is the leading agency for multifamily marketers seeking an effortless way to curate their community brand, delivering content worth the follow through strategic social media and digital marketing. 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 2016, Social Kapture has partnered with some of the nation's largest property management companies to create branded campaigns that drive results across platforms for their portfolios. From new construction to stabilized communities, we provide proven strategies and industry expertise to support each community's unique vision.



BOLD & BALANCED

From social media to social proof, our multifamily marketing solutions help property owners and operators reach renters every step of the journey.



Visit multifamily.zumper.com to learn more.



INGREDIENTS:

(1) ILS WITH AI-POWERED ASSISTANT ZOE, (2) EDITORIAL PHOTOGRAPHY, VIRTUAL STAGING, 3D MATTERPORT TOURS, (3) EXCLUSIVE BUNDLE FOR RESIDENT ADVOCACY AND LEAD NURTURING, (4) DAILY, FAIR HOUSING-COMPLIANT, PROPERTY-SPECIFIC POSTS AND FLOOR PLAN PRICING AND AVAILABILITY UPDATES MADE TO YOUR GBP, (5) FAIR HOUSING-COMPLIANT, PROPERTY-SPECIFIC POSTS PUBLISHED 3 - 4 TIMES PER WEEK TO YOUR PROPERTY'S FACEBOOK AND INSTAGRAM PAGES. REFRESH PHOTOGRAPHY WITH A 4-HOUR PHOTOSHOOT WITH *AMPLIFY SOCIAL PLUS*. NOW WITH REELZ, (6) AUTOMATED ILLEGITIMATE REVIEW REMOVAL, REVIEW RESPONSE, REVIEW GENERATION, AND REVIEW LISTENING.

WARNING:

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



GOLD EXHIBITOR

Union

Table 17

GoUnion.com

Union is the AI powered all-in-one operating system for multifamily that enables PMCs to centralize leasing operations, become ILS independent, and reduce staffing requirements. By offering Marketing, Lead Management, CRM, and Renewals in one seamless and centralized platform, Union powers modern multifamily success. While others piece solutions together, Union hands you the full playbook to accelerate your growth at every turn.



GOLD EXHIBITOR

Unmaker

Table 16

Unmaker.com

A branding and design agency focused on making places feel like home. Built by industry professionals for industry professionals, Unmaker was created to solve the problems that our line of business faces each day.



PLATINUM EXHIBITOR

Updater

Table 5

updater.com

Updater is a one-stop solution that helps your residents move in and out smoothly and gives your teams back hours per move-in. Updater's all-in-one solution streamlines move-in management for your onsite teams, boosting efficiency and eliminating manual tasks. On average, our technology helps your residents save 5-10 hours on move-in tasks and leasing teams 1-2 hours per move-in. Updater is the leader in relocation technology - we power over 25% of all U.S. moves and nearly 50% of the NMHC Top 50's move-in processes. For more information, please visit www.updater.com/move-ins.



EXECUTIVE AI
SESSION SPONSOR

Venn

Venn.city

Venn transforms resident management by combining data-driven insights with top-tier services and experience. Our all-in-one platform eliminates the chaos of multiple dashboards and integrates all tenant data in a single source of truth. Aggregating and analyzing thousands of resident data points—from the PMS, app, and dozens of point solutions—the platform surfaces AI-generated insights to help your team enhance resident satisfaction and increase profitability at every interaction. Built on deep integrations with a flexible backend and intuitive user interfaces, the platform quickly becomes a part of tenants and teams' day to day and requires zero changes to your existing tech stack.



PLATINUM EXHIBITOR

Vida by Property Vista

Table 30

PropertyVista.com

Vida is the all-in-one AI-powered leasing and lead management tool designed for multifamily. By uniting our AI Assistant, Vivian, with a dynamic CRM and seamless leasing engine, Vida turns prospects into renters. Vivian answers every call, text, and email, guiding renters through their journey and capturing every interaction in an intuitive, easy-to-navigate dashboard. With Vida, you have everything you need for smarter, smoother leasing in one place.



PLATINUM EXHIBITOR

Widewail

Table 26

Widewail.com

Power your reputation engine with Widewail. We specialize in public reviews. Our approach is proactive: mostly automated, manual sometimes. The perfect blend of high tech, high touch. Always centralized. Always efficient onsite. Do more than just monitor reviews; go on offense with Widewail. Because residents lease from those they know, like, and trust. 1,000,000 reviews managed and counting.

THE FUTURE OF MULTIFAMILY MARKETING:

Smarter Strategies. Measurable Results.

