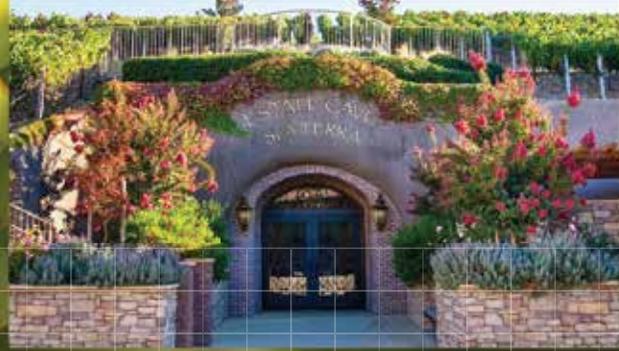


2026 PROGRAM GUIDE

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**MULTIFAMILY
STRATEGIC MARKETING
SUMMIT 2026**

TECHNOLOGY | CONNECTION | OUTCOMES

MARCH 18-20 • NAPA, CA
THE MERITAGE RESORT

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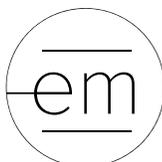


MULTIFAMILY STRATEGIC MARKETING SUMMIT 2027

TECHNOLOGY | CONNECTION | OUTCOMES

Stay tuned for
Announcements for 2027!

Event Produced by



ESTEEM MEDIA

ROUNDTABLE SESSIONS

(Open to PMC attendees only)

Join a roundtable session during our Thursday breakfast hosted by a roundtable chair and focused on their expertise on a social media 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.



Jaclyn Hosking

Director of Acquisition Marketing, Bozzuto

#1: Leading Through Change in a Rapidly Shifting Housing Market



Allison Nesbitt

VP, National Sales & Strategic Initiatives, Zumper

#2: Clear Costs, Stronger Conversions—Marketing in the Age of Fee Transparency



Martin Canchola

CPACC/National Multifamily Speaker

#3: Vibe Coding 101—It's a Vibe! AI Tools for the Modern Apartment Marketer



Careena Daly

Customer Success Lead, Union

#4: Offline Conversions—From Stitched Systems to a Shared Source of Truth



Izzy Carunungan

Industry Principal, RentCafe Marketing

#5: The Social-to-Search Shift—How Social Media Drives Discoverability



Georgianna W. Oliver

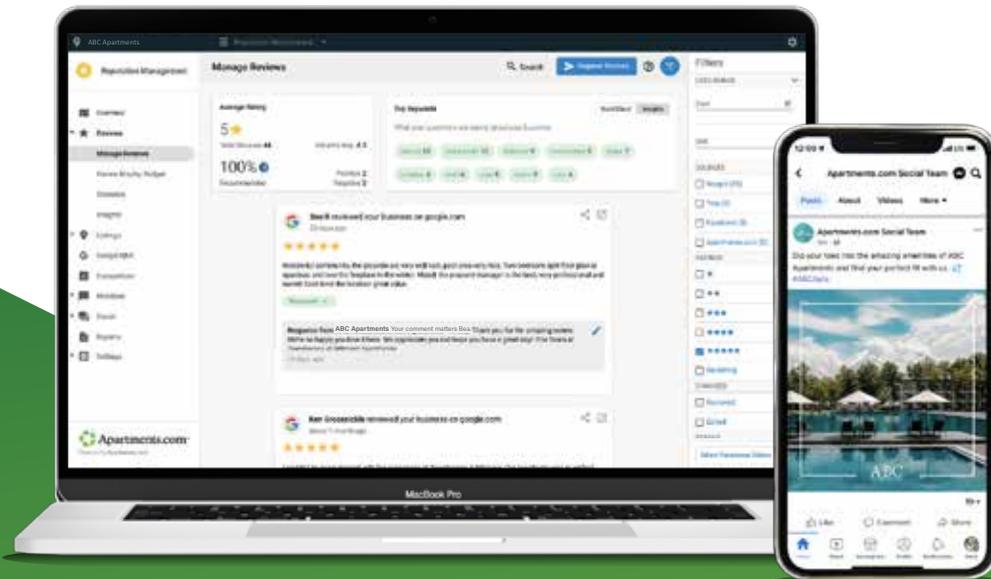
Founder & CEO, Tour24

#6: The Touring Tech Stack Driving Marketing Performance

Social & Reputation Suite

Focus on your community and let us create, manage, customize, and grow your social media and online reputation with:

- ✔ Business Listing Management
- ✔ Review Response & Generation
- ✔ Social Media Graphics & Content
- ✔ Paid Social Media Ads



Put our solution and team of experts to work for you.
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CONFERENCE AGENDA

WEDNESDAY, MARCH 18

11:00 AM – 6:00 PM	REGISTRATION AND BADGE PICK-UP	Sponsored by: 
	WORKSHOPS HANDS-ON TUTORIALS SESSION INTRODUCTION BY: JP Gaconnier, CPO, Vida by Property Vista	Sponsored by: 
2:00 PM – 3:00 PM	WORKSHOP # 1 Future-Proof Your Social Strategy-Smart Scaling, Authentic Content, and What Gen Z is Teaching Us Erica Byrum, Assistant Vice President of Social Media, Apartments.com	
3:00 PM – 3:45 PM	WORKSHOP HANDS-ON TUTORIAL #2 From Disconnected to Unforgettable-Building Powerful Identities Through Tailored Marketing Lauren Turner, Marketing Manager, The Bainbridge Companies Stacey Feeney, Founder & Chief Creative Director, Zipcode Creative	
4:00 PM – 4:45 PM	WORKSHOP HANDS-ON TUTORIAL #3 TikTok Tactics for Communities-Turning Trends into Tours Faith Barker, National Client Marketing Manager, Greystar Ashley McGovern, Director of Content Marketing, Nurture Boss	
4:45 PM – 5:30 PM	WORKSHOP HANDS-ON TUTORIAL #4 Smartphone Storytelling-Creating Photos and Videos That Sell Your Space Linda Holt, Photographer, Podcaster, and Interior Designer, Linda Holt Creative	
	EXECUTIVE AI SESSION	Sponsored by: 
2:30 PM – 5:30 PM	EXECUTIVE AI SESSION A Real-World Look at AI Across the Prospect Experience INTRODUCTION BY: Lia Nicole Smith, Chief Brand Strategist, Spherexx SPEAKERS: Dustin Hayes, Founder, Hermosa Digital Alex Abernathy, Executive Vice President, Asset Living Dustin Lacey, Chief Technology Officer, Mark-Taylor Residential Kris Kimmerle, Vice President of AI Risk and Governance, RealPage Damian Rollison, Market Insights Senior Director, SOCi	
2:30 PM – 3:30 PM	SEGMENT 1: The State of AI in Multifamily, One Year Later	
3:45 PM – 4:30 PM	SEGMENT 2: Found, Chosen, Trusted- Optimizing for AI-Powered Search	
4:45 PM – 5:30 PM	SEGMENT 3: AI Leader Panel: From Pilot to Playbook	
5:30 PM – 6:30 PM	WELCOME RECEPTION AT THE MERITAGE RESORT	Sponsored by: 

THURSDAY, MARCH 19

7:00 AM – 6:00 PM	REGISTRATION AND BADGE PICK-UP	Sponsored by: 
8:00 AM – 9:00 AM	BREAKFAST BUFFET AND NETWORKING TIME WITH EXHIBITORS AND SPONSORS	
8:00 AM – 9:00 AM	ROUNDTABLE SESSIONS Reserved for PMC attendees only – sign-up at the Registration Desk for topics.	
9:00 AM – 9:15 AM	WELCOME AND INTRODUCTION Adam Japko, CEO, Esteem Media and Founder, Multifamily Social Media Summit	
9:15 AM – 10:00 AM	OPENING KEYNOTE: AI for Content Strategy and Lead Generation KEYNOTE INTRODUCTION BY: Shelly Ness, VP of Sales, RealPage, Inc. KEYNOTE: Andy Crestodina, CMO and Co-Founder, Orbit Media Studios	Sponsored by: 
10:00 AM – 10:45 AM	LeaseTok & Rentstagram: When Social Media Runs Your Reputation INTRODUCTION BY: Nick Deveau, Founder and CEO, GrottoAI Virginia Love, Vice President, Industry Principal, Entrata Lia Nichole Smith, Chief Brand Strategist, Spherexx	Sponsored by: 
10:45 AM – 10:55 AM	Innovation Scholarships ANNOUNCEMENT BY: CJ Edmonds, Chief Revenue Officer, Conversion Logix	Sponsored by: 
10:55 AM – 11:40 AM	NETWORKING AND BUBBLY BREAK WITH EXHIBITORS AND SPONSORS	
11:40 AM – 12:10 PM	The Triple Power Play: AI, Automation, & Frameworks That Pay Off INTRODUCTION BY: Anthony Paganucci, Founder and CEO, Brynson Justin Godwin, Senior Director of Marketing & Communications, Cushman & Wakefield	Sponsored by: 

Meet the AI Leasing and AI Resident Agents that Everyone is Talking About

The RealPage AI Leasing and AI Resident Agents work alongside onsite teams to handle repetitive tasks, surface the right details at the right time, and keep everything running smoothly. Built on advanced AI, decades of multifamily expertise, and deep RealPage system integration, these AI teammates provide always-on support from day one, helping improve efficiency, boost retention, and deliver measurable results.



AI Leasing Agent

I help you lease faster, with less effort.

Featured Skills

- Pricing & Availability
- Tour Scheduling & Nurturing
- Apartment Amenities & Policy FAQs



AI Resident Agent

I help with proactive nurturing and reactive support.

Featured Skills

- Proactive Payment Reminders
- Service Requests
- Resident FAQs
- Renewal Nurturing

Meet your
new teammates.

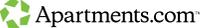
Visit us at Table 14 and 15



Learn more at realpage.com/lp/lumina-ai-workforce/

12:10 PM – 12:40 PM	<p>The AI-Era Leasing Funnel: Winning the Renter Journey INTRODUCTION BY: Izzy Carunungan, Industry Principal, REACH by RentCafe/LCP Media Anne Baum, VP of Marketing, Towne Properties</p>	Sponsored by: 
12:40 PM – 2:00 PM	LUNCH BUFFET AT THE MERITAGE RESORT AND NETWORKING TIME FOR ALL PARTICIPANTS	
2:00 PM – 2:45 PM	<p>Instagram’s Next Era: From Scroll to Search Ariel Baranauckas, Vice President of Marketing and Recruitment, Carter-Haston Erica Byrum, Assistant Vice President of Social Media, Apartments.com</p>	
2:45 PM – 3:30 PM	<p>The AI Playbook for Marketers: How to Win Trust and Drive Change INTRODUCTION BY: Rebekah Conner, Account Executive, Jonah Digital Liv Gabrielsen, Senior Executive Growth, Marketing & Leadership Development Kristi Fickert, Senior Vice President of Growth and Marketing, Kurie Justin Jones, Director of Industry Strategy, SmartRent</p>	Sponsored by: 
3:30 PM – 4:00 PM	NETWORKING BREAK WITH EXHIBITORS AND SPONSORS	
4:00 PM – 4:45 PM	<p>Smarter Search in Action: How AI is Redefining Renter Discovery, Engagement, and Conversion INTRODUCTION BY: Vance Exstrom, Vice President of Sales, Repli Marlee Murdock, Vice President, Property Performance, Western Wealth Communities Lisa Haskins, Industry Principal for G5, RealPage</p>	Sponsored by: 
4:45 PM – 5:30 PM	<p>What’s Next Is Now: Multifamily at the Edge of Chang INTRODUCTION BY: Henson Orser, Co-Founder and CEO, TwoDots MODERATOR: Sara Scarborough Graham, Founder + CEO, Six Dots PANELISTS: Alex Abernathy, Executive Vice President, Asset Living Anne Baum, VP of Marketing, Towne Properties Dustin Lacey, Chief Technology Officer, Mark-Taylor Residential</p>	Sponsored by: 
5:30 PM – 6:30 PM	NETWORKING RECEPTION AND WINE TASTING AT THE MERITAGE RESORT	
8:00 PM – 10:00 PM	<p>After Party at Crush Lounge at the Meritage Resort 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.</p>	Sponsored by: 

FRIDAY, MARCH 20

7:30 PM – 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	<p>OPENING KEYNOTE #2: Build, Believe, Belong — The Applied Optimist’s Blueprint for Modern Marketing KEYNOTE: Seth Cohen, Founder, Optimistic Labs</p>	
9:45 AM – 10:30 AM	<p>Reasonable is Boring — AI, Trust and the Bold Future of Multifamily Madeleine Goff, Director of Strategic Communications & Public Relations, Mark-Taylor Residential Priyanka Agarwal, Director of Public Relations, J Turner Research</p>	
10:30 AM – 11:00 AM	NETWORKING BREAK WITH EXHIBITORS AND SPONSORS	
11:00 AM – 11:45 AM	<p>Inside the Renter’s Mind: Revealing the 2026 Consumer Housing Trends Report Amanda Pendleton, Home Trends, Zillow</p>	
11:45 AM – 12:15 PM	<p>From Noise to Action What We Learned the Hard Way and How Leaders Should Move Forward MODERATOR: Sara Scarborough Graham, Founder + CEO, Six Dots Ashley Cerasaro, SVP, Communications, AVE Melinda Howard, VP of Training & Systems, PLK Communities</p>	
12:30 PM	CLOSING REMARKS AND ANNOUNCEMENTS	

Spherexx[®] AI Drives NOI And Proves It

19,200 Units Reviewed Between January and June 2025

Metrics without AI	Metrics with AI	Spherexx [®] AI Proof of Gain
Time to Respond 11.2 Hours	Time to Respond 1.77 Minutes	11.17 Hours Saved
Appointments 4,832	Appointments 6,450	33.5% Increase
Lease Conversion 395	Lease Conversion 493	24.8% Increase
Days to Lease 32 Days	Days to Lease 16 Days	16 Days Faster
Occupancy -0.4%* <small>- \$268,646 for 38 units out of 9,578 unit test group during the six-month review period</small>	Occupancy +1.3%	\$926,100 MORE with Spherexx[®] AI

NOTE: 49% of all leads and inquiries come in after hours.
AI works 24/7 & meets your prospects exactly when those prospects are making decisions.

EXECUTIVE AI SESSION

A REAL-WORLD LOOK AT AI ACROSS THE PROSPECT EXPERIENCE

Wednesday, 2:30PM-5:30PM

Session Introduction by: Lia Nicole Smith, Chief Brand Strategist, Spherexx

Speakers: Dustin Hayes, Founder, Hermosa Digital
Alex Abernathy, Executive Vice President, Asset Living
Dustin Lacey, Chief Technology Officer, Mark-Taylor Residential
Kris Kimmerle, Vice President of AI Risk and Governance, RealPage
Damian Rollison, Market Insights Senior Director, SOCI

AI now touches every part of the multifamily stack, from conversational agents to content workflows to analytics. At the same time, discovery is moving toward AI-powered answers and summaries, changing how prospects find and evaluate properties. This session focuses on what PMCs can put to work today: where AI creates measurable lift, how to optimize visibility in AI-driven search experiences, and how to build practical guardrails that keep teams efficient, compliant, and on brand. You will leave with lightweight scorecards, road-mapping prompts, and immediate next steps to take home.

