



How Did I End Up Here?: How to Grow in Multifamily

AJ Walker, Rainier Properties

A panel of multifamily industry leaders sharing their career journeys and growth within the field. Each speaker will discuss their background and how long it took to reach their current position. This program aims to offer transparency around career advancement in the multifamily industry and highlight the various pathways available for professional growth.

Audience: Leasing, Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor), Maintenance Supplier



Heart First Leadership: Building Trust with Your Team & Residents

Alejandra Vazquez, RYSE Management

In this session, learn how leading with empathy can be a key driver of your career success, specifically in building strong team relationships and connecting with residents. Leave with an actionable plan to incorporate more empathy into daily interactions and decision-making.

Audience: Leasing, Assistant Manager, Manager



Flipping the Script: Attracting Top Talent

Amanda Palacios, Sparrow Partner

In today's competitive job market, top candidates are evaluating employers just as critically as employers assess them. We'll explore actionable strategies to improve your hiring process aimed at elevating the candidate experience and attracting top talent.

Audience: Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor), Leadership, Hiring Manager, HR, Talent Acquisition



From Good to Great: Elevating the Resident Experience

Chelsea Kneeland, Multifamily Insiders

Ready to turn your resident horror stories into happy endings? This 45-minute workshop will transform resident horror stories into five-star reviews. Learn effective tech tools, turn angry maintenance calls into relationship wins, and leave with a toolkit of proven strategies and a game-changing improvement to implement right away.

Audience: Leasing, Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor), IRO



Get Your Failure Résumé READY!

Julie Hartman, B2B Victory

What do you mean, you don't have a Failure Resume?!? We receive more growth and learning from our failures than from our successes. For this reason, failure isn't a roadblock. It's part of the process. This class will help you reframe what success means, no longer dwell and achieve more.

Audience: Leasing, Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor), Maintenance, Supplier, Independent Rental Owner (IRO)



The Backbone of the Team: Assistant Community Managers Making the Difference

Reno Uballe, Greystar

This presentation is designed to spotlight the often-underappreciated role of Assistant Community Managers (ACMs) in property management and community-focused teams. This session explores the daily responsibilities, strategic value, and behind-the-scenes influence that ACMs bring to operations, resident satisfaction, conflict resolution and team dynamics.

Audience: *Leasing, Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor)*



Future-Ready Operations: How AI is Transforming Multifamily Management

Jonathan Marshall, Apartment List

AI is reshaping how apartment communities operate—from leasing to maintenance to renewals. In this session, discover how to evaluate, adopt, and implement AI solutions that streamline operations, boost efficiency, and enhance the resident experience. Learn from real-world examples of operators using AI to stay ahead in an increasingly competitive market.

Audience: *Leasing, Supervisor (Regional/Portfolio Supervisor), Maintenance, Marketing and operational leaders*



Fix It Before it Fails: The Power of Proactive Maintenance

Ryan Vonier, Griffis Residential

In this 45-minute session, we'll explore deferred maintenance—its causes, impacts, and prevention strategies to protect your budget and assets. With real-world examples and cost-saving tips, we'll discuss the benefits of proactive maintenance and how to build a culture of timely repairs. You'll leave with practical tools to say goodbye to “we'll get to it later” and hello to smarter maintenance planning.

Audience: *Manager, Supervisor (Regional/Portfolio Supervisor), Maintenance, Supplier, Independent Rental Owner (IRO)*



Bake It 'Til You Make It: A Time Management Recipe for Multifamily Pros

Sonnie Sullivan, Knightvest Residential

Running a property (or portfolio) can feel like managing a chaotic kitchen – too many “orders,” not enough prep time, and constant fires to put out. In this session, we'll whip up a time management strategy for multifamily life. You'll learn to prioritize daily tasks, managing interruptions and delegate like a head chef, leaving you with a recipe for getting it all done – without burning out.

Audience: *Leasing, Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor), Maintenance, Supplier, Independent Rental Owner (IRO)*