

## 2022 PROGRAM GUIDE



# MULTIFAMILY SOCIAL MEDIA SUMMIT

March 23-25, 2022

THE MERITAGE RESORT AND SPA | NAPA, CA

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Thank You to Our 2022  
Exhibitors & Sponsors..... Inside Back Cover



Join us next year

March 22-24, 2023 when we return to the  
Meritage Resort and Spa in Napa, CA!



MULTIFAMILY  
SOCIAL MEDIA  
SUMMIT

The Multifamily Social Media Summit is the ONLY event specifically developed for property management firms leveraging social media and content marketing to retain and attract new residents.



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# CONFERENCE AGENDA

## WEDNESDAY, March 23, 2022

|                    |                                                                                                                                                                                                                                          |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:00 PM – 6:00 PM | Registration and Badge Pick-up <b>Sponsored by</b>  Apartments.com™                                                                                     |
| 2:00 PM – 3:00 PM  | <b>WORKSHOP #1:</b> Social Media Ideas to Keep Your Feed Fresh<br><i>Erica Byrum, Assistant Vice President, Social Media, Apartments.com</i>                                                                                             |
| 3:15 PM – 4:00 PM  | <b>WORKSHOP #2:</b> Generate More Leads with User-Generated Content<br><i>Delany Duke, Digital Services Manager, Landmark Properties</i>                                                                                                 |
| 4:15 PM – 4:45 PM  | <b>WORKSHOP #3:</b> Fair Housing and Social Media...It is what you say <i>AND</i> how you say it!<br><i>Angel Rogers, ARM, CAM, CCRM, Director of Learning and Development, National Community Renaissance, and Owner, STAR Training</i> |
| 4:45 PM – 5:30 PM  | <b>WORKSHOP #4:</b> Strategies to Better Acquire First Party Data<br><i>Randy Rayess, Co-Founder, Outgrow</i>                                                                                                                            |
| 5:30 PM – 6:30 PM  | Welcome Reception at the Meritage Resort <b>Sponsored by</b>  REPLI                                                                                   |

## THURSDAY, March 24, 2022

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:00 AM – 6:00 PM   | Registration and Badge Pick-up <b>Sponsored by</b>  Apartments.com™                                                                                                                                                                                                                                                                                                                           |
| 8:00 AM – 9:00 AM   | Breakfast with Exhibitors and Sponsors <b>Sponsored by</b>  nurtureboss                                                                                                                                                                                                                                                                                                                     |
| 9:00 AM – 9:15 AM   | Welcome and Introduction<br><i>Adam Japko, CEO, Esteem Media, and Founder, Multifamily Social Media Summit</i>                                                                                                                                                                                                                                                                                                                                                                 |
| 9:15 AM – 10:15 AM  | <b>Keynote:</b> Embrace the Constraints: Why Adding Constraints Sparks Creativity- Inspires Action and Builds Better Marketing<br><i>Keynote Introduction: Mark Ham, Vice President of Business Development, G5 &amp; LeaseLabs by RealPage</i><br><i>Keynote: Andrew Davis, Bestselling Author and Internationally Acclaimed Keynote Speaker</i><br><b>Keynote Sponsored by</b>  LeaseLabs |
| 10:15 AM – 11:00 AM | <b>Video:</b> A New World of Opportunity to Build Your Community, Manage Your Image, and Win Your Next Renter<br><i>Introduction: Arlene Mayfield, SVP, National Accounts, RentPath</i><br><i>Speaker: Dave Hoffman, Senior Client Partner, Google</i><br><b>Session Sponsored by</b>  RentPath                                                                                             |
| 11:00 AM – 11:45 AM | Champagne Networking Break with Exhibitors and Sponsors <b>Sponsored by</b>  knock                                                                                                                                                                                                                                                                                                        |
| 11:45 AM – 12:30 PM | Driving Better Business Outcomes on Facebook Using Custom Audiences, Lookalikes, and Effective Optimization<br><i>Spencer Smith, Vice President of Marketing, Evocalize</i>                                                                                                                                                                                                                                                                                                    |
| 12:30 PM – 1:00 PM  | Google Business Profile: What the Multifamily Industry Needs to Know<br><i>Martin Canchola, Co-founder and CTO, Apartment SEO</i>                                                                                                                                                                                                                                                                                                                                              |
| 1:00 PM – 2:00 PM   | Lunch<br><i>Announcement by: Sarah Gaeta, CEO, Conversion Logix</i> <b>Sponsored by</b>  CL CONVERSION LOGIX™                                                                                                                                                                                                                                                                             |
| 2:00 PM – 2:45 PM   | <b>The State of Social Media: Five Trends &amp; Key Updates to Watch</b><br><i>Introduction: Branden Claisse, Regional Sales Manager, Dwelo</i><br><i>Greer Kimsey, Managing Director of Marketing, Streetsense</i><br><i>Lauren Sloat, Managing Director of Marketing Strategy, Streetsense</i><br><b>Sponsored by</b>  dwelo                                                              |
| 2:45 PM – 3:30 PM   | <b>Reputation and Reviews: Unscripted and Unfiltered- Marketing Trends We Can No Longer Ignore</b><br><i>Introduction: Audi DiDomenico, Partner Manager, Reputation</i><br><i>Lia Nichole Smith, Senior Vice President, Education and Performance, ApartmentRatings   SatisFacts</i><br><b>Sponsored by</b>  Reputation                                                                     |
| 3:30 PM – 4:00 PM   | Networking Break with Exhibitors and Sponsors                                                                                                                                                                                                                                                                                                                                                                                                                                  |

