

PERSPECTIVE AND PROJECTIONS

October 9, 2026 / Renaissance Phoenix Downtown



Agenda

7:30-8:00AM Registration & Breakfast

8:00-8:15 AM Opening Message & Welcome from Courtney LeVinus

8:15-9:00 AM Federal Legislative Update & NAAPAC

W/ Jim Wilson - AVP Political & Stakeholder Engagement, National Apartment Association & Rob Johnson - Sr. Manager NAAPAC Fundraising and Development, National Apartment Association

Stay informed on the latest federal legislative developments impacting the multifamily housing industry. Jim Wilson and Rob Johnson will provide an update on key policy issues, advocacy efforts, and the important role of the National Apartment Association Political Action Committee (NAAPAC) in supporting the industry's voice in Washington, D.C. Learn what these changes could mean for your business and how you can get involved.

9:00-9:45 AM National Housing Perspective

W/ Jay Parsons - Economic Advisor, JPI & Strategy Advisor, Madera Residential

This session provides industry decision makers, including owners, executives, asset managers and lenders with information on the national housing market, including economic and demographic insight necessary to plan, develop budgets and formulate strategies for their Arizona apartment investments. Kimberly will share national housing market data on the health of multifamily and the anticipated economic shifts coming in 2027.

9:45-10:30 AM Economic Outlook

W/ Ryan Touhill - Director of Community & Economic Development, City of Phoenix

The Greater Phoenix region has experienced nation-leading population growth over the last few years. Even so, many sectors continue to experience pain points in hiring talent — and the multifamily industry is no exception. Why is Greater Phoenix growing so fast? Why do recruitment problems persist despite population gains? What is the picture like in the rest of the country? Kevin Carranza from the Greater Phoenix Economic Council will tackle these questions.

10:30-10:45 AM Break

10:45-11:30 AM Arizona Market Perspective

W/ Connor Deverux - Director Analytics, CoStar Group

This session provides industry decision makers, including owners, executives, asset managers and lenders with insights to the local market, including economic trends and development activity necessary to plan, develop budgets and formulate strategies for their Arizona apartment investments.

11:30-12:15 PM Arizona Water Update

W/Greg Vogel

Gain a deeper understanding of the realities behind Arizona's water supply and the misconceptions shaping the conversation around growth and development. Greg Vogel will explore the connection between water availability, water rights, land values, and future development, providing valuable insights into what these issues mean for Arizona's economy, real estate market, and continued growth.

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Speakers



Jay Parsons

Jay Parsons is a rental housing economist, advisor and speaker. He has advised numerous multifamily and single-family rental housing stakeholders – from institutional investors, REITs, regional operators, lenders, regulators and government agencies.

Jay hosts a weekly podcast called The Rent Roll with Jay Parsons, which in 2025 ranked among Spotify's top 1% for most shared shows and in the 2% for listening time and for growth. Additionally, the readers of CRE Daily ranked The Rent Roll as the No. 1 housing podcast and No. 3 in all commercial real estate. In addition to independent speaking engagements and consulting, Jay serves as an Economics Advisor to JPI and a Strategy Advisor to Madera Residential. Previously, Jay was the Chief Economist at RealPage.

More than 150,000 people follow Jay's content across LinkedIn or X/Twitter. Favikon, a social media analytics firm, ranked Jay as the No. 3 voice on real estate globally, noting: "He keeps it simple ... The tone is conversational and candid, which pulls in pros who want clarity without agenda. Posts read like field notes, with context, caveats, and the occasional dry humor. The mix of original analysis and open debate makes him feel both authoritative and approachable."

In early 2026, commercial real estate trade publication The Real Deal named Jay one of its "100 Real Estate Titans of the Year." Another trade media outlet, GlobeSt, in 2023 named Jay one of its "Influencers in Multifamily Real Estate."

Jay has been cited in The Wall Street Journal, Bloomberg, The Financial Times, The Economist, The New York Times, The Washington Post, NBC News, and he has appeared on CNBC and BloombergTV. His commentaries have been published by Barron's, the Pension Real Estate Association, the Mortgage Bankers Association and American Banker, among others.



