

PERSPECTIVE AND PROJECTIONS

October 3, 2025 / Sheraton Phoenix Downtown



Agenda

7:30-8:00 AM Registration & Breakfast

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

8:15-9:00 AM National Housing Perspective

W/ Kimberly Bryum - Principal, Zonda Advisory

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 2026.

9:00-9:45 AM Legislation & Legal Panel

Moderator: Mark Zinman- Zona Law Group Panelists: Denise Holliday- Hull, Holliday & Holliday, Christopher Walker- CW Attorneys, & Justin Lines- Scott Clark Law

Local legal experts will discuss a variety of topics affecting rental housing in Arizona.

- Emotional Support Animal Legislation
- Attorney General Activism
- Crime Free Programs
- Federal Changes

9:45-10:30 AM Arizona Job Market Outlook

W/ Kevin Carranza - VP, Research & Analytics, Greater Phoenix Economic Council

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 PR Panel - Shifting the Narrative in the Media

Panelists: Courtney LeVinus, David Leibowitz

The multifamily industry often finds itself portrayed negatively in headlines, from rent increases to resident disputes. Yet property owners and managers play a vital role in providing housing stability, maintaining communities, and investing in Arizona's future. This session will examine how the media frames rental housing stories, why negative narratives gain traction, and what the industry can do to counterbalance this coverage. Panelists will share strategies for reframing public perception, highlighting success stories, and communicating the value of professional property management. Attendees will leave with practical tools to better position their organizations and the industry as essential partners in Arizona's growth.

11:30-12:15 PM Arizona Market Perspective

w/ Connor Devereux, Director Analytics-CoStar Group

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

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Speakers



Courtney LeVinus, Arizona Multihousing Association

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Kimberly Byrum, Zonda Advisory

Kimberly Byrum, Managing Principal-Multifamily, brings more than 30 years of experience in multifamily real estate development and site selection, including devising proforma rental rates and examining premiums for mixed-use assets and transit-oriented developments. Ms. Byrum is considered a multifamily industry expert on market fundamentals, resident demographics and product mix, and has a strong technical background in economic forecasting and revenue management. Prior to joining Zonda, Ms. Byrum was a Senior Director and the Multifamily Practice Leader at Alvarez & Marsal Real Estate Advisory Services. Ms. Byrum spent 17 years with a nationally--recognized apartment development company, where she participated in the initial underwriting, start-up rent positioning, and turn-around analysis of over \$4.2 billion in multifamily and student housing transactions.

Previously, Ms. Byrum served on various committees related to municipal planning and development, and also worked with non-profit developers to determine feasibility of affordable housing and neighborhood redevelopments. Ms. Byrum holds a bachelor's degree in agricultural economics from Texas A&M University. She was trained in Six Sigma through the GE Quality Initiative, attended the school of Marketing Research at Notre Dame, and received a marketing certificate from Southern Methodist University.



Connor Devereaux, CoStar Group

Connor Devereaux 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. Devereaux 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. Devereaux 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.

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Mark Zinman, Zona Law Group

A partner with the Zona Law Group. Mark has been practicing exclusively in this area of the law for almost 15 years and is a regular instructor at the AMA. He is a former Board member as well as a lyceum graduate. Zona Law has been actively advising their clients about the changes in the industry as a result of COVID-19, through their firm newsletter as well as their podcast, which can be found on youtube.com and other mediums.



Christopher Walker, CWAttorneys

Mr. Walker dedicates his practice to representing single family and multi-family property owners and property management firms. Mr. Walker has keen knowledge of the issues single family and multi-family owners and operators face on a daily basis. Mr. Walker regularly provides legal counsel to the Arizona Multihousing Association and the National Apartment Association. Mr. Walker is a frequent author in state's leading trade publication the Arizona Multi-housing Association News and for the Firm's client publication, Clark Bars. Mr. Walker is an active member of the Institute of Real Estate Management and Arizona Multihousing Association and serves on the Arizona Multihousing Association's Governmental Affairs Committee.

Mr. Walker regularly advises on legislative initiatives and provides testimony before the Arizona House and Senate on bills related to the Arizona Residential Landlord and Tenant Act.



Denise Holliday, Hull, Holliday & Holliday

Denise has engaged in Landlord/Tenant practice since 1996. She is a Justice of the Peace Pro Tem and Superior Court Pro Tem. She is a certified instructor for the Department of Real Estate, Arizona Association of Realtors, Property Management Institute and National Association of Real Property Managers. She is president of ALTA since 2003 and a training instructor for ALTA since 2001.

She has been a keynote speaker at several legal seminars regarding Landlord/Tenant issues presented to the Association of Landlord/Tenant Attorneys, Maricopa County Justices of the Peace, Maricopa County Judge Pro Tempores, Continuing Education for Attorneys, and Co-Jet training for Judges, NARPM, AHMA, and numerous other professional associations. She also assists Law Enforcement and Property Managers with Crime Free Programs for apartment complexes.

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Justin Lines, Law Offices of Scott M. Clark

Justin attended Arizona State University, where he earned a B.A. in history. He then attended law school at Southern Illinois University on a scholarship. While there, he earned Dean's List honors and earned the highest possible grades in Criminal Law, International Criminal Law, and Federal Income Tax. After graduating with his J.D., Justin then sought to expand his education by earning an LL.M. (Master's of Law) in Tax Law from Washington University in St. Louis, where he earned the highest possible grade in Income Tax Prosecution.

Following graduation, Justin has worked for the Maricopa County Attorney's Office, a local tax firm specializing in property tax appeals, and two local law firms as an estate planning attorney. Justin joined the Law Offices of Scott M. Clark in early 2024 and quickly found a welcoming home. Justin truly loves his work and genuinely appreciates his clients. In his spare time, Justin and his wife raise their six children in Mesa. Justin enjoys playing the piano.



Kevin Carranza, Greater Economic Council

As Vice President of Research & Analytics, Kevin distills industry and market trends into insights for all GPEC teams, with an emphasis on innovative lead generation strategies. He also collaborates across departments to improve workflows and reporting for GPEC's core business functions. His professional interests include urban analytics, spatial analysis/GIS, and commercial real estate and housing markets.

In May 2020, Kevin earned his master's degree in Urban and Environmental Planning with a graduate certificate in GIS from Arizona State University. He has previous experience in the medical device and residential construction/real estate industries. Kevin has lived and worked all over the world: Texas, California, New York, Florida, Austria, Germany and Spain. Happy to be settled in Arizona, he currently lives in Phoenix with his wife and son.



David Leibowitz, Leibowitz Solo

A consummate storyteller, David Leibowitz founded Leibowitz Solo in 2009. Since then, it has become one of Arizona and the Southwest's "go to" public relations, political and crisis communication firms. David specializes in message development and earned media strategy. His clients have included Gov. Jan Brewer, Phoenix Mayors Greg Stanton and Phil Gordon, the Gila River Indian Community, Oregano's Pizza, the Arizona Multihousing Association, the Global Business Travel Association, Arizona State University, the Arizona Fraternal Order of Police, the Professional Fire Fighters of Arizona, the Arizona Coyotes and a range of political campaigns, including the victorious No on 487 and Yes on 100 ballot initiatives.

As creative director and vice president at Moses Anshell from 2005 to 2009, David led one of the Southwest's premier ad agencies. From big clients – the Arizona Office of Tourism, U.S. Airways, Taser and Arizona Public Service – to non-profits like the Arizona Humane Society, David worked in media from print to TV, radio to digital, outdoor to PR to social media. He helped lead the agency to more than 75 local, regional, and national awards in four years.