In today's competitive market, multifamily leaders need smarter tools to optimize campaigns, simplify workflows and keep residents engaged. Unlock performance and drive quantifiable results with RealPage®'s integrated solutions, powered by AI, predictive analytics and automation.



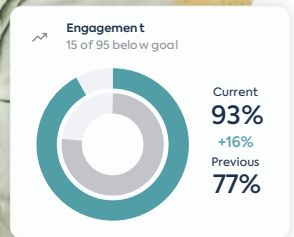
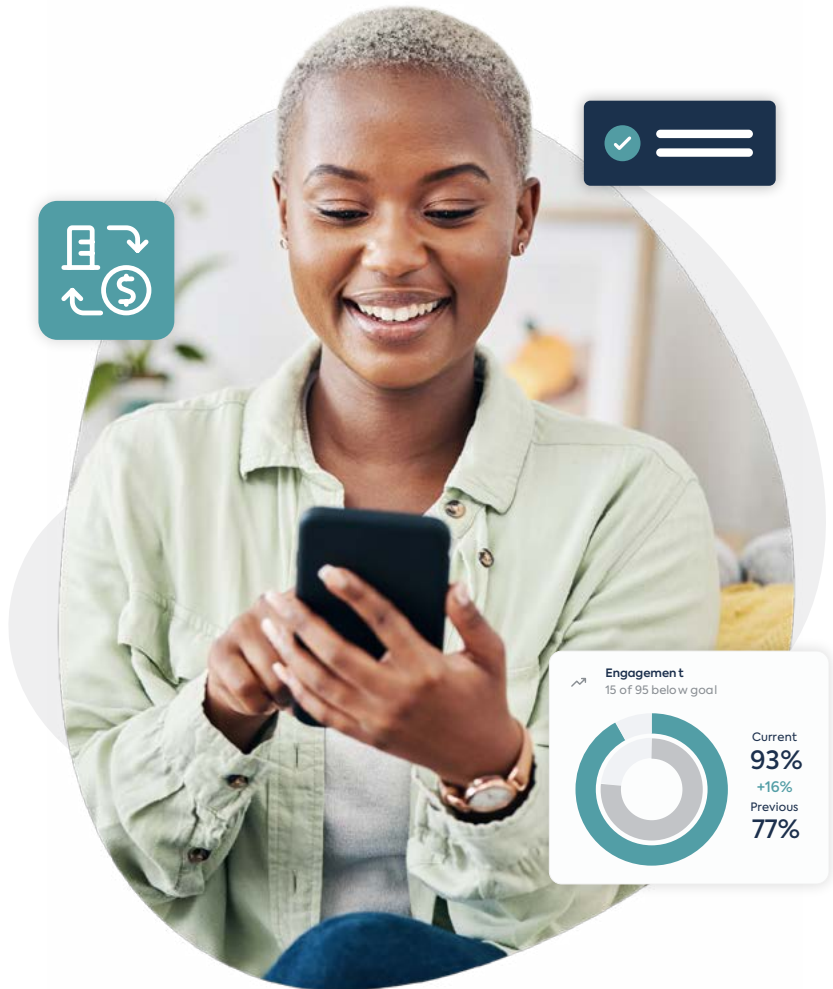
Boost marketing ROI with AI-driven campaigns, SEO and websites.



Shorten lead-to-lease cycles and improve conversions.



Create exceptional resident experiences with an all-in-one leasing and rewards platform.



Visit [tables 14 and 15](#) or
learn more at RealPage.com.

 **REALPAGE**



THURSDAY AFTER PARTY AT CRUSH
AND PLATNIUM EXHIBITOR SPONSOR

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 7

Zipcodecreative.com

The idea of home isn't a new one— it takes thoughtful branding to attract the right residents and stand out among the comps. Zipcode Creative partners with multifamily communities and companies to help them make their mark with strategic branding, beautiful graphic design, and copywriting that actually converts. We're woman-owned, founded, and operated, and our boutique agency is always ready to roll with any size creative project to beautify your marketing.

Move for Hunger

Fighting Hunger, One Move at a Time

moveforhunger.org

More than 47 million Americans face hunger every day, including 1 in 5 children. Meanwhile, 38% of the food produced in the United States every year is wasted. Move For Hunger offers a sustainable solution to this inexcusable paradox.

Our network of socially responsible relocation companies provides their customers, clients, and residents with the opportunity to donate their food when they move. Members of Move For Hunger also volunteer to host/assist with community food drives, participate in cause marketing campaigns, and create employee giving programs.