Greg Vogel

Since founding the company in 1987, Mr. Vogel has applied his unique knowledge in the areas of land economics, land use and market trends to become a trusted advisor and broker to a broad spectrum of clients including financial institutions, investors, homebuilders and master planned community developers.

As Chief Executive Officer of the Land Advisors Organization, Mr. Vogel has led the expansion of the company into 22 markets across the United States. Over the past 25 years he has been involved in hundreds of transactions including several of the highest valued land transactions in the country. He has developed an extreme level of expertise in large scale community development and the representation of large land owners in unique structured transactions.

Mr. Vogel received his B.S. in Real Estate from Arizona State University in 1985. He is a past Trustee and Governor for the Urban Land Institute (ULI), the past Chair of the ULI Community Development Council (BlueFlight) and currently sits on the ULI Foundation Board of Directors. Mr. Vogel focuses his philanthropic and civic involvement on the Arizona State University Foundation (Trustee, Board member and Operations Committee member) and Arizona State University's Masters of Real Estate Development Advisory Board (Co-Chairman).

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Connor Devereaux

Connor Devereux serves as the Director of Market Analytics for Phoenix with the CoStar Group. His focus centers on the CoStar Market Analytics platform covering trends for the multifamily, retail, office, and industrial markets in Arizona. In this role, Mr. Devereux is responsible for developing the market narrative and sharing his analysis with industry professionals via reports, presentations, and videos. Prior to his work with CoStar, Mr. Devereux spent 7 years in a leadership role with Marcus & Millichap's Research Services division. He received his undergraduate degree from the University of Arizona with a triple major in Business Economics, MIS, and Operations Management.



Ryan Touhill

Touhill brings nearly two decades of experience in local government and economic development, most recently serving as Director of Arlington Economic Development (AED) in Virginia. There, he led the creation and implementation of AED's Strategic Plan for Economic Growth, positioning Arlington as a leader in the region's tech and innovation ecosystem. Under his leadership, AED secured millions in new investment and supported the creation of thousands of jobs, while launching successful initiatives such as the All In Arlington tourism campaign and policies to revitalize commercial districts.

Prior to his role in Arlington, Touhill served as Senior Vice President and Chief of Staff at the Alexandria Economic Development Partnership, where he played a key role in securing Amazon's second headquarters and Virginia Tech's Innovation Campus for Northern Virginia. He also led COVID-19 economic relief programs, supporting hundreds of small businesses and protecting thousands of jobs. Touhill's career began in the City of Alexandria's budget and human resources departments, and he has been recognized for his service by Virginia Business Magazine, George Mason University, and the Alexandria Chamber of Commerce.

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Jim Wilson

Jim Wilson, Ph.D. is the Assistant Vice President for Political Affairs and Stakeholder Engagement for the National Apartment Association; he joined the NAA in August 2016. Jim is responsible for management and growth of NAA political affairs programs including NAAPAC (NAA's political action committee) and grassroots advocacy. Further, Jim oversees NAA's partnership and engagement with external stakeholders who share an interest in similar policy concerns. Finally, he directs efforts to increase the "practice of advocacy" by NAA affiliates and members in advocacy on behalf of the apartment industry. From 2016-2021, Jim was NAA's Director of Political Affairs, overseeing fundraising and contribution programs for NAAPAC as well as NAA's Advocacy365 grassroots program.

Prior to his role at the NAA, Jim was the Political Education Programs Manager for the American Medical Association from 2005-2016, conducting political education programs for AMA member physicians and their allies. In 2006, he was named a "Rising Star" by Campaigns & Elections magazine, as someone beginning to make their mark in political consulting or advocacy.

As a member of the Federal Election Commission's Information Division from 2001 through October 2005, Jim responded to thousands of complex inquiries and provided training for federal campaign finance law to candidates, political parties and political action committees.



Rob Johnson

At the National Apartment Association (NAA), Rob Johnson serves as the Senior Manager of NAAPAC Fundraising and Development. In this role, he manages fundraising operations, coordinates political action committee (NAAPAC) initiatives, and works directly with state and local affiliates on advocacy engagement and campaigns.