Key Takeaways:

- Pinpoint AI use cases that improve lead quality, tour conversion, and resident satisfaction, and measure impact with clear KPIs.
- Optimize for AI discovery with structured data, content patterns, listings hygiene, review strategy, and onsite knowledge that feed answer engines.
- Design an agent-ready workflow with the right level of human review, automation boundaries, and data stewardship.
- Collaborate with technology partners using a simple evaluation rubric focused on outcomes, implementation needs, and proof of lift.
- Build a 12-month AI roadmap covering pilots, procurement, enablement, and change adoption.

The session will unfold in three segments as follows:

2:30 - 3:30 PM | Segment 1: The State of AI in Multifamily, One Year Later

A concise tour of what changed and what counted. We will highlight task-specific agents, content and reputation workflows, lead handling, onsite knowledge bases, and portfolio analytics. Expect practical examples and an evidence-first scorecard you can reuse with internal teams and external partners.

3:45 - 4:30 PM | Segment 2: Found, Chosen, Trusted- Optimizing for AI-Powered Search

GEO (Generative Engine Optimization) emerges as the modern shape of SEO in an answer-led search landscape. We'll share practical guidance on why schema still matters (mark up FAQs, pricing, pet policies, amenities), how a steady cadence of renter-led and seasonal updates signals freshness and trust, and what AI actually rewards: trustworthy, structured, localized, and consistent signals across your website, Google Business Profile, listings, and social. We'll also show how to close the loop between marketing and onsite by converting real renter questions and reviews into web content and campaigns, and how to use AI to assist content production while keeping human oversight for accuracy, compliance, and brand tone.

4:45 - 5:30 PM | Segment 3: AI Leader Panel: From Pilot to Playbook

PMC leaders and technology operators share where AI is delivering value, how they partner to validate outcomes, and what they are standardizing across portfolios. We will cover governance, fair-housing and brand guardrails, team training, and adoption. Soup-to-nuts, an overview of what you need to know on how to implement AI in your organization.

Speakers:



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



A 16-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.



A driver of innovation, **Dustin Lacey** plays a pivotal role in building and shaping Mark-Taylor's ILS-independent marketing strategy. Throughout his tenure, he has expanded his oversight to include marketing, communications, project management, the Integrated Operations Network (ION), and consulting services through Tenant Source. His expertise in leveraging technology not only streamlines processes but also significantly enhances the overall resident experience.



As Vice President of AI Risk and Governance at RealPage, **Kris Kimmerle** ensures the responsible design and adoption of AI solutions for multifamily. He specializes in compliance, risk management, and governance frameworks that allow companies to innovate with confidence. Kris works closely with marketing and operations leaders to align AI tools with Fair Housing requirements, data privacy standards, and resident trust. His expertise positions him as a leading voice on how property management companies can balance innovation with compliance in an era of AI-driven marketing.



With a background in research and technology, **Damian Rollison** has focused his career on helping businesses understand digital trends and consumer sentiment. His interest in the local space has led to writing and speaking engagements with Street Fight, Search Engine Land, Marketing Land, Borrell, Localogy, VentureBeat, BIA/Kelsey, SMX, Social Media Strategies, State of Search, and others. His insights on the tech marketplace have appeared in Forbes, The Washington Post, NPR, AdAge, The Independent, Fast Company, USA Today, Newsweek, Entrepreneur, Kiplinger, Bloomberg, and many other publications.

What if your applicants **loved** the process?

- 1 DISCOVER**
Beautiful website that matches your property
- 2 EXPLORE**
Real-time pricing, availability, 3D tours
- 3 APPLY**
Seamless, mobile-first application
- 4 APPROVE**
Same-day decision. Eve qualifies them in minutes.
- 5 MOVE IN**
Happy resident. Clean file.



transforms the applicant journey.

Win applicants **before** your competitor calls them back.

Book your demo to see how at twodots.net/msms.



WORKSHOPS / HANDS-ON TUTORIALS

WORKSHOP #1:

Future-Proof Your Social Strategy-Smart Scaling, Authentic Content, and What Gen Z is Teaching Us

Wednesday, 2:00PM – 3:00PM

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

Social media in multifamily has never been more powerful—or more complex. From AI-powered workflows and influencer partnerships to employee and resident-generated content, teams are under pressure to do more, post more, and engage more—all while keeping it authentic and aligned with business goals. Join Erica Byrum, Assistant Vice President of Social Media at Apartments.com and co-author of *Youility for Real Estate*, for an energizing session that gives you a proven blueprint for scaling social media the smart way. You'll uncover the trends, tools, and content systems that will define 2026 and beyond—and learn how emerging generations, especially Gen Z, are reshaping how properties should show up online. Whether you're shaping strategy, managing the day-to-day, or driving executive decisions, you'll leave with actionable frameworks to future-proof your social presence, engage your next-gen audience, and maximize impact without burning out your team.

Key Takeaways:

- Decode the trends that matter most in 2026 — from Instagram Reels to AI-assisted content creation and influencer collaborations.
- Unpack insights from the latest Gen Z research to understand how the behaviors and expectations of the next generation of renters are shaping the future of multifamily marketing.
- Master the social scaling blueprint to streamline content creation with authentic, on-brand posts that resonate across generations.
- Maximize your social impact: Build awareness, boost online reputation, and create a consistent content engine that drives real leasing results — without overwhelming your team.

WORKSHOP HANDS-ON TUTORIAL #2: From Disconnected to Unforgettable-Building Powerful Identities Through Tailored Marketing

Wednesday, 3:00PM – 3:45PM

Lauren Turner, Marketing Manager, The Bainbridge Companies
Stacey Feeney, Founder & Chief Creative Director, Zipcode Creative

You've named the property, refined the brand guide, and hired the team; but what happens if your brand feels broken? Maybe it's not cohesive, not connecting, or simply not being lived out the way it was envisioned. Building a brand is one thing but living it is another. Brand Immersion touches every corner of a community's marketing experience, from pre-leasing to renewal and beyond. A strong brand isn't defined by a logo or color palette, it's how prospects feel when they first see an ad, how your team speaks on a tour, and how residents connect long after they move-in. This session dives deep into how to bring clarity, consistency, and emotion back into your brand. Learn how to identify gaps in your brand identity, align your team around a shared story, and create marketing tactics that resonate through every touchpoint, including your resident experience. The result? Authentic brand-pull through, that transforms your community from disconnected back to being truly unforgettable.

Three Actionable Takeaways Attendees can Implement Immediately:

- Audit Every Touchpoint to Strengthen Your Brand Continuity (Evaluate your website, digital ads, social platforms, and onsite materials to ensure a consistent, cohesive brand experience at every stage of the consumer journey.)
- Empower and Excite Your Team as Brand Ambassadors (Equip your onsite and marketing teams with the tools, language, and confidence to bring the brand to life through every interaction.)

- Turn Small Moments into Brand Moments (Identify everyday opportunities such as tours, emails, and resident experiences to reinforce your brand's story and create lasting emotional connections. Then, use social media to convey those moments and weave a cohesive narrative that connects both on and offline.)

WORKSHOP HANDS-ON TUTORIAL #3: TikTok Tactics for Communities-Turning Trends into Tours

Wednesday, 4:00PM – 4:45PM

Faith Barker, National Client Marketing Manager, Greystar
Ashley McGovern, Director of Content Marketing, Nurture Boss

You don't need a big budget, a huge team, or a ring light empire to build an online brand that renters trust and follow. You just need consistency, creativity, and a clear strategy. In this hands-on, high-energy session, TikTok creator and strategist Ashley and Faith share how to build a thriving TikTok community — as a one-person team — by producing daily TikTok content that resonated, retained attention, and drove real engagement. There are over 190M videos with the hashtag Apartment Tour on TikTok. Meaning, if you're not active on social media, you're losing out on leads. This session will show multifamily teams how to search for trends, capture content, and turn everyday apartment life into scroll-stopping storytelling. Whether you're a marketer, onsite team member, or property owner, you'll walk away with a plug-and-play content plan — and the confidence to press record.

You'll learn about:

- A list of creator prompts, UGC real-estate creators, and AI tool recommendations to start producing instantly
- Step-by-step guide on how to create a quick TikTok video
- The TikTok Formula: What makes content stick, and how it inspires community behavior
- Case Examples: TikTok-style moments that brought residents together IRL

WORKSHOP HANDS-ON TUTORIAL #4: Smartphone Storytelling-Creating Photos and Videos That Sell Your Space

Wednesday, 4:45PM – 5:30PM

Linda Holt, Photographer, Podcaster, and Interior Designer,
Linda Holt Creative

In today's multifamily market, compelling visual content drives engagement, builds trust, and turns interest into leases. In this practical and hands-on tutorial, smartphone photography expert Linda Holt will show attendees how to capture both still photos and short video clips that tell a visual story to use for property marketing. Using simple tools and techniques, participants will learn how to shoot and edit content that showcases interiors, amenities, and lifestyle moments with professional polish — all from their smartphone.

By the end of this session, attendees will:

- Understand how to shoot smooth short video clips for social and digital marketing
- How to master simple editing apps for both stills and clips (Snapseed, Canva and Edits)
- How to mix short "video stories" with still photos for Instagram Reels, TikTok, and email marketing.



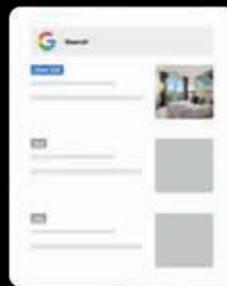
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Ditch outdated marketing. Lease up faster.

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GENERAL SESSIONS

GENERAL SESSIONS • THURSDAY, MARCH 19

OPENING KEYNOTE: AI for Content Strategy and Lead Generation

Thursday, 9:15AM - 10:00AM

Keynote Introduction by: Shelly Ness, Vice President of Sales, RealPage

Keynote Speaker: Andy Crestodina, CMO and Co-Founder, Orbit Media Studios

There are infinite uses for AI, some silly, some powerful. AI is famous for boosting efficiency, but boosting quality? For finding insights? For generating leads? You don't hear much about these. Join us for a runthrough of a comprehensive AI framework for B2B content and lead generation.

You'll learn how to use AI to drive impact both at the top and the bottom of the funnel.

- AI methods for finding the hidden topics that connect
- How to train AI build a persona that provides deep insights about your resident
- How to fix your funnel and drive a steady stream of qualified leads

Yes, we've entered a new era where AI has changed everything ... or maybe not quite. Our audience hasn't changed. Their needs and emotions haven't changed. Their perception of quality hasn't changed. In fact, the most important things haven't changed at all.

LeaseTok & Rentstagram: When Social Media Runs Your Reputation

Thursday, 10:00AM - 10:45AM

Session Introduction by: Nick Deveau, Founder and CEO, Grotto AI

Virginia Love, Vice President, Industry Principal, Entrata

Lia Nichole Smith, Chief Brand Strategist, Spherexx.com

Forget social strategies; now your brand lives in the wild. Reputation is being shaped by TikTok tours from prospects, spicy Instagram rants from residents, and unsolicited callouts from city guide "experts" who have never stepped foot in your leasing office. These voices, armed with phones and opinions, are rewriting your story in real time, and your current marketing playbook isn't built for this kind of chaos. We're entering the messy, super-candid world of social storytelling, where unfiltered content is reshaping perceptions and influencing decisions. Expect real talk, a few laughs, and everything you need to turn unpredictable content into brand equity, making chaos pay off.

Key takeaways:

- Control is a Myth: Your brand narrative now lives outside your official channels, shaped in real time by prospects, residents, and random voices online. How to harness the content.
- Address Unfiltered = Influential: Raw, candid social content often drives more perception and decision-making than polished marketing. Discover how to market the difference between the two.
- Turn Chaos into Currency: Learn how to harness unpredictable posts, videos, and reviews to build trust and boost brand equity.

The Triple Power Play: AI, Automation, & Frameworks That Pay Off

Thursday, 11:40AM - 12:10PM

Session Introduction by: Anthony Paganucci, Founder and CEO, Brynson

Justin Godwin, Senior Director of Marketing & Communications, Cushman & Wakefield

Marketing teams are under constant pressure to do more with less. The key is to work smarter, not harder. This session will explore how three powerful approaches can transform day-to-day operations, free up valuable resources, and create measurable cost savings that can be redirected into strategic marketing. Drawing from nearly two decades of multifamily leadership, Justin will share practical examples of how his teams have leveraged these tools to eliminate repetitive tasks, simplify data management, and standardize outputs without sacrificing creativity or personalization. Attendees will gain actionable strategies to identify inefficiencies, build the business case for adopting new tools, and reinvest the savings into renter-focused initiatives that drive revenue. This session blends innovation with practicality, giving attendees not just theory but a clear, repeatable framework for smarter operations and more impactful marketing.

You'll learn:

- How to identify and prioritize operational inefficiencies that AI, automation, and templates can address.
- A step-by-step framework for piloting efficiency tools and building ROI-driven buy-in across leadership and teams.
- Practical ways to redirect time and budget savings into creative storytelling, renter experience, and revenue-driving campaigns.

The AI-Era Leasing Funnel: Winning the Renter Journey

Thursday, 12:10PM - 12:40PM

Session Introduction by: Izzy Carunungan, Industry Principal, REACH by RentCafe/LCP Media

Anne Baum, VP of Marketing, Towne Properties

The renter journey isn't linear — it's a maze of AI-powered search results, social recommendations, review sites, and micro-decisions that can win or lose a lease in seconds. In this session, we'll untangle that journey and show how to map it step by step, from the first query to the signed lease. We'll walk through a framework that starts with identifying your renter personas, then layering in the digital and offline touchpoints they encounter — search, social, reputation, and advertising. Using AI-driven analytics and modern attribution tools, you'll see how to plot where prospects drop off, which channels actually influence conversions, and where your marketing spend is being wasted. From there, we'll connect the dots between local SEO, online reputation, and paid media — so your marketing ecosystem works together instead of in silos. Rather than chasing every new tactic, you'll leave with a repeatable blueprint for mapping and optimizing the renter journey in today's landscape. The result? Shorter leasing cycles, higher ROI, and a marketing strategy that reflects how renters actually search today.

Key Takeaways:

- Map the renter journey by identifying touchpoints and layering in AI-powered analytics
- Pinpoint friction and wasted spend with attribution insights
- Align SEO, reputation, and paid media into one funnel-focused strategy

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Instagram's Next Era: From Scroll to Search

Thursday, 2:00 PM - 2:45PM

Ariel Baranauckas, Vice President of Marketing and Recruitment, Carter-Haston

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

Instagram is evolving beyond a passive social channel into a powerful discovery engine for apartment marketers, where renters explore locations, compare communities, and form brand opinions as part of a broader, multi-channel search journey.

Join Ariel and Erica Byrum as they break down how Instagram influences renter discovery, supports search behavior, and drives leasing outcomes through intentional, optimized content.