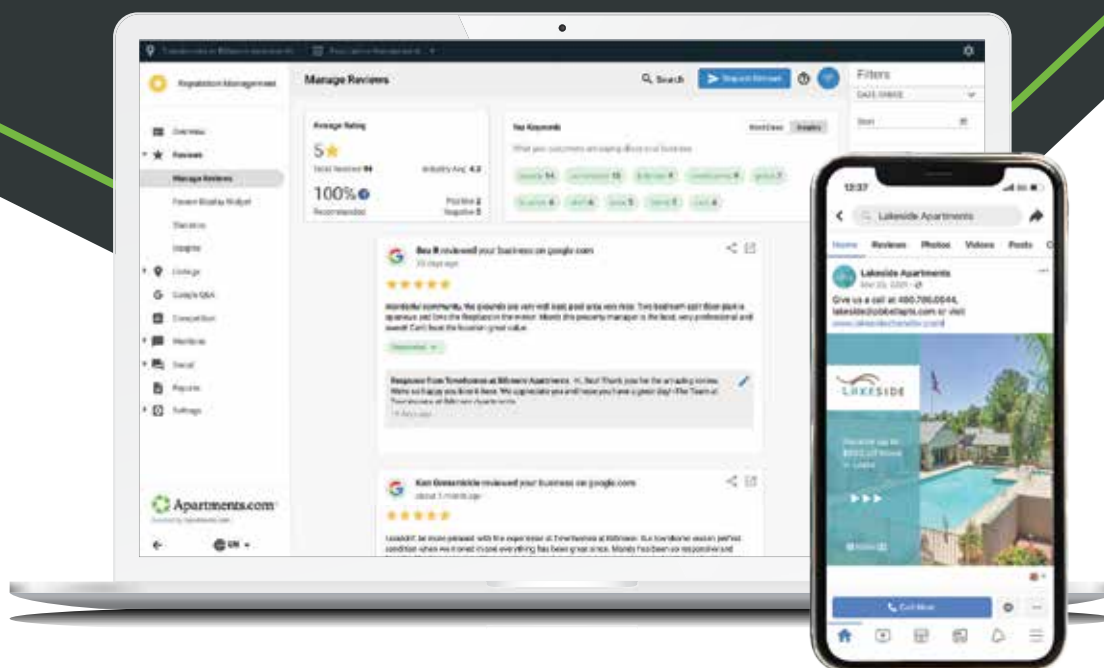




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Focus on your community. Let us create, manage, customize, and grow your social media and online reputation with:

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- ✓ Review Response & Generation
- ✓ Social Media Graphics & Content
- ✓ Paid Social Media Ads



## THURSDAY, March 24, 2022 *continued*

|                   |                                                                                                                                                                                                                                 |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4:00 PM – 4:45 PM | <b>Social Media for Talent Recruitment and Retention</b><br><i>Jennifer Staciokas, Executive Managing Director, Property Management, Western Wealth Communities</i><br><i>Jen Piccotti, Chief Learning Officer, Swift Bunny</i> |
| 4:45 PM – 5:30 PM | <b>Opportunities in Search and Social: What We Learned from Auditing 25 Top Property Management Companies</b><br><i>Damian Rollison, Director of Market Insights, SOCi</i>                                                      |
| 5:30 PM – 6:30 PM | <b>Networking Reception and Wine Tasting at the Meritage Resort</b><br><b>Wine Tasting Sponsored by </b>                                       |

## FRIDAY, March 25, 2022

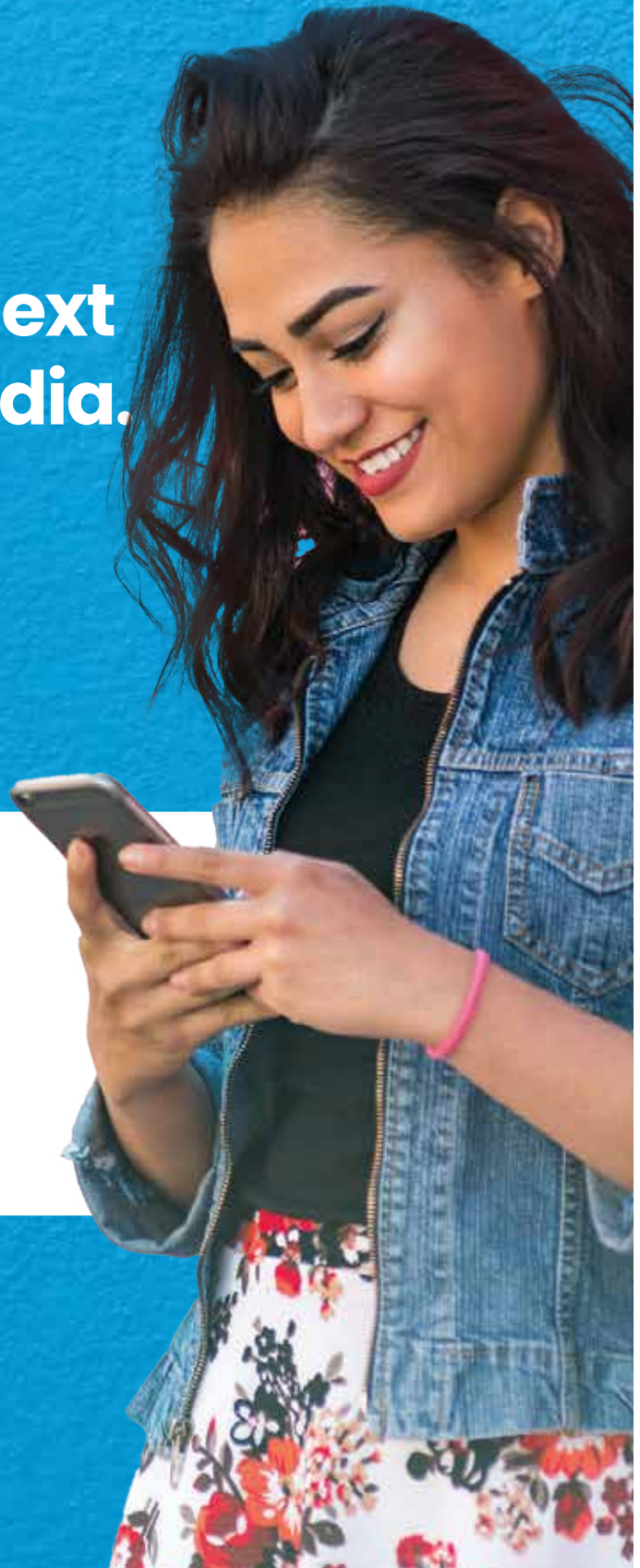
|                     |                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 AM – 12:30 PM  | Registration and Badge Pick-up <b>Sponsored by  Apartments.com™</b>                                                                                                                                                                                                                    |
| 8:00 AM – 9:00 AM   | Breakfast with Exhibitors and Sponsors                                                                                                                                                                                                                                                                                                                                  |
| 9:00 AM – 9:45 AM   | <b>Keynote: Did You Hear? Social Audio is the Goldilocks Medium</b><br><i>Keynote Introduction: Arlene Mayfield, SVP, National Accounts, RentPath</i><br><i>Keynote: Jeremiah Owyang, Founding Partner, Kaleido Insights</i><br><b>Sponsored by </b>                                   |
| 9:45 AM – 10:30 AM  | <b>Tired of Posting? Do This Instead! Pause + Build A Strategic Social Brand</b><br><b>Streamline Your Brand. Strategize Your Social Media. Sign Leases</b><br><i>Rachael Bozsik, Harvard Business School Speaker and Strategic Branding Coach</i>                                                                                                                      |
| 10:30 AM – 11:00 AM | Networking break with Exhibitors and Sponsors                                                                                                                                                                                                                                                                                                                           |
| 11:00 AM – 11:45 AM | <b>Emerging Trends from Student Housing</b><br><i>Moderator: Katie Terwilliger, People Operations Manager, Agency FIFTY3</i><br><i>Panelists: Tiffaney Alsup, Group Marketing Manager, Cardinal Group Management</i><br><i>Maria Fillipone, Senior Director of Marketing, PeakMade Real Estate</i><br><i>Ryan Sundling, Director of Student Accounts, Agency FIFTY3</i> |
| 11:45 AM – 12:15 PM | <b>Nextdoor: Learn How Multifamily Properties Use the Popular Neighborhood Social Network to Generate Leads and Increase Tenant Retention</b><br><i>Jason Hwang, Product Partnerships Manager, Nextdoor</i>                                                                                                                                                             |
| 12:15 PM – 12:30 PM | Closing Remarks and Announcements                                                                                                                                                                                                                                                                                                                                       |