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

Founded as an ILS, Zumper has evolved into your all-in-one marketing solution. As the largest privately-owned residential rental marketplace, we help partners fill vacancies with a range of solutions like premium ILS ads, GBP optimization, reputation management, social media engagement, Matterport tours, and more - offering a holistic approach to reaching renters every step of their journey.



Since 2009, we have delivered more than 57 million pounds of food to food banks across the United States and Canada. That's the equivalent of more than 47 million meals. Move For Hunger is dedicated to fostering community partnerships that will continue to grow organically for years to come. We are committed to changing the way entire industries do business.

We will challenge millions of people to confront the issues of hunger and food waste and provide them with opportunities to take action. Together, day-by-day, we will create a more just and sustainable future.

See us at our Table in the Pre-Function Space for information on how you can support our mission.

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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: ALNDATA25
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

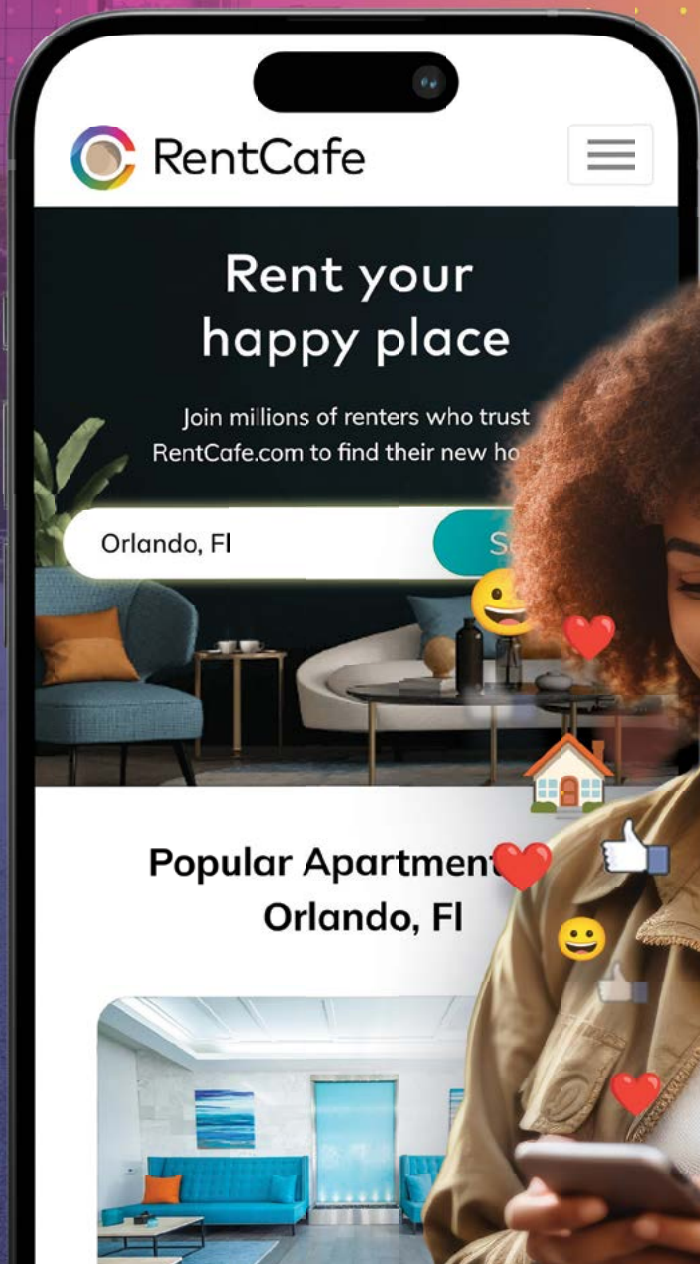
The Meritage has a Computer Kiosk located just off the main Lobby by the Commons Lobby Bar.

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.



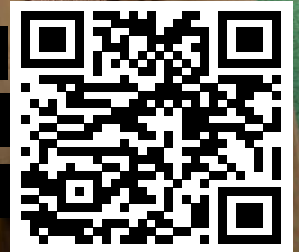
Help renters find their happy place



LIST

WITH

US



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looking for their next home

 RentCafe.com

Smarter Marketing. Better Results. Greater Resident Connections.

From predictive advertising to resident engagement, RealPage® helps you optimize ROI, drive occupancy, and improve resident loyalty with seamless, integrated tools.

G5

Boost lead quality with AI-powered digital advertising and SEO.

Knock CRM

Simplify lead-to-lease workflows and improve efficiency.

LOFT

Enhance resident retention with seamless leasing, payments and loyalty programs.



Visit [tables 14 and 15](#) or
learn more at [RealPage.com](#).