You'll learn:

- **What's Changing:** How renter behavior is shifting toward in-app discovery — and why Instagram now plays a critical role earlier in the apartment search journey
- **Optimize for Discovery:** Future-ready best practices for captions, Reels, geotags, and profiles that improve visibility, relevance, and findability
- **Stronger Branding:** Why cohesive visuals and consistent messaging matter in a discovery-first ecosystem where first impressions happen fast
- **Scaling the Strategy:** How to equip site teams with toolkits, templates, and guidelines that make discovery-driven execution easy and repeatable

The AI Playbook for Marketers: How to Win Trust and Drive Change

Thursday, 2:45PM - 3:30PM

Session Introduction by: Rebekah Conner, Account Executive, Jonah Digital
Liv Gabrielsen, Senior Executive | Growth, Marketing & Leadership Development

Kristi Fickert, Senior Vice President of Growth and Marketing, Kurie

Justin Jones, Director of Industry Strategy, SmartRent

In multifamily, marketers often find themselves caught between executive vision at the top and on-site realities at the bottom. You may not control the budget, but you carry the brand, the campaigns, and the resident experience on your shoulders. Which raises the question: how do you push through layers of approval and bureaucracy to pilot AI, build trust, and champion real transformation? In this session, Kristi Fickert and Justin Jones, joined by Liv Gabrielsen of Pegasus Residential, share the playbook for turning small starts into meaningful momentum. You'll see how pilots become proof, how trust is earned with both leaders and site teams, and how early wins grow into lasting adoption. Built on the five principles of working with AI intentionally, this is your journey as a marketer: creating space to test, amplifying results, and building momentum until transformation is no longer an option but an expectation.

Takeaways:

- **Pick the Right Starting Point:** Discover which parts of your marketing are the best candidates for AI pilots - the low-risk, high-visibility areas where results can be measured and momentum can build quickly.
- **Treat Data as the Foundation:** Understand how to build adoption strategies that respect compliance, protect sensitive information, and still surface the right data points to show measurable marketing progress today.
- **Make Work More Human:** Discover how to redirect time and energy away from traditional and repetitive tasks to instead create more capacity for marketers and their teams when it comes to creative thinking, people-leading and by using pilot results as proof to act now, not later.

Smarter Search in Action: How AI is Redefining Renter Discovery, Engagement, and Conversion

Thursday, 4:00PM - 4:45PM

Session Introduction by: Vance Exstrom, Vice President of Sales, Repli
Marlee Murdock, Vice President, Property Performance, Western Wealth Communities

Lisa Haskins, Industry Principal for G5, RealPage

AI Search is transforming how renters find, evaluate, and choose their next home, moving beyond rankings to generative results that cite, summarize, and personalize. That means your content, listings, and brand presence must work smarter across every channel where renters are searching.

In this session, we'll show what "AI Search marketing readiness" looks like in practice through a real-world customer case study. You'll see how Western Wealth Communities evolved its SEO and website content, social, and ad strategies to thrive in a generative search world. By layering in structured FAQs, detailed schema markup, and hyper-local copy like pet policies, all-in pricing, amenity details, and even lifestyle cues from leasing team Q&A, Western Wealth enhanced their marketing engine for visibility and renter trust.

We'll also explore how aligning on-site conversations, GBP Q&A, social reviews, and testimonials strengthens brand authority, while Performance Max campaigns and AI-optimized creative connect that story to high-intent renters. The result: fewer wasted clicks, stronger lead quality, and marketing investments that convert curiosity into measurable demand.

Key Takeaways:

- Learn how AI Search rewards structured, credible, and richly detailed content, from fee transparency and real-time availability to pet policies and neighborhood lifestyle details.
- Hear how top operators collaborate with leasing teams to surface the real renter questions driving search and turn them into SEO-rich FAQs and local landing pages.
- Align GBP listings, reviews, and social content to reinforce consistent, local authority, boosting visibility in generative and zero-click search results.

Understand how integrated advertising (Performance Max, AI-optimized creative, dynamic feeds) and content strategies work together to drive higher intent, conversion-ready renters.

What's Next Is Now: Multifamily at the Edge of Change

Thursday, 4:45PM - 5:30PM

Session Introduction by: Henson Orser, Co-Founder and CEO, TwoDots

Moderator: Sara Scarborough Graham, Founder + CEO, Six Dots

Panelists: Alex Abernathy, Executive Vice President, Asset Living

Anne Baum, VP of Marketing, Towne Properties

Dustin Lacey, Chief Technology Officer, Mark-Taylor Residential

Multifamily's next chapter is being shaped by the teams closest to the work: those leading marketing, operations, and technology inside today's most forward-thinking PMCs and ownership groups. In this panel, senior leaders share how they're making strategic bets across AI, automation, platform consolidation, brand evolution, and the resident experience. You'll hear what trends they're acting on, which ones they're questioning, and how they're building for what's next.



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GENERAL SESSIONS • FRIDAY, MARCH 20

KEYNOTE # 2: Build, Believe, Belong — The Applied Optimist's Blueprint for Modern Marketing

Friday, 9:15AM - 10:00AM

Seth Cohen, Founder, Optimistic Labs

Every marketer in the multifamily, student housing, and senior living space is facing a common challenge: how to build trust, spark belief, and create a sense of belonging in an era defined by change and churn. Whether it's resident engagement, team retention, or brand storytelling, the question is the same — how do you solve for that?

In this inspiring, energetic, and highly practical keynote, Seth Cohen will introduce the philosophy of Applied Optimism, a framework built on three essential elements — Purpose, Knowledge, and Wonder — that transforms how organizations confront challenges and unlock momentum.

Through relatable stories, real-world marketing insights, and hands-on frameworks from his upcoming book *"Solve for THAT: An Applied Optimist's Guide to Finding Solutions That Stick"*, Seth will lead you through three critical steps that will help them develop marketing solutions that help build a sense of belief and belonging for residents, employees and partners.

- Making sure your marketing approach is solving the right problem. Learn to identify what truly needs attention using the Mirror/Window/Door framework.
- How to use purpose, knowledge, and wonder for marketing momentum. Reframe your strategy around meaning, insight, and curiosity to create solutions that stick
- Win, lose, learn! Use the Rapid Refinement Loop to test, adapt, and grow smarter — fast

You'll have access to three digital worksheets — the Mirror/Window/Door Diagnostic, the Purpose-Knowledge-Wonder Map (PKW Canvas) and the Rapid Refinement Loop Template — to bring these tools back to your teams. Seth will also offer complimentary on-site office hours during the day for a limited number of attendees who want advice on how the frameworks directly apply to your marketing or community-building challenges. At its core, the Applied Optimism "Build/Believe/Belong" framework is about designing marketing solutions that move people not just to sign a lease, but to feel part of something bigger. Because great marketing doesn't just fill buildings — it builds belief and creates belonging. And it optimistically transforms any marketing challenge into an opportunity for growth.

Reasonable is Boring-AI, Trust and the Bold Future of Multifamily

Friday, 9:45AM - 10:30AM

Madeleine Goff, Director of Strategic Communications & Public Relations, Mark-Taylor Residential

Priyanka Agarwal, Director of Public Relations, J Turner Research

Multifamily is entering a new era, where AI, centralization and rapidly shifting consumer expectations are reshaping how residents experience service, communication, and care. While technology is accelerating efficiencies, trust is becoming the true differentiator.

Edelman's 2025 Trust Barometer reports that 88% of consumers rank trust equal to price and quality, yet the industry is seeing trust erode in real time through one core issue: Failure to communicate. Residents are increasingly voicing frustration through reviews and surveys — "No one's ever in the office" or "When you reach out, over the phone or online, it's AI answering."

In this joint session, Mark-Taylor Residential and J Turner Research will explore how industry professionals can embrace innovation without sacrificing the human connection residents still demand. You will gain a forward-looking view of the trends driving the future of apartment housing and a bold framework for being "unreasonable" through responsiveness, personalization, and white-glove service that rebuilds loyalty, strengthens reputation, and drives profitability.

This is the future of multifamily: Tech-enabled, data-driven and trust-protected. Attendees will walk away with:

- Clear insight into what is eroding resident trust today and why communication breakdowns represent the most costly gap in the resident experience.
- Grounded understanding of evolving resident expectations and behaviors, paired with guidance on delivering differentiated, resident-first service.
- A practical "Be Unreasonable" playbook, including personalization tactics and service recovery moves to diffuse conflict.
- Real-world strategies that leverage AI and proven PR best practices to make residents feel heard, reduce escalation, and turn everyday interactions into trust-building moments that drive loyalty.

Inside the Renter's Mind: Revealing the 2026 Consumer Housing Trends Report

Friday, 11:00AM - 11:45AM

Amanda Pendleton, Home Trends, Zillow

Ever wonder what today's renters are really thinking? So does Amanda Pendleton — Zillow's home trends expert and former journalist who's spent her career asking why people do what they do. In this session, Amanda will reveal fresh insights from Zillow's 2026 Rentals Consumer Housing Trends Report, powered by researchers dedicated to understanding the modern renter. You'll leave with data-driven takeaways to help align your listings with:

- Who renters are
- What they want
- How they search

From Noise to Action What We Learned the Hard Way — and How Leaders Should Move Forward

Friday, 11:45AM - 12:15PM

Moderator: Sara Scarborough Graham, Founder and CEO, Six Dots

Ashley Cerasaro, SVP, Communications, AVE

Melinda Howard, Vice President of Training and Systems, PLK Communities

As multifamily leaders, we are surrounded by ideas, tools, and tactics. But what actually works inside property management organizations? In this candid closing conversation, senior multifamily leaders share lessons learned the hard way: initiatives that didn't deliver or worked well, strategies that stalled in execution, and how to course-correct when teams, tech, or timing aren't aligned.

This session will synthesize the key themes of MSMS 2026 — including AI, performance, content, leadership, and resident experience — into a practical framework. Attendees will gain insights on how to decide what to implement, what to pause, and how to turn conference inspiration into focused action over the next 90 days.

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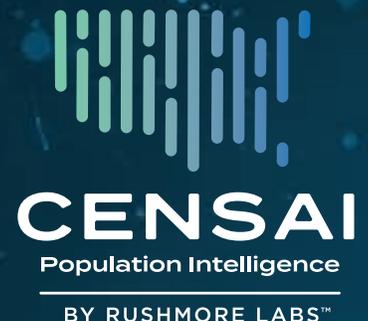
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SPEAKER BIOGRAPHIES

WORKSHOP | HANDS-ON TUTORIAL SPEAKERS AND INSTRUCTORS



ERICA BYRUM serves as the Assistant Vice President of Social Media at Apartments.com, a leading apartment listing platform under CoStar Group. With 20+ years in digital marketing, she excels in digital transformation, social media strategy, and revenue growth across real estate, multifamily, and vacation rental industries. A former Division I collegiate soccer player, Erica brings a competitive mindset to sales and marketing. She co-authored "Youtility for Real Estate" and has been recognized as a top social media influencer, earning PR News' Social Media MVP and multiple President's Club honors. At Apartments.com, she leads the vision and execution of social media solutions that elevate multifamily brands and enhance online reputation. Beyond work, Erica is deeply involved in her Norfolk community, volunteering at the Children's Hospital of The King's Daughters and staying active in local sports leagues. Whether on the field, court, or boating on the Lafayette River, she thrives on connection, competition, and community.



As National Client Marketing Manager at Greystar, **FAITH BARKER** helps create cohesion between client vision and on-site execution through innovative marketing strategies. With more than a decade of experience spanning digital strategy, brand storytelling, and performance analysis, Faith specializes in helping multifamily teams see the full value of modern marketing tactics that strengthen brand awareness, drive engagement, and convert attention into action. An award-winning marketer and graduate of the National Apartment Association's Diversity in Leadership Program and Leadership Lyceum, Faith has become a recognized voice on belonging, leadership, and motivation in the multifamily space. She instructs apartment associations across the country and has been a familiar face on Multifamily Insiders, NAA Apartmentalize, and other local and regional conferences. In addition, she has been featured on numerous industry podcasts and Units Magazine, offering practical, human-centered approaches to modern marketing that inspire teams to create with purpose.



STACEY FEENEY is the Founder and Chief Creative Director at Zipcode Creative, a brand development specialized creative agency partner that serves the multifamily industry, nationwide. Stacey has been in multifamily leading apartment branding and marketing creative since 2015, and other sectors of real estate prior. Her background and education are in architectural photography, graphic design, copywriting and creative direction.



After twenty five years working as a professional photographer, and eleven years running a full-service interior design business, **LINDA HOLT** saw a need in the design industry to help fellow designers and home professionals get better photos using their smartphone. After successfully teaching smartphone photography workshops in and around Boston, she created several on-line smartphone photography classes for interior designers and home professionals. Today she splits her time between online course creation, public speaking and running educational webinars on her favorite topic of smartphone photography. Linda is a sought-after speaker, podcast guest and teaches smartphone photography workshops throughout the country, including at High Point Market, Atlanta Market, Vegas Market, Dallas Market and the Design Influencers Conference.

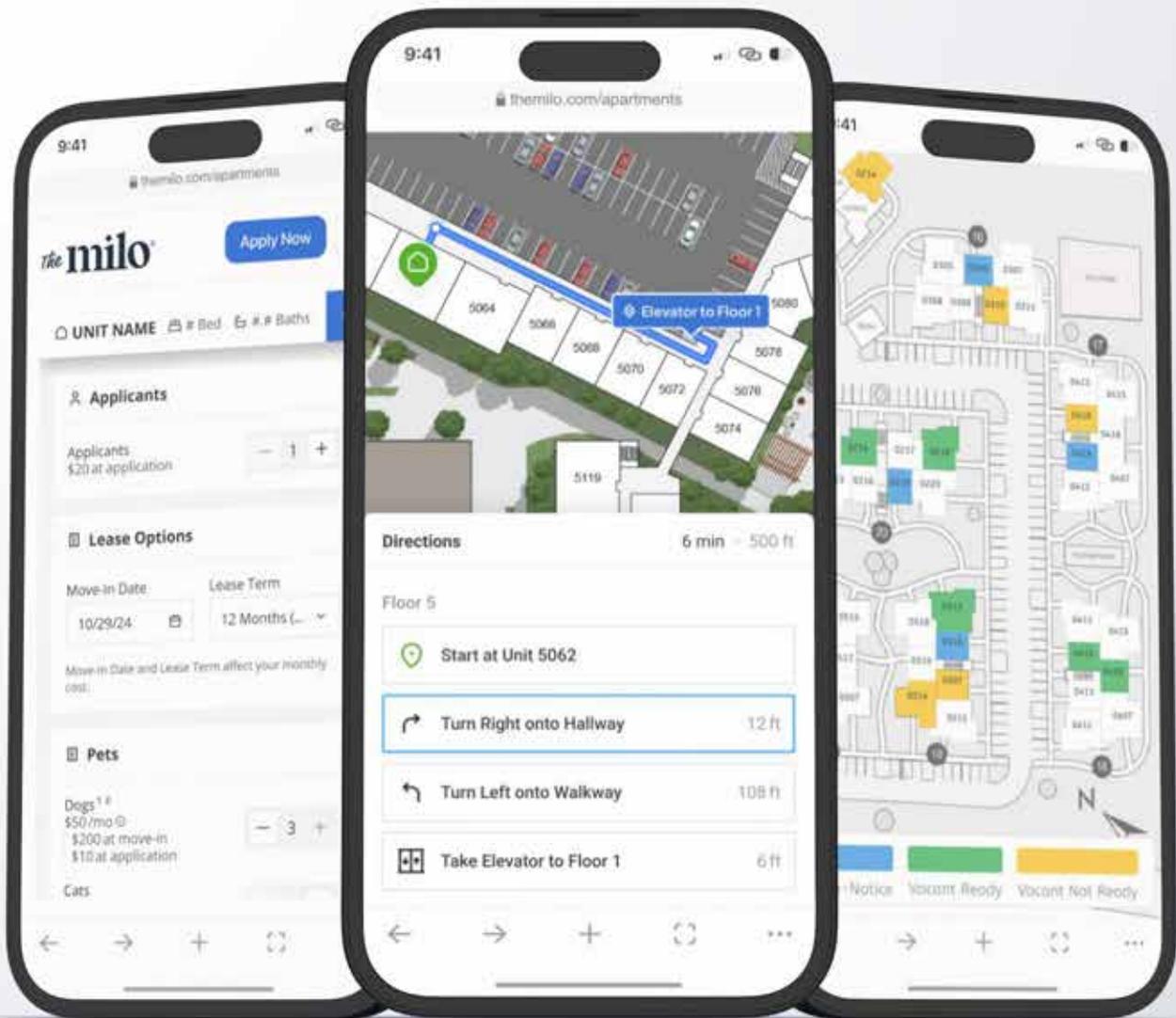


ASHLEY MCGOVERN is the Director of Content Marketing at Nurture Boss with over five years of marketing experience in the property technology startup space. Before joining Nurture Boss, she helped build successful marketing campaigns at Realign through its successful exit to Grace Hill. Ashley is also a Chicago-based TikTok creator with nearly 20,000 followers, where she blends her storytelling skills and marketing expertise into engaging, authentic content.