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researching their next  
home on social media.  
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## **Workshop #1:** Social Media Ideas to Keep Your Feed Fresh

**Wednesday, 2:00 PM - 3:00 PM**

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

Social media apartment marketing is a competitive space that requires clever, updated posts to keep your audience informed and entertained. Join this workshop led by Erica Byrum, the assistant vice president of social media for Apartments.com and co-author of Youtility for Real Estate as she offers an overview of practical social media tips to boost engagement, build brand awareness and keep your feed fresh.

### **What You'll Learn:**

- Practical tips to boost engagement, build brand awareness, drive leads, increase retention and keep your feed fresh.
- How to approach content with brand consistency in mind.
- How to adjust your social media strategy to meet the constantly evolving expectations and behaviors of residents and prospects.
- How to create an authentic, empathetic, meaningful social marketing strategy for your brand.
- New features released across the major social media platforms and design ideas.

Join Erica Byrum, always one of our highly rated presenters at the conference, for this lively and interactive session!

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## **Workshop #2:** Generate More Leads with User-Generated Content

**Wednesday, 3:15 PM-4:00 PM**

*Delany Duke, Digital Services Manager, Landmark Properties*

Your marketing messaging matters, especially in today's world, where standing out in a digital crowd has become increasingly difficult. From cluttered inboxes and social media feeds to constant commercials and ad content, the amount of marketing that consumers take in from brands seems endless. In a world where the average person is conditioned to seeing loads of brands with similar products and messages, it's essential for us as marketers to fight through the fluff and provide our customers with a meaningful marketing experience that they can connect with. Let's dive into the importance of how marketing your property through the eyes and ears of your residents can improve your strategy and set you apart from your competitors.

