EXPO+ EDGECON

November 12, 2026 | Palmer Events Center

Register Today!

AI Strategy, Concerns, and Risks in the Landlord/Tenant Arena

Corey Rogers, Rogers Law Firm

This program will discuss the use of AI in the multifamily industry and considerations on its use by both management and residents. Topics will include legal considerations such as fair housing and strategies for reviewing and responding to AI-generated content.

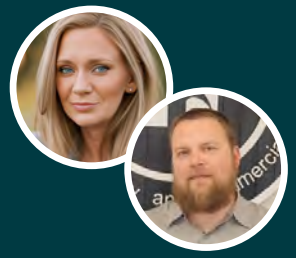
Audience: *Assistant Manager, Manager, Supervisor (Regional/Portfolio Supervisor)*

Built to Be Seen, Meant to Be Remembered - Building your personal brand in multi-family

Kevin Vo, The Bin Guys Co. & Alejandra Vazquez, Willow Bridge Property Company

The program is about helping professionals increase their visibility and career impact through intentional personal branding. Built to Be Seen, Meant to Be Remembered focuses on showing attendees how to turn hard work and expertise into recognizable leadership, whether they work on-site in property operations or as an industry partner or business owner.

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



You Can't Sit With Us: When Ops & Maintenance Stop Talking

Sonnie Sullivan, Avenue5 & Timothy Smith, Hentana Construction

This session uses a Mean Girls-inspired theme to explore the disconnect between operations and maintenance teams–specifically how misalignment in communication, expectations, and priorities impacts performance, resident experience, and overall results. Attendees will examine how silos form, how internal frustrations build, and how overpromising and lack of coordination create friction across teams.

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

Behind the Curtain: What Ownership Actually Cares About and How to Deliver It On-Site

Reno Uballe, Greystar

What if you understood exactly what ownership is looking at behind the scenes and how your day-to-day decisions directly impact it? This high-impact session is designed to bridge the gap between on-site operations and ownership priorities. Attendees will gain insight into what ownership truly values beyond occupancy, including NOI, leasing velocity, reputation, expense management, and long-term asset performance.

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

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Failing to Plan is Planning to Fail

JR Rodriguez, Powerhouse Home & Commercial Services & John De la Rosa, Foundation Communities

In a perfect world - all work orders, service requests, and even natural disasters or large losses would be discovered or called in on a prescribed schedule. But in reality - they do not routinely pre-schedule their time of arrival. That's why it's imperative to save precious time and money by having some emergency contingencies in place in order to help ensure a seamless vendor or service provider response. This session is designed to give you concrete examples to start this dialogue internally with your team, and with your service providers - answering some 'what if questions' before they need to be answered!

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

From Kissing Babies To Protecting NOI - Community Engagement As Preventative Maintenance For Your Assets

Allen Vaughn, Sola Stella Properties, LLC

Community Engagement plays a CRITICAL and ESSENTIAL part of multifamily operations. Our deliberate approach to setting attainable goals, establishing reciprocal and meaningful relationships, dependability & ability to creatively problem solve has led the way to ensuring cash flow, curb appeal, and resident quality of life where others have failed. As a result, we want to continue giving back to our industry and share our story.

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

The Future of Mobility has an Address

Stephanie Coseriu

As renter expectations evolve, flexibility, convenience, and experience are redefining what “luxury” means in multifamily. Transportation is no longer just a logistical consideration–it is becoming a core part of the amenity stack. This session explores how forward-thinking communities are shifting from ownership to access, transforming parking challenges into opportunities, and aligning with the future of urban living, especially in fast-growing, transit-focused markets like Austin.

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

Mission, Safety & the 3 Rock Rule: Building Hope Through Everyday Actions

Robert Cote, Penn Apartment Staffing

What if creating a stronger workplace started with helping people feel safe, supported, and hopeful? This session explores how intentional everyday actions can shape stronger teams, better relationships, and more positive experiences for the people we serve. Attendees will learn the difference between mission and mechanism, how to “remove, don’t react” when faced with difficult situations, and how creating a sense of safety can help break the cycle of uncertainty, stress, and disengagement. Through the 3 Rock Rule, attendees will also discover a simple practice for intentionally recognizing the good, building gratitude, extending grace, and keeping hope at the center of their work–even on challenging days.

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