LAUREN TURNER, a Marketing Manager with The Bainbridge Companies began her multifamily career over five years ago as a Leasing Specialist before transitioning into marketing. Drawing from her onsite experience, she leverages her expertise to shape and build strong brand identities, translate data into actionable insights, and lead marketing strategies that resonate across multiple regions. Lauren has successfully supported both market-rate and new development communities, helping to elevate brand presence and drive measurable results. A graduate of The University of Mississippi with a B.B.A. in Marketing and Corporate Strategy, she is passionate about fostering collaboration between marketing, operations, and other departments to ensure that every marketing effort aligns with business objectives and advances company goals.

There's a map for that.



ENGRAIN

See the maps for that:



KEYNOTE SPEAKERS



ANDY CRESTODINA is the CMO and Co-Founder at Orbit Media Studios. He has been at the forefront of digital marketing innovation for over two decades. With a deep-seated passion for SEO, analytics, AI and website optimization, Andy is highly regarded as a leading expert in the marketing field. Andy combines his expertise in analytics and SEO with a visionary approach to web strategy, leading the company to become an award-winning digital agency. Since 2001, Andy's leadership and strategic direction have been instrumental in delivering digital solutions to over a thousand businesses. Andy's approach to digital marketing is grounded in data-driven strategies, innovative use of AI, and a keen understanding of audience behavior. His methodologies in audience research, content creation and SEO optimization have consistently delivered quantifiable results for clients.

Andy's contributions to the field extend beyond his role at Orbit Media. He is a prolific writer, having authored 500+ articles on content strategy, search engine optimization, AI, social media and analytics. He is the author of "Content Chemistry: The Illustrated Handbook for Content Marketing," now in its 7th edition. Andy gives up to 100 presentations per year and is a frequent repeat marketing speaker at many of the top conferences. His work as a co-instructor at Northwestern University and a digital marketing instructor at Harbour.Space University highlights his commitment to education and mentorship in digital marketing.

Andy is an environmentalist, deeply committed to community service. He is a certified Treekeeper with Openlands. He helped found Chicago Cause, a philanthropic initiative that has donated over \$800,000 in digital marketing services to Chicago area nonprofits.



As founder of Optimistic Labs, **SETH COHEN** brings deep executive and creative experience in entrepreneurship, philanthropy and media. His optimistic focus and strategic approach to leveraging design thinking, storytelling, and innovation has helped some of the world's most substantial businesses, philanthropies, and media platforms navigate transformation and growth.

Prior to Optimistic Labs, Seth served as the Chief Impact Officer at Forbes, where he founded the Forbes Impact Lab and launched multiple initiatives, including the globally recognized ForbesBLK and the Faith Forward initiatives. Before Forbes, Seth was a senior director of the Charles and Lynn Schusterman Family Philanthropies, where he incubated and directed multimillion-dollar programs that mobilized thousands of young leaders in community-building and philanthropy. His initiatives included REALITY, a global leadership travel program that engaged over 3,000 influential millennials, fostering a vibrant network of service-oriented leaders.



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Angie Lombardi
 VP of Marketing, Franklin Group

See how Grace Hill helps you convert clicks into leases, wow your renters, and crush your goals.

GENERAL SESSION SPEAKERS



A 16-year industry professional, **ALEX ABERNATHY** serves as Executive Vice President at Asset Living. His primary responsibility is overseeing global portfolio marketing efforts with both centralized national and specialized regional teams. Asset Living's Marketing Service is a vital component of their company vision - continuing to serve our industry, communities, and partners as the most trusted partner in real estate.

Asset Living employs over 7,000 real estate professionals and operates over 1,600 communities which consists of over 230,000 units. Alex's experience includes Multifamily, Student, Build-To-Rent, Affordable, Co-Living, and Active Adult, with industry knowledge and experience spanning 200+ real estate markets nationwide and international markets including Canada, Mexico, UK, Bahamas, Colombia, and UAE. Additionally, Alex dedicated two years to transforming a Houston-based software development firm into a full-service digital product / marketing agency, Poetic, specializing in Real Estate MarTech and Marketing Services.



PRIYANKA AGARWAL is a nationally recognized expert in reputation management and strategic communication with 25 years of experience. She leads the White Glove Response Service at J Turner Research, where she has overseen responses to more than 1.5 million resident and employee reviews. Priyanka has guided multifamily clients through reputation crises and is highly skilled in analyzing resident sentiments to

uncover insights that drive trust and loyalty. Her career includes consulting for Microsoft and Hewlett-Packard and serving as Director of Communications and Alumni Relations at a leading private school in Houston. She is a prolific speaker and blogger who has presented at conferences & webinars hosted by the Multifamily Social Media Summit, NMHC OpTech, Texas Apartment Association, Multifamily Insiders, Student Housing Business Conference, and Rice University. Priyanka is the executive director of Wild Tunes, a national non-profit founded by her 10-year-old son to soothe shelter animals through live music.



As Vice President of Marketing and Recruitment at Carter-Haston, **ARIEL BARANAUCKAS** oversees all aspects of property and corporate marketing and talent acquisition for a portfolio of over 60 communities and 18,000 units. Ariel brings 13 years of experience developing and executing data-driven marketing strategies that drive business growth, enhance brand reputation, and optimize online presence. Her expertise

allows her to excel in marketing strategy, brand development, digital marketing and social media engagement, marketing analytics and ROI measurement, and recruitment and talent acquisition. With a focus on creating exceptional resident experiences, she is dedicated to developing innovative marketing strategies and community-building programs that foster a sense of connection and enhance resident satisfaction. She is passionate about leveraging data-driven insights and cutting-edge technologies to achieve measurable results and support the company's growth trajectory. This includes fostering a company culture that attracts and retains top talent in the multifamily industry.



ANNE BAUM, Vice President of Marketing at Towne Properties, is an award-winning marketer whose strength is building and executing marketing strategies and data-driven marketing programs at the portfolio and property level, focusing on scalability and ROI at all customer journey stages. Her approach to any marketing challenge is strengthening the basics while identifying and implementing new opportunities to move toward the future. Prior to joining Towne Properties, she worked with large franchise brands including FASTSIGNS, Batteries + Bulbs, Edible Arrangements, Great Clips, and Smashburger to build their localized digital marketing programs.



ERICA BYRUM serves as the Assistant Vice President of Social Media at Apartments.com, a leading apartment listing platform under CoStar Group. With 20+ years in digital marketing, she excels in digital transformation, social media strategy, and revenue growth across real estate, multifamily, and vacation rental industries. A former Division I collegiate soccer player, Erica brings a competitive mindset to sales and

marketing. She co-authored "Youtility for Real Estate" and has been recognized as a top social media influencer, earning PR News' Social Media MVP and multiple President's Club honors. At Apartments.com, she leads the vision and execution of social media solutions that elevate multifamily brands and enhance online reputation. Beyond work, Erica is deeply involved in her Norfolk community, volunteering at the Children's Hospital of The King's Daughters and staying active in local sports leagues. Whether on the field, court, or boating on the Lafayette River, she thrives on connection, competition, and community.

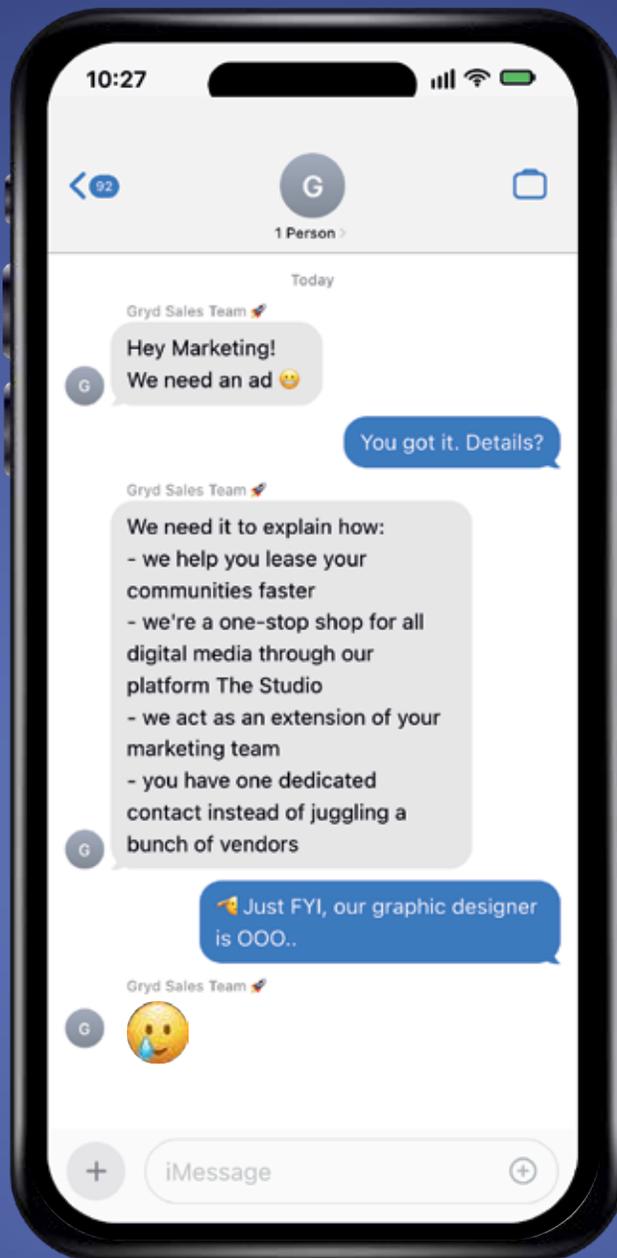


ASHLEY CERASARO is SVP of Brand Communications at AVE, where she leads strategic communications for a nationally recognized hospitality-driven residential real estate brand. With 14 years at AVE and two decades of combined experience spanning publishing, education, journalism, and communications, Ashley brings a comprehensive perspective to brand storytelling and stakeholder engagement.

In her role, Ashley collaborates across the organization to develop messaging strategies that resonate across diverse audiences and channels. She oversees integrated communications programs including property positioning, public relations, internal communications, online reputation management, special events, corporate social responsibility, resident communications, and social media - all while elevating the brand's reputation.

Ashley, along with her highly engaged team, are immersed at every stakeholder level. She has shared her expertise at industry conferences including The Future of Communications, Apartmentalize, and Outreach Live where she has explored topics that intersect strategic communications, talent acquisition, and resident experience in multifamily housing.

Ashley is a wine enthusiast and earned her WSET Level 1 during COVID.



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LIV GABRIELSEN began her multifamily career as a Property Manager before moving into the early digital marketing space with Apartments.com, where she advanced to Regional Director and played a key role during a period of significant industry growth and acquisition. She later held digital leadership roles with G/O Digital and PERQ, partnering with brands and technology organizations to develop data-driven and AI-enabled marketing and engagement strategies. In 2020, Liv joined The Bainbridge Companies as Director of Marketing and was quickly promoted to Vice President, helping elevate Bainbridge's position as a nationally recognized luxury developer, owner, and operator. She later joined Realtor.com to build and scale the Rentals category, leading cross-functional teams and contributing to strategic industry partnerships that expanded marketplace reach and performance. Most recently, Liv served as Senior Vice President of Marketing and Learning & Development at Pegasus Residential, where she led enterprise marketing strategy, brand evolution, and organizational learning initiatives across a national portfolio. Her work connected marketing, sales performance, and talent development to drive measurable business growth. Liv's expertise spans growth strategy, digital advertising, brand development, consumer engagement, sales enablement, leadership development, and marketing analytics within the multifamily and prop tech industries.



JUSTIN GODWIN is Senior Director of Marketing & Communications at Cushman & Wakefield where he leads a national marketing team supporting hundreds of apartment communities. With over 18 years of multifamily experience, his expertise spans marketing, operations, business development, and client relations. Justin serves on Zillow's Rentals Advisory Board and ApartmentSEO's Marketing Innovation & Leadership Council where he helps shape the future of digital multifamily marketing. A frequent speaker at national conferences, he is known for blending data-driven strategy with resident-centric marketing practices. Justin is passionate about education, growth, and elevating marketing from tactical execution to strategic influence.



As Director of Strategic Communications & Public Relations, Mark-Taylor Residential **MADELEINE GOFF** plays a pivotal role in shaping Mark-Taylor's communication strategies, leading efforts to streamline internal processes, manage crisis communications and advance public relations. Some of her key efforts have included launching the organization's first employee mobile application to address distributed workforce communication challenges and acting as a strategic advisor to C-suite and operational leaders to navigate change management or high-stakes crises. Her work fosters transparency, trust and engagement across all channels.



SARA SCARBOROUGH GRAHAM has spent more than 20 years in the multifamily industry driving growth at the intersection of marketing, technology, and operations. As the founder of Six Dots, she partners with operators, developers, and PropTech innovators as a growth strategist and trusted advisor. Sara helps her clients streamline systems, sharpen brand positioning, and build smarter, more scalable workflows that boost performance and enhance the resident experience. Sara is a frequent speaker and moderator at national industry conferences, and has also served on a number of advisory boards and committees during her career. Outside of the multifamily industry, she is a longtime member of Chief, a private community made up of senior-level women executives.



KRISTI FICKERT is the Senior Vice President of Growth and Marketing at Kurie, with 27 years in multifamily. She spent 15 years leading marketing for one of the Nation's Top 50 management companies before moving into the digital agency and technology sectors. Known for sparking ideas and connecting people, Kristi bridges vision with action—helping marketers and operators apply technology, creativity, and strategy in ways that are both impactful and achievable. She is an instructor for apartment associations nationwide and a frequent speaker at industry events, including AIM, NAA, IREM, and the Multifamily Social Media Summit. Kristi also serves as an NAA 20 on the Rise ambassador, sits on multiple NAA committees, and co-founded the AI Xchange, a multifamily peer council. Beyond the industry, she has been featured by the Cincinnati Reds, Urban Land Institute, and Commercial Real Estate Women.



LISA HASKINS is an Industry Principal for G5 at RealPage, where she combines her multifamily operations background with deep expertise in marketing technology to deliver tailored, customer-centric solutions. With experience spanning leasing consultant and assistant community manager roles at Sequoia Equities, Lisa brings a rare ability to connect authentically with clients because she's lived their day-to-day challenges. From customer success to solution engineering at G5, she received G5's "Do the Right Thing" Award, as she is known for her dedication to client success, her technical acumen across G5's digital marketing solution and now RealPage's robust technical ecosystem, and her talent for demonstrating how technology directly addresses customer pain points.