### **This workshop will include:**

- Easy-to-digest how-to's on leveraging the different social platforms (Instagram, Facebook, TikTok) to fight through the marketing fluff and create meaningful connections with your audience
- Tips and tricks to collect and create user-generated content that will bring the resident experience to life through your social media feed
- How to harness the power of storytelling through video-first experiences on Instagram Reels and TikTok

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## **Workshop #3:** Fair Housing and Social Media... It is what you say AND how you say it!

**Wednesday, 4:15 PM - 4:45 PM**

*Angel Rogers, ARM, CAM, CCRM, Director of Learning and Development, National Community Renaissance; and Owner, STAR Training*

The rental housing market is as competitive as ever, and smart marketers are using all the tools available to attract renters. In today's climate of limited face to face interaction, social media has become an integral communication channel. The platforms and content may evolve, but the one thing that does not change is the responsibility to be in compliance with Fair Housing. This session will highlight how and why Fair Housing concepts are vital to your social media presence by discussing:

- How liability does not require proof of discriminatory intent.
- Discriminatory Buzz Words
- Consistency - Who is Monitoring Content
- Design in Marketing Ads
- Discriminatory Ad Placement

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## **Workshop #4:** Strategies to better acquire First Party Data

**Wednesday, 4:45 PM - 5:30PM**

*Randy Rayess, Co-founder, Outgrow*

We all need first party data to better personalize our Facebook advertising.

This session will touch on different strategies to acquire first party data that can then be used to personalize advertising.

### **What You'll Learn:**

- What first party data you should try to acquire
- Different tools you can build to help acquire first party data
- How to come up with ideas for tools to acquire first party data
- How to build, launch and sync data from your tools with Facebook

# APARTMENTSEO

## TURN YOUR LIKES INTO LEASES™

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We capture eyeballs, start conversations, and deliver leads, while building unique brand equity!



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## GENERAL SESSIONS • THURSDAY, MARCH 24

**Keynote: Embrace the Constraints- Why Adding Constraints Sparks Creativity, Inspires Action and Builds Better Marketing****Thursday, 9:15 AM - 10:15 AM***Keynote Introduction: Mark Ham, Vice President of Business Development, G5 & LeaseLabs by RealPage**Keynote: Andrew Davis, Bestselling Author and Internationally Acclaimed Keynote Speaker*

Sure. Covid-19 created some constraints. We were constrained to our desks, our homes, our families, and Zoom calls. We found ourselves constrained to virtual design meetings and walk-throughs, virtual design sessions and sales calls, virtual networking, and virtual happy hours.

For some, these constraints severely affected our businesses.

For others, the constraints became fuel for growth. If the pandemic has taught us anything, it's that constraints breed creativity.

In this exhilarating and inspiring 60-minute keynote session, Andrew Davis will break down how any leader can use constraints to drive better outcomes – pandemic or not!

You'll learn the three things successful leaders do to spark innovation and action. Andrew will reveal how small bets with massive constraints result in outsized results. He'll even show you how one business beat the pandemic by snooping through old SEC filings and what you can learn from their success.

More importantly, you'll walk away ready to apply intelligent constraints to your business: limitations that turn business as usual into the highest risk option.

Are you ready to embrace the constraints?