MELINDA HOWARD is the VP of Training & Systems for PLK Communities. She started her career as a Leasing Consultant in early 2011 and was quickly promoted to a Property Manager in 2012. Melinda has managed properties in Houston, Columbus, Dayton, and Cincinnati. Melinda shifted to a Director role in 2016 managing business system platforms and training. Since joining PLK in 2017, Melinda has aided in the company's growth from 3,400 to 7,500 units and has been successful in rollouts of new software platforms, policies and procedures, leading training initiatives all while establishing a Training Department. She is an advocate for on-site team members and innovation to ease everyday business.



ADAM JAPKO is CEO of Esteem Media, founder of the Multifamily Strategic Marketing Summit, and co-founder, Luxury Home Design Summit. Leading up to founding Esteem Media and its managing investor role in New England Home Magazine, LLC., Adam served as President of DigitalSherpa, a high growth SMB social media and internet discovery business offering content, social media, reputation management, local listings, lead generation, web business intelligence, and other internet marketing programs. The company served over 4,000 SMBs. These experiences, along with the success of his wine blog, WineZag, reaffirmed a deep belief that community engagement, quality content, and in-person networking are lethal tools for transforming brands and businesses in meaningful ways.

Adam continues as an active member of the wine industry's social media landscape through his award winning blog; WineZag. In 1979 Japko received a BA in Journalism from New York University, pursuing advanced road studies following the Grateful Dead since 1971.



A New Infrastructure for Modern Multifamily

Intelligence Fabric

Turning marketing data into dollars and expertise into leasing performance

Meet the one system you can consolidate around and build upon.
Create a single source of truth that drives clarity, control, and
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JUSTIN JONES is the Director of Industry Strategy at SmartRent, where he focuses on building a more connected, intelligent, and inclusive future for multifamily. With over a decade of proptech leadership at Hyly.AI, Realtor.com, Zumper, and RadPad, he is recognized for turning AI, automation, and IoT into practical strategies that drive results. He co-created The AI XChange and hosts This Just In, a series that translates complex proptech developments into clear and actionable insights. A frequent speaker at major conferences including OPTech, Apartmentalize, and AIM, Justin delivers sharp perspectives on how technology and innovation are reshaping leasing, marketing, and operations. In 2022, he founded Multifamily Q Space, the first affinity group for LGBTQ+ professionals in rental real estate. Blending technical expertise with cultural perspective, Justin helps the industry anticipate what's next—while reminding leaders that technology matters most when it elevates people.



CHELSEA KNEELAND brings over 20 years of multifamily industry experience spanning both the owner-operator and supplier sides of the business. As the Innovation Insider at Multifamily Insiders, she leads executive programming and proptech initiatives that are shaping the future of the industry. A passionate advocate for leadership development and industry advancement, Chelsea serves as First Vice President of the Austin Apartment Association, TAA Delegate, and National Apartment Association Board Delegate. In 2024, she was honored with the prestigious Frank P. Finch TAA Presidential Award, recognizing her outstanding contributions to the apartment industry.

As a national speaker and NAAEI Faculty member, Chelsea is committed to empowering the next generation of multifamily leaders—particularly women—to embrace opportunities beyond their perceived limits. Her career journey demonstrates that success comes not from waiting until you feel “ready,” but from leaning into challenges that stretch your capabilities and trusting yourself to grow into them. Her unique perspective, bridging operations and innovation while championing inclusive leadership, makes her a compelling voice on the evolution of multifamily careers and the critical importance of diverse voices at the decision-making table.



As Chief Technology Officer and a driver of innovation, **DUSTIN LACEY** plays a pivotal role in building and shaping Mark-Taylor’s ILS-independent marketing strategy. Throughout his tenure, he has expanded his oversight to include marketing, communications, project management, the Integrated Operations Network (ION), and consulting services through Tenant Source. His expertise in leveraging technology not only streamlines processes but also significantly enhances the overall resident experience.



VIRGINIA LOVE began her multifamily career 34 years ago as a leasing consultant earning \$5.72 an hour—and never looked back. She’s held key roles in training, marketing, and operations at top firms, spent 12 years as VP of Leasing & Marketing at Waterton, and now serves as Industry Principal at Entrata. A recognized leader, speaker, and Apartment All-Star, Virginia has been named a GlobeSt Woman of Influence twice, Connect CRE Woman in Real Estate, and 2025 Georgia Apartment Association Hall of Fame inductee.



With 35 years of experience in the multi-family industry, **MARLEE MURDOCK** focuses on developing and managing innovative and effective systems, processes, and people-focused policies. Before her position as Vice President, Property Performance at Western Wealth Communities, she held key roles in Operations, Training, Marketing, and Management at The Towbes Group, Mission Rock Residential, Legacy Partners, and Lincoln Property Company. Marlane is a designated Master Trainer accredited by the Association for Talent Development and an adept Predictive Index Practitioner. Currently, she is seeking her White Belt certification in Lean Six Sigma principles.



AMANDA PENDLETON is Zillow’s Home Trends expert. Her practical, data-driven advice on real estate and design has been featured on TODAY, Real Simple, Glamour, Forbes and NBC, ABC, CBS and FOX affiliates around the country. She is an Emmy-award winning storyteller and television personality who spent 15 years as a major-market news anchor. She is passionate about renovating and restoring historic homes with design projects published in Apartment Therapy, Seattle Magazine and Boston Home magazine.



LIA NICHOLE SMITH is a trend-spotting thought leader who turns market research and renter trends into compelling narratives. A GlobeSt. Multifamily Influencer and an expert in predictive analytics, she’s known for making data feel less like math and more like momentum. With deep expertise across student, conventional, affordable, military, and senior housing, Lia Nichole is a highly sought-after international speaker who delivers insights that challenge assumptions and spark action.



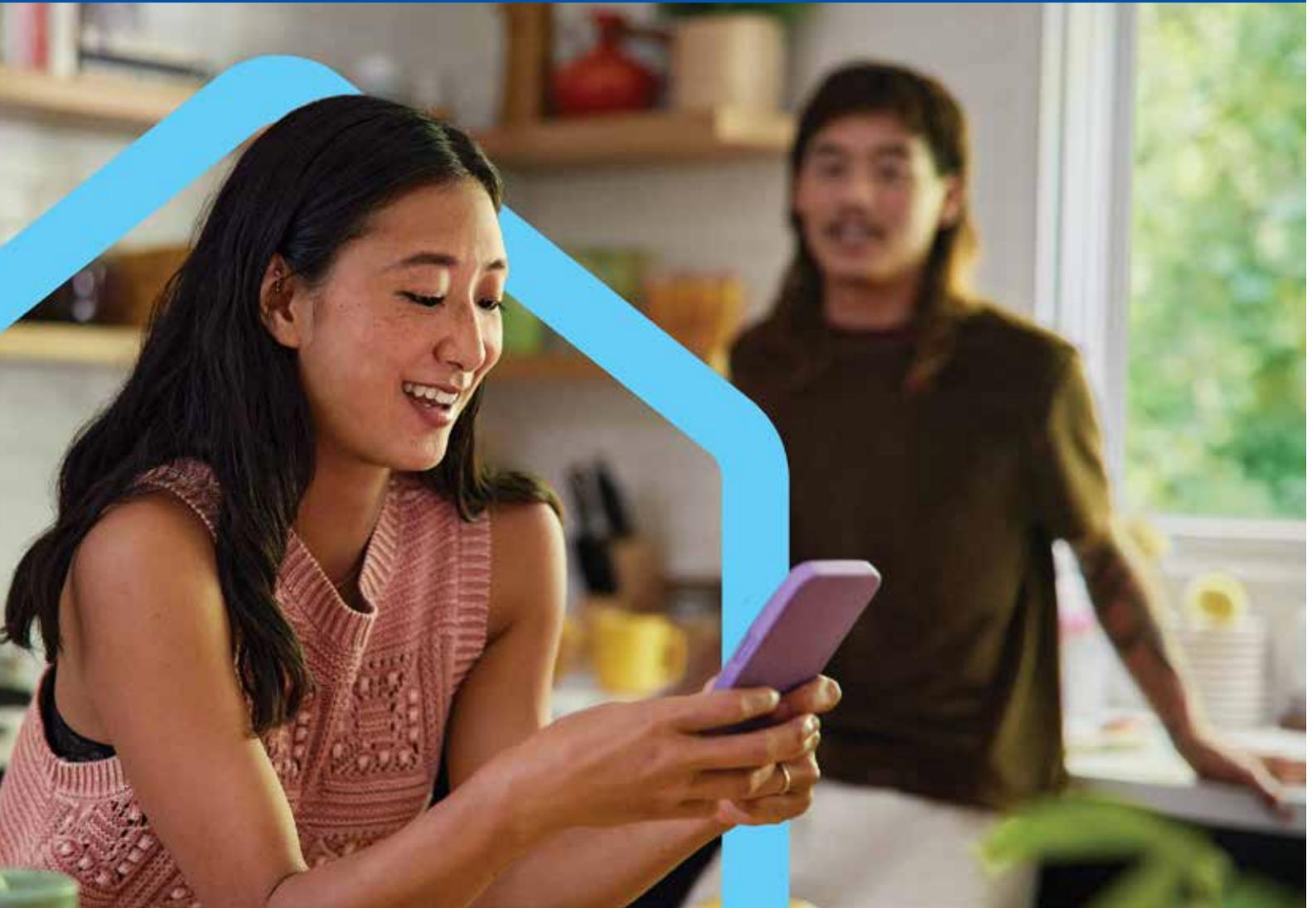
KAREN ZAPKOWSKI is a Marketing Strategist with over 18 years in multifamily housing and a proven track record of turning marketing insights into measurable results. I’ve held roles from Leasing to Property Manager to Digital Marketing Specialist, giving me a 360° view of the renter journey. At Towne Properties, she leads strategies across PPC, SEO, AI integration, website optimization, and reputation management—helping communities attract, convert, and retain residents in highly competitive markets. She is CAM and CAPS certified, has served on the Greater Cincinnati Northern Kentucky Apartment Association’s social media committee, and is known for her practical, data-driven approach to marketing. With expertise spanning operations and technology, she bridges the gap between marketing vision and execution by showing teams how to align tools, channels, and budget for maximum ROI. Based in Cincinnati, she brings industry depth, curiosity, and a data-driven approach to multifamily marketing.

The highest return on marketing investment



Zillow Survey (1021 respondents – Zillow partners, ALN list contacts, and independent commercially available panel sample) source list multifamily property and marketing managers that have used one of the following ILS: Zillow, Costar, Rent., ApartmentList, Zumper, Feb- Mar 2025. Survey question resulted in the highest satisfaction rating for return on investment.





That score everyone brags about?
It means more than you think.

ORA[®]

Built by J Turner Research

ORA has been enhanced to reflect what renters see and what operations delivers.



Trusted by and Reflective of Renters.

AI-driven search has reshaped how renters choose where to live; ORA reflects which properties they are more likely to **tour** and **lease at**.

The ORA App is being used by 100,000+ renters to help them **decide where to call home**.



Relied on by Operators.

ORA doesn't just move because of the number of your reviews.
It moves because of operations.

ORA is tied to how residents evaluate the the day-to-day drivers of resident experience: Management, Asset Upkeep, Amenities & Services, Move-In, Maintenance, & Security



Watched by Owners.

ORA connects operational performance to visibility, demand, and leasing outcomes.

That's why ORA has evolved into a **business intelligence gauge**, not just a reputation benchmark.

ORA is the front door. J Turner is the partner behind it.

We developed ORA to enhance operational visibility, helping leaders identify key drivers, prioritize important issues, and confidently improve performance.

See how ORA is being used across multifamily.

Visit us at Booth #8



Let's meet

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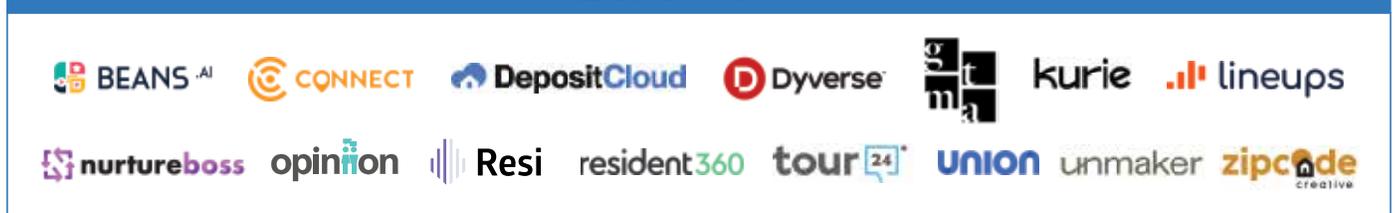
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CHARITABLE GIVING SPONSOR





Keep your property full

with digital marketing powered by AI and local expertise.

Why LocaliQ?

LocaliQ is how multifamily businesses like yours attract and retain the ideal tenants. With a platform and a partner that helps you do more with your digital marketing, now all the right leads find you.

- Backed by our best-in-class customer service
- Industry-leading technology and expertise
- Data-fed intelligence



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



Search Ads

Drive more leads to your business with our innovative PPC management technology to optimize your Google Ads, Microsoft Ads, and Yelp campaigns.



Custom Promotions

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



Social Media Marketing

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



Targeted Email Marketing

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

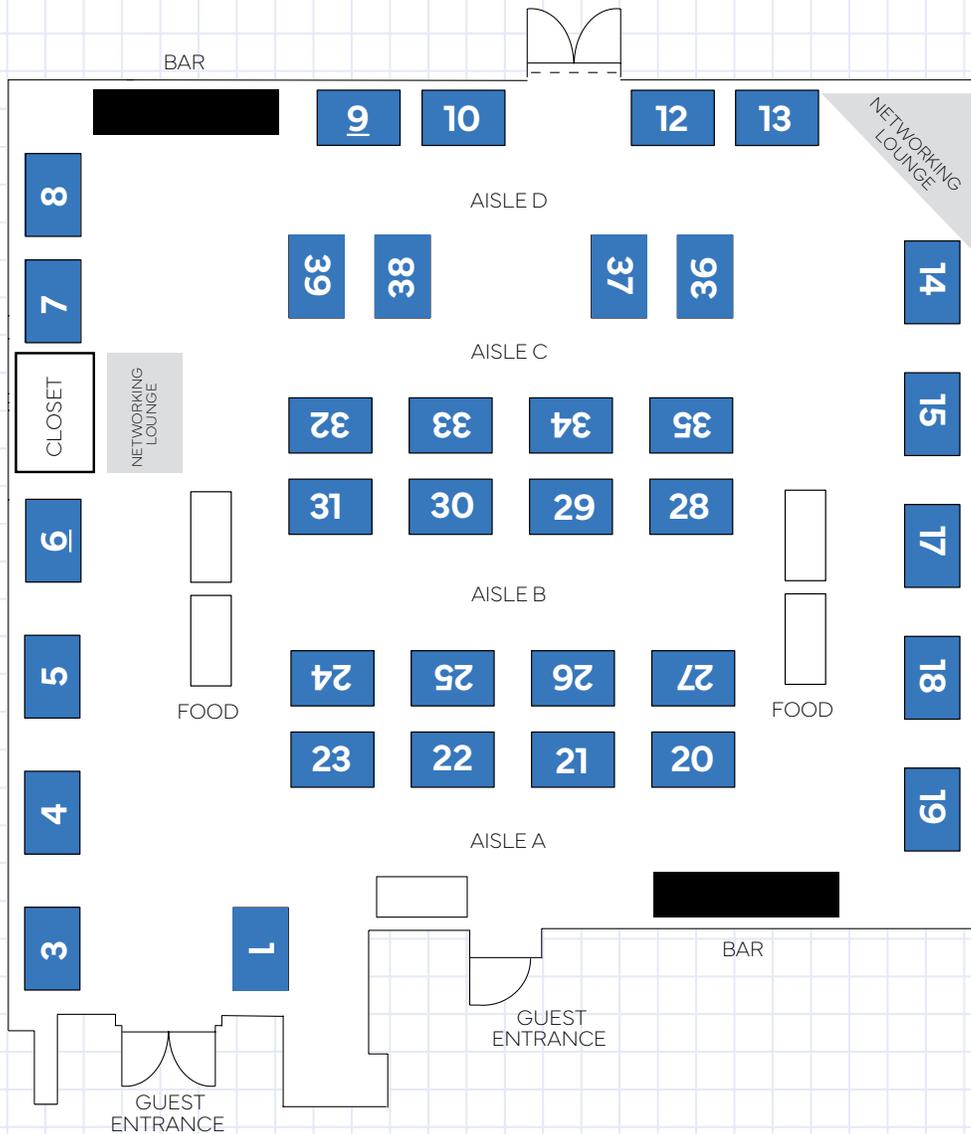
Colleen Nuccio

Director of Sales, Professional Services
cnuccio@localiq.com





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Photobooth Main Conference	GTMA Evernode AI. 37	RentVision. 27	Updater. 5
ApartmentSEO. 23	HYLY 6	REPLi. 18	WeblistersAI. 26
BeansAI 39	J Turner Research. 8	Resi. 21	Zillow Rentals. 3
Censai Analytics 34	Kurie. 28	Resident360. 33	Zipcode Creative. 13
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Dyverse 29	MavenAI 32	Tour24. 25	



Multifamily Marketing, Automated by AI

MavenAI markets your properties like a pro.
On all your key channels.



10x Your Marketing Productivity

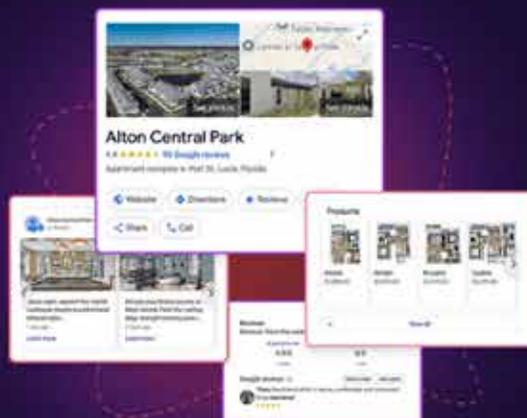
Maximize your impact with less effort. MavenAI automates key marketing channels, ensuring they're no longer overlooked or stuck in the wrong (or too busy) hands.

- ✦ Maintain real-time pricing and availability on Google
- ✦ Post daily content on Google, Facebook, and Instagram
- ✦ Answer prospective renter questions

Perfect Your Google Presence, Automatically

You already have enough to manage – let MavenAI manage your Google Business Profile.

- ✦ Keep renters engaged by showing real-time pricing and availability
- ✦ Future-proof with SEO optimization for AI-driven search results
- ✦ Maintain a fresh feed of Google post highlighting your property





SUPPORTING SPONSOR

Agency Fifty3

agencyfifty3.com

Agency FIFTY3 is the legendary marketing partner you need to accelerate your leasing. We unite refined creative with performance-driven strategy to build distinctive brands, sophisticated websites, and integrated campaigns that accelerate lease-up and sustain demand. From brand and identity to engaging digital experiences, impactful organic optimization, and strategic paid media, FIFTY3 delivers marketing that feels authentic and intentional fueled by the actionable insights needed to lease smarter and maximize long-term asset performance.



WIFI SPONSORSHIP

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.



PLATINUM SPONSOR

ApartmentList

ApartmentList.com

Apartment List is a technology-driven rental marketplace that helps millions of renters find the right home through a personalized, data-powered search experience. We partner with property owners and managers to drive leasing results through a performance-based model that only charges for signed leases. With integrated tools for listing management, lead nurturing, and renter engagement, Apartment List makes leasing more efficient, transparent, and effective for both renters and property partners



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**PHOTOBOOTH SPONSOR
PLATINUM EXHIBITOR**

Apartments.com

Apartments.com

Table 4

Photobooth in Hall Area

The Apartments.com Network represents the nation's most comprehensive online rental marketplace. Our extensive network of 11 leading sites including Apartments.com, Homes.com, ForRent.com, ApartmentFinder.com and 7 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.



PROGRAM GUIDE SPONSOR

Apartments247

Apartments247.com

Apartments247 is a full-service website and digital marketing partner for multifamily communities nationwide. For more than 26 years, we've designed, built, and hosted high-performing apartment websites, complete with professional photography, digital media, and seamless integrations, helping property teams attract prospects, support leasing, and grow long-term portfolio success.



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 Websites with SmartSEO™ 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.



GOLD EXHIBITOR

BeansAI

Table 39

Beans.AI

Beans Maps is a mobile-first, interactive mapping solution built for multifamily properties. It delivers accurate, visually rich 2D and 3D maps with real-time pricing and property data, seamlessly integrated with all popular property management systems. Designed for residents and operators alike, Beans Maps improves navigation, parking, and wayfinding — enhancing resident experience while simplifying property operations.

Vacancy is Predictable.

So why are your digital ads *still reactive*?

Leases expire. Notices come in. Demand fluctuates. None of this is a surprise.

Yet most apartment advertising doesn't adjust until *after* occupancy drops. By the time reporting catches up and manual campaign changes are made, you're already behind.

Predictive Advertising flips that script. It uses availability and leasing data from your PMS to forecast upcoming vacancy and adapt campaigns daily. That means you get:

- ✓ Ads that match upcoming vacancy—without manual adjustments.
- ✓ Less wasted ad spend when demand is strong.
- ✓ Fewer vacant days across your portfolio.

“What RentVision is doing to **dynamically tailor ad spending to what is needed at a property on a daily basis** has been extremely beneficial to our communities and marketing teams!



Paul Edgeman
Chief Marketing Officer, Thrive Communities



Stop reacting to vacancy. Get Predictive Ads.

Learn more at RentVision Booth #27





CONFERENCE 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.



BALL CAP SPONSORSHIP

Bilt Rewards

BiltRewards.com

Bilt is the unified resident experience platform, connecting leasing, living and neighborhood engagement to drive retention and NOI. Through the Bilt Alliance – the nation’s largest residential commerce network – more than 5.5 million members use Bilt to find new homes, pay rent, and unlock exclusive neighborhood benefits at restaurants, pharmacies, fitness studios, and more across 45,000+ merchant partners. Bilt automates and rewards everyday moments, like signing a lease, paying rent on time, renewing early, and spending locally. Members earn Bilt Points, the highest-value rewards currency in the market, redeemable 1:1 for travel or towards Amazon.com purchases, rideshares, student loan payments, and even rent – all at no added cost to your team. Plus, every time residents spend with Bilt merchant partners, your property earns a share of the commission.



SESSION SPONSOR

Brynsion

Brynsion.com

Brynsights™ is the industry’s leading Multifamily Intelligence Platform and the first to unify marketing, operations, and asset management in one command center. By combining ILS Management™, Portfolio Business Intelligence, and the Fee Transparency Compliance Monitor™ — all enhanced by Ask Paul, your AI assistant that turns complex data into instant answers — Brynsights™ blends automation with human expertise so teams can cut waste, ensure compliance, and drive measurable performance.



PLATINUM EXHIBITOR

Censai Analytics

Table 34

CensaiAnalytics.com

CENSAI empowers organizations to make smarter investment decisions based on the most precise population intelligence available. Featuring demographic and migration data on 270M+ U.S. adults, CENSAI supports growth strategies across hedge funds, capital markets, construction, and marketing agencies to identify and engage strategically targeted audiences. CENSAI is powered by Rushmore Labs, bringing over 10 years of experience pioneering data solutions.



GOLD EXHIBITOR

Connect Digital, Inc

Table 12

partnerwithConnect.com

Connect Digital solves a \$27B problem in apartment marketing: connecting data from ad dollars invested to rent dollars earned. Platforms still grade their own homework, leaving operators unclear which spend truly drives applicants, leases, and revenue. Powered by our patent-pending MatchLytics™ engine, PinPoint™ delivers applicant-level attribution for geotargeted advertising, proving real ROI. Our newest product, ROILYTICS™ unifies all marketing channels into one neutral, financial source of truth. Connect turns marketing into a controllable financial lever that drives smarter spend, higher asset value, and stronger profitability.



INNOVATION SCHOLARSHIP SPONSOR

Conversion Logix

conversionlogix.com

Conversion Logix® is a multifamily performance marketing solution that turns interest into leases — faster and more efficiently. With strategic ad management, high-performing lead generation software, and AI-powered insights, we enable multifamily marketers to reach the right audience, convert more leads, and reduce wasted ad spend. Conversion Logix doesn’t just generate traffic — we help you to track, nurture, and close more leases with unmatched attribution visibility and high-performing campaigns.



Your social media *sucks.*

Smart City Digital helps you fill units by creating and managing content that renters actually connect with.



Multifamily-focused marketing

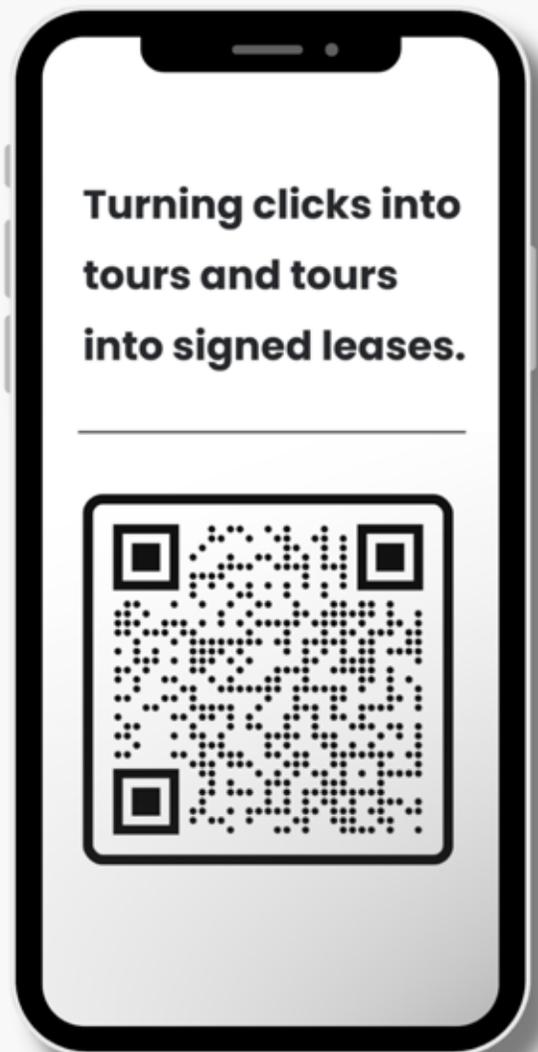


Content + paid media strategy



Smart City-backed results

Book your free strategy call.





NETWORKING LOUNGE SPONSOR

CORT

cort.com

As part of Warren Buffett’s Berkshire Hathaway, CORT is celebrating over 50 years of knowledge and expertise in the Furniture Rental industry. Our mission is to be an indispensable resource to you and your residents by providing the best possible experience. By offering CORT Furniture as an Amenity® (FaaA), your business benefits from a material, positive impact on the operating performance of your property through renting, rather than purchasing, furniture. CORT enables you to control your destiny with flexibility — rather than being burdened by the total cost of owning furniture that includes maintaining, storage, repair, replacement, moving, style upkeep... Together, we can flex up or down based on your residents’ needs, leasing needs, capacity, and vacancy to easily adapt as market conditions and your business needs change. Together the possibilities are endless.



GOLD EXHIBITOR

DepositCloud

Table 38

DepositCloud.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.



GOLD EXHIBITOR

Dyverse

Table 29

dyverse.com

Dyverse partners with multifamily companies nationwide to provide comprehensive full-funnel marketing solutions, enhancing visibility, qualified traffic, and lead-to-lease conversions. Our tailored paid ads, SEO, analytics, organic social, and website services, paired with white-glove support, deliver consistent results that achieve leasing goals, streamline strategy, and maximize return on marketing spend. Visit dyverse.com to learn more.



WEDNESDAY RECEPTION SPONSOR

Effortless Ads

EffortlessAds.com

Effortless Ads is a performance-driven digital advertising partner for multifamily property managers and owners. We simplify and amplify leasing marketing by using data-backed strategies to drive qualified traffic, increase engagement, and boost occupancy — letting teams achieve more with less effort.



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.



PLATINUM EXHIBITOR

Grace Hill

Table 35

Gracehill.com

Grace Hill provides technology-enabled performance solutions designed to help owners and operators of real estate properties enhance property performance, mitigate operating risk and cultivate top talent. Its industry-leading solutions, which encompass policy, training, assessment, surveys, benchmarking and data-driven insights, are supported by years of real estate experience, extensive service-level expertise and outstanding customer support. Additionally, Grace Hill offers cutting-edge marketing solutions, such as video tours and reputation management, to improve property visibility and engagement. Today, over 500,000 real estate professionals from more than 2,800 companies depend on talent performance solutions from Grace Hill.



If Your Properties Don't Show Up in AI Results, Do They Even Exist?

It is **30x harder** to appear in AI search results than the Google 3-Pack. With SOCi Genius Agents, you can maximize your digital presence and increase AI visibility.



See It in Action

- 

Genius Reputation Agent does the work of hundreds — writing, responding, escalating, and sharing insights from reviews.

 - 65% of renters favor properties that respond to reviews

- 

Genius Social Agent plans, creates, and engages for every location, which drives stronger local engagement.

 - 40% of consumers ages 18–24 use social platforms for local search

- 

Genius Search Agent is brand-trained and adapts to evolving search trends, so your business listings stay accurate and competitive.

 - Inconsistent or inaccurate listings lead to exclusion from AI recommendations



SESSION SPONSOR

Grotto AI

GrottoAI.com

Grotto AI reduces vacancy loss by supercharging multifamily teams during the human-to-human moments that matter most. Grotto trains custom AI for each property to learn what drives conversion, then guides agents to put it into practice in real time — during calls, tours and follow-ups — helping them build rapport, handle objections, and close more leases. Grotto is backed by ICONIQ Capital and has driven 80%+ conversion lift at NMHC top 10 owners, operators, and developers.



PLATINUM EXHIBITOR

Gryd

Table 17

Gryd.com

Gryd works alongside your marketing team to turn projects into digital assets that help sell and lease properties. We manage the media process from start to finish, then support it with software that makes it easier to market and pre-lease spaces before construction is complete. You get one partner, one workflow, and the confidence that your property is ready to go to market while the rest of the project moves forward. Power up your property at gryd.com



GOLD EXHIBITOR

GTMA EvernodeAI

Table 37

GTMA.Agency

GTMA is a 15-year-old agency now powered by its platform, EvernodeAI, a cutting-edge platform built to future-proof your hyper-local marketing and to centralize and synergize your multifamily digital strategy.

Custom-built for the multifamily industry, EvernodeAI delivers automation that saves time, insights that drive smarter decisions, and optimizations that keep you visible and compliant in the evolving world of search, from yesterday's keywords to tomorrow's AI engines.



PLATINUM EXHIBITOR

HYLY.AI

Table 6

HYLY.AI

Hyly.AI brings modern Data + AI to multifamily so teams can do more with what they already have. Halo unifies and cleans your data for accurate attribution, real cost-per-lease reporting, and automated dashboards that replace manual work. Hayley handles tours, questions, and follow-up 24/7. Together, the Hyly.AI platform gives operators a smarter, more efficient path to better performance.



PLATINUM EXHIBITOR

J Turner Research

Table 8

jturnerresearch.com

J Turner Research helps multifamily leaders understand, prioritize, and improve the operational drivers behind reputation. As the pioneer of the ORA® score, the industry's most trusted reputation metric, J Turner goes beyond measurement to deliver data-driven insight, clear prioritization, and practical guidance that turns perception into performance. By combining reputation data, industry research, expert guidance, and purpose-built solutions, J Turner helps teams bring greater clarity, focus, and consistency to operational excellence.



SESSION SPONSOR

Jonah Digital

JonahDigital.com

Jonah builds beautiful, powerful, fully integrated websites exclusively for multifamily. Our industry leading technology is designed to make your job easier and your properties more profitable. With the best shopping experience in multifamily, Jonah helps your portfolio generate more leads and drive more leases.



GOLD EXHIBIT

Kurie

Table 28

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.



PLATINUM SESSION SPONSOR

LCP Media

cpmedia.com

Elevate your property marketing with LCP Media, a powerful visual media brand. Add stunning visuals to your website, apartment listings and social channels including virtual tours, 3D renderings, professional photos, virtual staging and drone footage. Easily manage your content with TourBuilder, LCP Media's all-in-one platform.

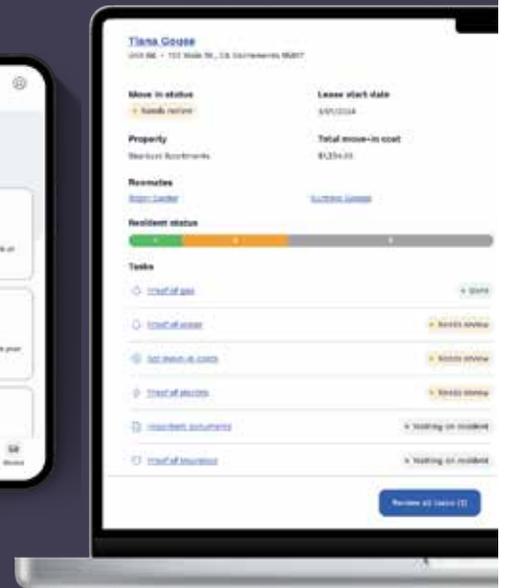
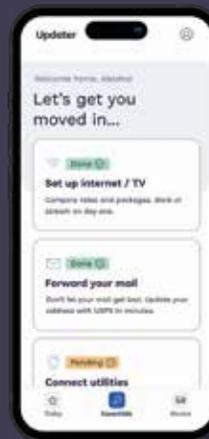


The smartest way to welcome new residents

Streamline every step between “application approved” and “keys in hand.” Save time for onsite teams, keep residents on track, and deliver a consistent move-in experience across your portfolio.

Meet your move-in command center

Updater | Pro Onboarding brings the entire move-in process into one place. Residents get a personalized, mobile-friendly checklist. Your teams get automation, visibility, and fewer back-and-forths.



“Updater has been a game changer for us. It allows us to create a standardized process that simplifies the move-in experience for both our residents and our leasing teams.”

Kendra Miller
Portfolio Manager - BRG Apartments



Scan to learn more.

Simpler workflows. Stronger teams. Happier residents.

No cost, no catch: Updater is completely free to use, for you and your residents.
No lengthy contracts. No setup headaches.

Updater | Pro Onboarding

updater.com/move-ins



GOLD EXHIBITOR

Lineups

Table 36

Lineups.com

Lineups is a creative system for multifamily, blending SaaS with studio services. We turn property data into on-brand, ready-to-publish content — from posts and reels to tours, email, and print-ready collateral. The result is faster production, better content, and creative that stays on brand everywhere.



PLATINUM EXHIBITOR

LocalIQ

Table 9

LocalIQ.com

Move your business forward with digital marketing powered by AI and local expertise. LocalIQ is how businesses like yours attract and retain the ideal customers. With a platform and a partner that helps you do more with your digital marketing, now all the right leads find you.



PLATINUM EXHIBITOR

MavenAI

Table 32

HireMaven.AI

MavenAI is multifamily's AI-powered marketing automation platform, built by industry experts and integrated with property management systems. Powering more than 2M units, it automates Google Business and social media to keep pricing, concessions, and amenities always current – delivering renter-ready content and the signals AI rewards so operators can scale marketing and boost discoverability.



CHARITABLE SPONSOR

Move for Hunger

Table in Hall Area

moveforhunger.org

More than 47 million Americans face hunger each day, including 1 in 5 children. At the same time, 38% of food in the United States is wasted. Move For Hunger bridges this gap through a national network of socially responsible relocation companies that rescue food during moves and mobilize partners to host food drives, support cause marketing campaigns, and launch employee giving programs.



MEDIA PARTNER

Multifamily Insiders

multifamilyinsiders.com

Multifamily Insiders is the largest social network for multifamily professionals. Our goal is to help coordinate professionals within our ranks, share knowledge, and brainstorm the future of apartment living. Whether it is onsite property management issues, acquisitions and development, or relationships with suppliers, the community is the center of conversation, helping the industry and our members grow from each discussion.



GOLD EXHIBITOR

Nurture Boss

Table 24

nurtureboss.io

Nurture Boss provides AI-powered property management solutions that enhance human performance rather than replace their roles. The Nurture Boss platform automates prospect, resident, and asset workflows, streamlining tasks such as tour scheduling, follow-ups, and rent reminders. Nurture Boss saves onsite teams hundreds of hours each year and helps communities drive more tours, increase renewals, and reduce delinquency. Companies rely on Nurture Boss's Virtual Leasing Assistant and Automation Suite to power smarter leasing, better resident experiences, and more efficient operations without adding headcount or changing their core systems. Nurture Boss was named a Best Places to Work Company by the Multifamily Innovation® Council. Learn more at www.nurtureboss.io.



**OFFICIAL
PODCAST SPONSOR**

Onni Marketing

OnniMarketing.com

Building bold brands, sharp strategies, and GTM engines that drive revenue. Cutting through noise, connecting the dots, and delivering results. Whether launching, scaling, or stuck, it's about turning chaos into clarity and ideas into outcomes.



GOLD EXHIBITOR

Opiniion

Tables 30 & 31

Opiniion.com

Opiniion is multifamily's leading solution for managing the complete resident journey. Combining peer-to-peer prospect conversations, automated feedback collection, and review generation, the platform increases lead conversion, retention, and NOI. With its recent acquisition of Rentgrata, Opiniion now enables authentic connections at every stage — from prospects engaging directly with current residents during their search, to ongoing sentiment analysis and experience management throughout their lease. Property teams gain the insights they need to optimize marketing, improve operations, and create experiences residents actually want.

weblisters.AI

Expand Your Reach Beyond Traditional ILSs

Marketplace Syndication
AI Voice & Call Analysis
AI Photo Analyzer
AI Fraud Detection & Blocking
Reporting Across All Platforms

weblisters.ai, the AI-powered next generation of WebListers, helps apartment communities **automate rental listings across high-traffic rental marketplace sites** beyond traditional ILSs, reaching hundreds of millions of monthly visitors.

Powered by LeaseGenius, our platform adds call analysis, chat, photo optimization, lead qualification, fraud detection, and real-time reporting, giving teams broader reach, better insights, and higher-quality leads.



expo@weblisters.com • 800-784-2155
www.weblisters.com • www.weblisters.ai



THURSDAY WINE-TASTING
RECEPTION SPONSOR

REACH by RentCafe®

reachbyrentcafe.org

Explore RentCafe, your solution for creating a memorable renter journey. Stand out with attractive, optimized marketing websites, smart search marketing and flexible listings. Turn prospects into residents with seamless leasing experiences, then boost retention with an intuitive portal and exclusive rewards. RentCafe has everything renters need to find, lease and enjoy their next home.



OPENING KEYNOTE
SPONSOR
PLATINUM EXHIBITOR

REALPAGE

Tables 14 + 15

REALPAGE.com

RealPage improves the business of living for both housing providers and residents. As the leading platform for AI-powered real estate operations, we connect property owners, operators, and residents across every stage of the rental journey – creating smarter, more transparent, and more responsive experiences. Our technology unifies marketing, leasing, operations, and financials, putting AI at the center of real estate. From automating work and turning data into actionable insights to introducing the industry’s first agentic AI workforce, we empower property teams to deliver exceptional living experiences. Through our resident experience platform, LOFT, and an integrated suite of services, RealPage gives millions of residents’ greater transparency, flexibility, and ease – helping them lease, live, and engage confidently in their communities. Backed by Thoma Bravo and recognized by Forbes, Newsweek, and EnergyStar for innovation, sustainability, and workplace culture, RealPage is headquartered in Richardson, Texas, with offices across North America, Europe, and Asia. We’re building the future of real estate by connecting technology, people, and communities.



PLATINUM EXHIBITOR

RentVision

Table 27

RentVision.com

RentVision helps multifamily teams replace reactive marketing with a smarter, predictive strategy. Our platform connects property performance data from your PMS with automated marketing execution, enabling operators to anticipate vacancy, automatically optimize demand, and improve portfolio performance. The result is more efficient ad spend, fewer vacant days, and clearer decision-making across your portfolio.



SESSION SPONSOR
GOLD 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!



GOLD EXHIBITOR

Resi

Table 21

GetResi.com

Resi is the marketing operating system for multifamily. Our platform centralizes websites, content, data, and integrations into a single connected ecosystem that powers the entire renter journey. From high-performing websites and digital marketing to real-time data connections and analytics, Resi helps property operators modernize their marketing and turn insights into measurable growth.



GOLD EXHIBITOR

Resident 360

Table 33

Resident360.com

Resident360 is a branding and digital marketing agency supporting the multifamily industry. Since 2010, we’ve worked with thousands of communities across luxury, market-rate, student, affordable, senior, and BTR housing. We handle everything from branding, visualization, websites to lease-ups, SEO, paid media, and AI — giving you one partner for all your marketing needs.



PLATINUM EXHIBITOR

Smart City Digital

Table 7

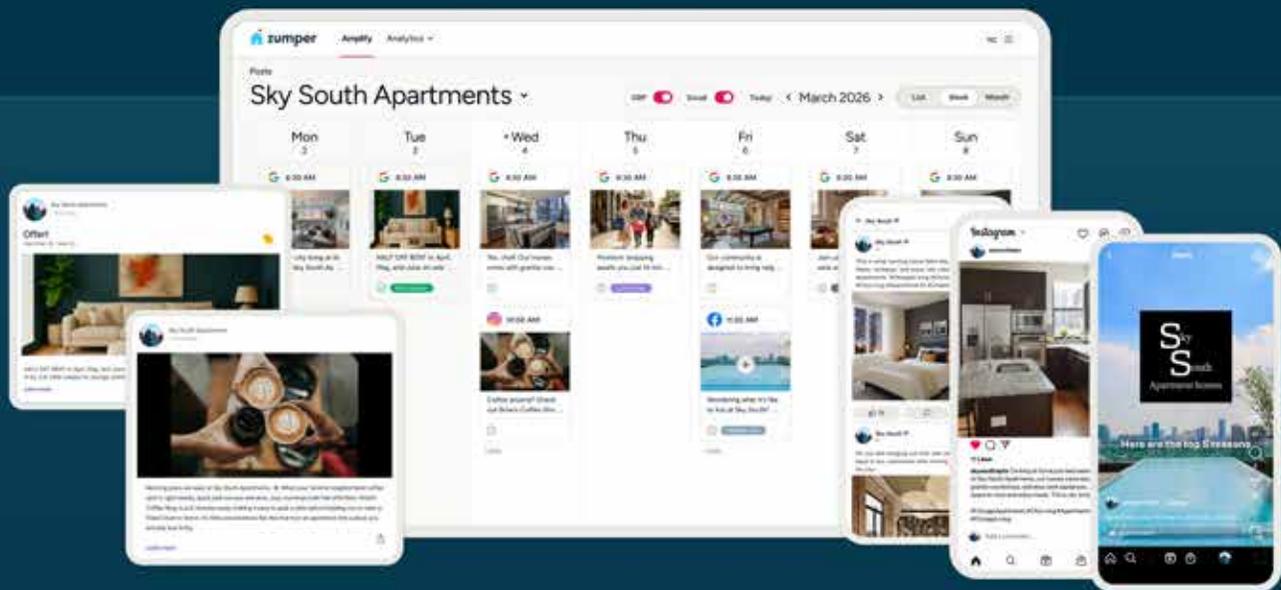
Smartcitydigital.com

Smart City Digital is a full-service marketing agency built specifically for the multifamily industry. We combine thumb-stopping content creation with data-driven paid social and search strategies to help properties boost visibility, drive qualified leads, and reach occupancy goals faster. Backed by the trusted Smart City brand, we’re redefining how properties connect with renters online.



Visibility, but make it earned.

Meet the next generation
Amplify for GBP and **Amplify Social**



POWERED BY YOUR PROPERTY

- **Amplify for GBP** keeps your property's Google Business Profile fresh and discoverable with daily posts and up-to-date pricing, fees, and availability that renters expect.
- **Amplify Social** brings your community to life on Instagram and Facebook with engaging posts and scroll-stopping video highlight reels.

OPTIMIZED FOR DISCOVERY

Reimagined with media-first, keyword-rich content, these turnkey solutions automatically deliver editorial posts that strengthen discovery signals, offer flexible, tailored content, and give full visibility into upcoming posts and performance insights in one centralized dashboard.

EFFORTLESS BENEFITS

- Keeps messaging consistent and on-brand everywhere renters look.
- Highlights each property's unique lifestyle, amenities, and neighborhood.
- Helps communities show up stronger at key moments in the renter search journey across search and social.

Better details in. Better visibility out.

Be among the first to experience the new Amplify.
multifamily.zumper.com/amplify



PLATINUM EXHIBITOR

SOCi

Table 20

www.soci.ai

SOCi is the leader in AI-powered marketing solutions for multi-location businesses. With its proprietary Genius AI™ and suite of Genius Agents™, SOCi provides a first-of-its-kind, AI-powered digital workforce capable of handling the workload of 1,000 local marketers™, 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 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.



EXECUTIVE AI SESSION SPONSOR

Spherexx

Spherexx.com

Since 2000, Spherexx has delivered 20+ software and marketing solutions tailored to multifamily workflows, culture, and brand. A PropTech pioneer introducing multifamily AI in 2013, Spherexx improves revenue, occupancy, and efficiency through revenue management, market intelligence, BI, ERP, CRM, and integrated branding, advertising, web, PPC, AI chat, and custom workflows.



GOLD EXHIBITOR

Tour24

Table 25

tour24.io

Tour24 is the multi-award-winning app for apartment owners and operators offering self-guided tours. The solution provides future renters easy access to self-guided tours via a custom, in-person, interactive and audio/visual tour experience. Tour24 integrates with existing technology stacks and is the most comprehensive solution available today. Led by a high-caliber team of industry experts, Tour24 delivers more traffic, more tours, and ultimately more leases.



PLATINUM SESSION SPONSOR

Twodots

Twodots.com

Two Dots builds AI underwriting technology that automates complex processes traditional systems can't handle. Our conversational agent, Eve, uses natural language to guide applicants through approvals — managing sophisticated fraud detection and complicated income verification. Eve instantly resolves unusual situations and missing information that typically require manual intervention, creating effortless experiences and real-time approvals for applicants that boost your bottom line.



GOLD EXHIBITOR

Union

Table in Hall

GoUnion.com

Union is an AI-powered operating platform for multifamily that unifies marketing, leasing, CRM, automation, and ancillary revenue in one system. Built to replace fragmented tech stacks, Union centralizes prospect and resident communication, automates follow-up, and delivers real-time performance insights. From first touch to lease execution and beyond, Union helps teams move faster, operate more efficiently, and generate recurring revenue without adding operational complexity.



GOLD EXHIBITOR

Unmaker

Table 19

Unmakerstudio.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

Supporting more than 2 million multifamily units, Updater is the leading resident onboarding software that streamlines move-ins, bridging the gap between an approved application and move-in day. By automating tasks, reminders, and communications, leasing teams save hours per move and accelerate resident onboarding. Designed to enhance operational efficiency and resident satisfaction, it's the smarter way to manage move-ins.



WORKSHOP CHAMPAGNE WELCOME SPONSOR

Vida by Property Vista

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.

Every team needs a

Kelsey

AI to empower your multifamily team

Hi Shiv! We have a dog-friendly 2-bedroom available for \$1,600, with move-in at the first of the month. Want to come see it?

Thanks, Kelsey! That sounds great but I have a few quick questions first.

Of course. I am happy to help!



weblisters.AI

PLATINUM EXHIBITOR

Weblisters

Table 26

Weblisters.com

weblisters.AI helps apartment communities automate rental listings across high-traffic rental marketplace sites beyond traditional ILSs, reaching hundreds of millions of monthly visitors. Powered by LeaseGenius AI, our platform adds call analysis, chat, photo optimization, lead qualification, and real-time reporting — giving teams broader reach, better insights, and higher-quality leads.



PLATINUM EXHIBITOR

Zuma

Table 22

getzuma.com

Zuma is the AI + human-in-the-loop platform helping multifamily teams operate with greater speed, clarity, and efficiency. With Kelsey, our Agentic AI Leasing Assistant, operators capture more leads, book more tours, reduce workload, and improve portfolio performance, all while delivering a better experience for prospects and residents.



PLATINUM EXHIBITOR
THURSDAY NIGHT
AFTERPARTY 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 property owners, operators and marketers a complete suite of products and services to market and lease their properties. Our multifamily partners have access to the most-visited¹ and most-trusted rental network², which includes Zillow, Trulia, HotPads, Realtor.com, as well as Rent.com, ApartmentGuide, and Redfin. Zillow also provides powerful, flexible tools to connect our partners with high-intent renters, along with performance and market insights to help them grow, optimize their strategy, and reach their goals.



PLATINUM EXHIBITOR

Zumper

Table 1

zumper.com

Zumper is a multifamily marketing solutions provider helping communities amplify visibility, demand, and trust across the renter journey. With solutions like ILS listings, rich media, SEO optimization, reputation management, and social media posting, we blend the power of AI with human expertise to help properties stand out, reach renters, and lighten their workload. AI-powered. Human-perfected. Your digital presence, amplified.



GOLD EXHIBITOR

Zipcode Creative

Table 13

zipcodecreative.com

Standing out among the comps takes more than good design — it takes a partner who actually gets multifamily. Zipcode Creative is a woman-owned creative agency serving the entire industry nationwide, from conventional and affordable to student, senior, corporate, and supplier partners. Specializing in brand development, graphic design, copywriting, and imaging services, they work as an extension of your team with flat-rate project pricing and zero forced packages. With a dedicated project manager keeping timelines on track and a collaborative approach that moves as fast as you do, Zipcode delivers the creative firepower you need, exactly when you need it needs, to easily adapt as your business needs change. Together the possibilities are endless.

Websites Built for Today's Renters

Performance-Driven Community Websites

GEO & SEO Optimized

Built for Google & AI search visibility

Seamless Integrations

PMS, CRM, analytics & more

Digital Media Included

Photography, floor plans, 3D VRs,
interactive site maps

Portfolio Expertise

Single communities to
national portfolios



Scan to schedule a
demo & view live sites.

apartments²⁴⁷

UNITED APARTMENT GROUP

"I've worked with other providers and never have I experienced the level of customer service and support that we receive daily while working with Apartments247. They are efficient and effective. They literally never disappoint."

- Nikkii Treviño

Marketing Director
United Apartment Group

A graphic showing a grid with several colored lines (red, yellow, cyan) representing data trends. The lines are overlaid on a dark background with bokeh light effects.

STOP GUESSING

START MEASURING WHAT MATTERS

When marketing can turn clicks into tours and tours into leases, guesswork is not an option.

Conversion Logix replaces uncertainty with data-driven clarity, using Unified Attribution and AI-powered optimization to deliver clearer insights, smarter decisions, and marketing that cuts through the noise to fill your communities faster.

Ready to replace guesswork with measurable results?

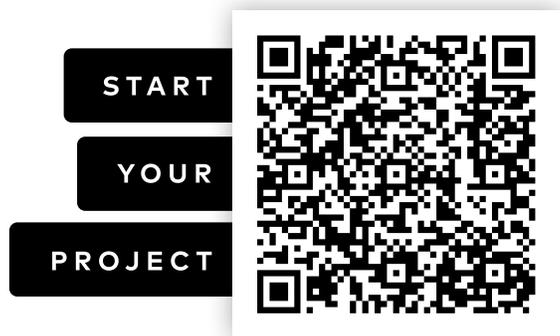


conversionlogix.com



Refresh your media

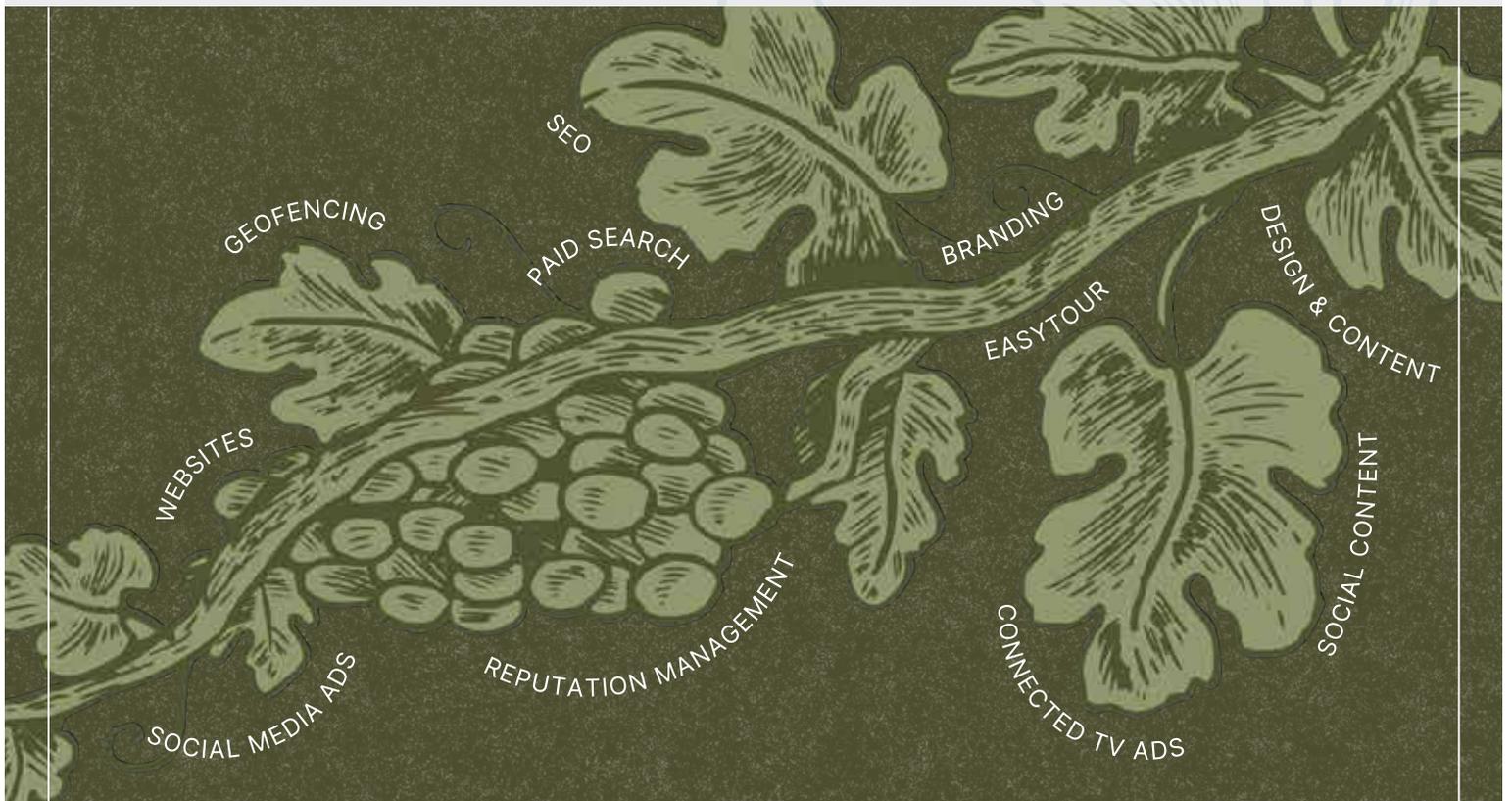
Get powerful visual solutions and multichannel marketing tools made for multifamily.



AGENCY FIFTY3

GREAT RESULTS START AT THE ROOT

Success in multifamily isn't about luck; it's about the systems you plant. At Agency FIFTY3, we build market-leading brands and unified campaign strategies that bring your community's story to life, then use the power of SEO, GEO, and strategic campaigns to maximize visibility, strengthen your presence, and turn that story into measurable impact.



AGENCYFIFTY3.COM

→
*Scan to learn more about
the best marketing pairings!*



GENERAL INFORMATION

CONFERENCE BADGE

Please wear your conference badge during all published events.

SOCIAL MEDIA

Facebook: @MultifamilySMS

Instagram: @MultifamilySMS

LinkedIn: @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: ALNDATA26
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

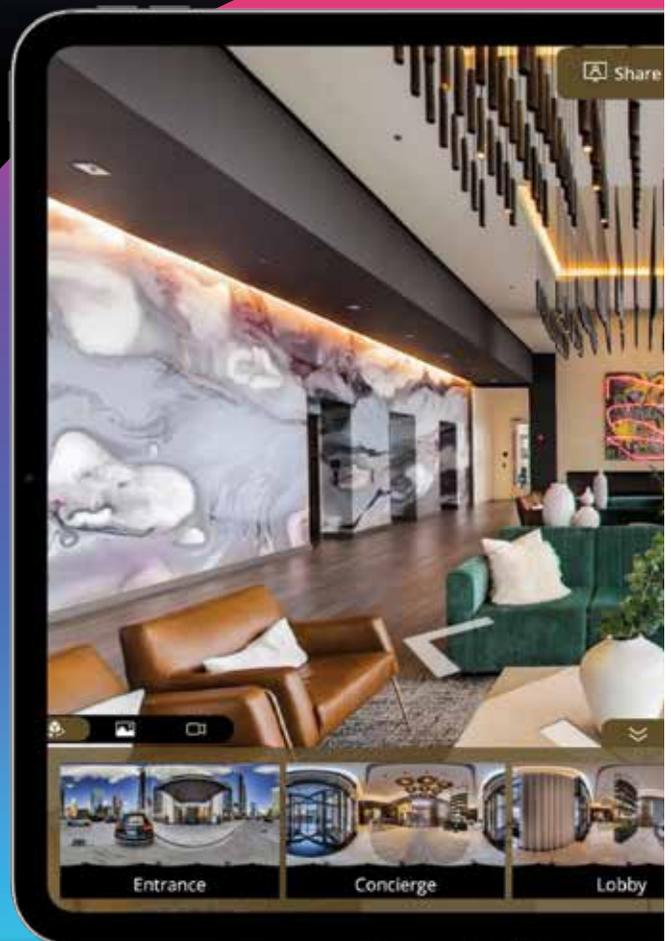
Meritage Resort and Conference center maintains a 24/7 security staff trained in basic first aid, CPR, and the use of the automated external defibrillators on the property. In the case of a life threatening event please dial "911" immediately. You may also contact x0 from any resort phone.

E X P E C T
MORE

with  RentCafe® + 

More media
More reach
More conversions

Win more renters with powerful visual solutions, including **virtual tours**, **photography** and **3D services**.



See just how good your communities can look

FREE

MEDIA

CONSULTATION



Technology Built for the Data-Driven Marketer

Data-driven marketing is about knowing what to act on and moving fast. The right tech helps you spot what's working, double down with confidence, and connect the dots from first click to renewal. That's where G5®, Knock®, and LOFT® come in, working to turn insight into action, drive occupancy, improve conversion, and build resident loyalty without adding more noise.

G5

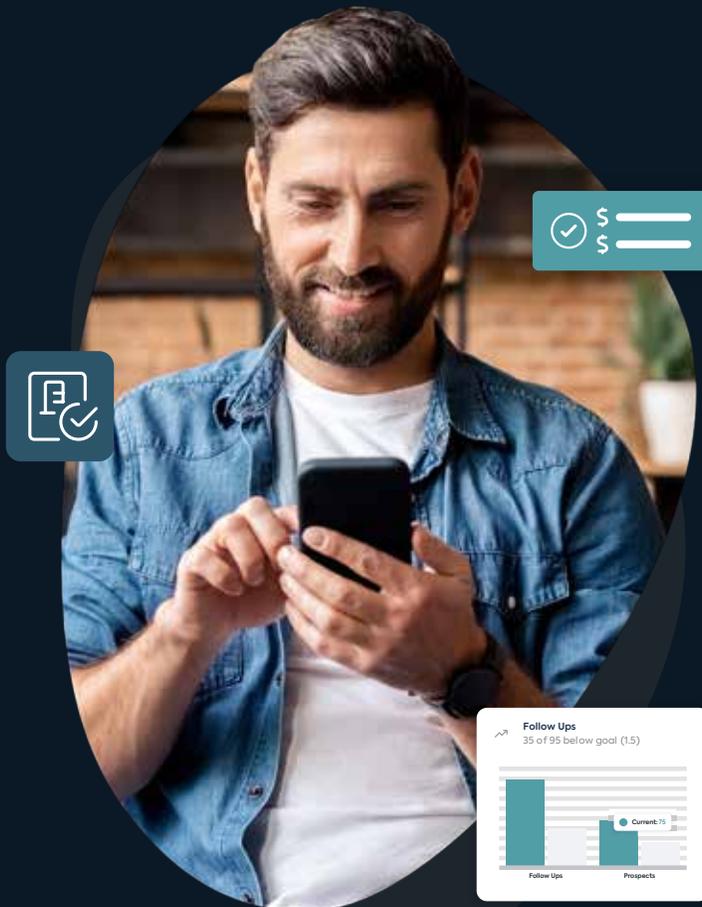
Boost lead quality with AI-powered digital advertising and SEO.

Knock CRM

Simplify lead-to-lease workflows and improve efficiency.

LOFT

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



Turn insight into impact.

Visit us at **Table 14 and 15** or learn more at realpage.com.

REALPAGE