**Video: A New World of Opportunity to Build Your Community, Manage Your Image, and Win Your Next Renter****Thursday, 10:15AM - 11:00 AM***Introduction: Arlene Mayfield, SVP, National Accounts, RentPath  
Dave Hoffman, Senior Client Partner, Google*

As the world closed in 2020, users became dependent on virtual interactions with businesses, friends, and content. We are now seeing a return to real-world experiences, but the newfound freedom of content choices, virtual experiences, and the digitizing of the rental process is here to stay. This has created a new world of opportunity in an ever-changing video ecosystem. In this session, Dave Hoffman will highlight where Google sees the renter research experience going and how you can use video to drive your business. You'll learn where your next renter is consuming video, what content they are looking for, and creative development tips to drive measurable impact. Video is the key to getting your customers into your property and immersed in your community before they ever get on-site. Let's take this leap together

**Driving Better Business Outcomes on Facebook Using Custom Audiences, Lookalikes, and Effective Optimization****Thursday, 11:45 AM - 12:30 PM***Spencer Smith, Vice President of Marketing, Evocalize*

How can you make your Facebook advertising more effective using your first party audiences as Custom Audiences and also Lookalike seed audiences?

This session will touch on common sources for audiences, how to set up nested audiences using exclusions, how to test which audiences are best performing, and how to ensure you're giving Facebook enough conversion events for optimization to occur.

There will be useful tactics and strategies for Facebook practitioners of all skill levels.

**What You'll Learn:**

- How to identify and leverage your first party data for ad targeting
- How to create and test different lookalike audiences to find the best performing audiences, including using exclusions to create mutually exclusive audiences for bidding purposes
- How to adjust optimization events to ensure Facebook's algorithm is seeing enough conversions to properly optimize
- The importance of applying test, learn & iterate approach to Facebook advertising

**Google Business Profile: What the Multifamily Industry Needs to Know****Thursday, 12:30 PM - 1:00 PM***Martin Canchola, Co-founder & CTO, Apartment SEO*

Google My Business (GMB) is now officially Google Business Profile. Join this session to learn more about the changes and new features you can utilize to drive more engaging web traffic to your communities. Also learn some SEO hacks to get your Google Business Profile more exposure locally online. Moving into 2022 this will be one of your top sources for leads so turning them into leases is vitally important.

**Key actionable takeaways:**

- Google Business Profile 101
- Enhancing Your Google Business Profile to Rank Higher
- Get Found for Discovery Searches
- SEO Hacks to Increase Visibility and Traffic





# **THE** MARKETING PLATFORM FOR MULTI-LOCATION BRANDS



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**brand directed, locally perfected, and data connected.**

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## The State of Social Media: Five Trends & Key Updates to Watch

**Thursday, 2:00 PM - 2:45 PM**

*Introduction: Branden Claisse, Regional Sales Manager, Dwelo  
Greer Kimsey, Managing Director of Marketing, Streetsense  
Lauren Sloat, Managing Director of Marketing, Streetsense*

Is TikTok's audience still growing? Should you be posting more videos? Join us as we simplify and summarize the ever-changing world of social media. We'll break down how consumers are engaging with new platform updates and the five key trends to be aware of while planning for the peak leasing season.

### During this session, we'll cover:

- Recent platform updates
- Notable brand campaigns from both inside and outside the apartment industry
- What these changes mean for your multifamily social strategy

## Reputation and Reviews: Unscripted and Unfiltered- Marketing Trends We Can No Longer Ignore

**Thursday, 2:45 PM - 3:30 PM**

*Introduction: Audi DiDomenico, Partner Manager, Reputation  
Lia Nichole Smith, Senior Vice President, Education and Performance,  
ApartmentRatings / SatisFacts*

This session has been writing itself since 2018, when a dramatic shift in online shopping habits created a domino effect across all industries, including multifamily. Over 227 million people in the US now shop online and what drives buying decisions for both major and minor purchases has changed even more because of the pandemic.

### What You'll Learn:

- How reputation builds relationships, brand, etc. between customers and companies
- The importance of analyzing feedback and sentiment will impact retention rates and brand perception.
- How ratings and reviews are truly driving purchasing decisions
- Data from our Online Renter Study captured from 5,244 renters across the country
- What are the best practices from the multifamily industry and other industries

## Social Media for Talent Recruitment and Retention

**Thursday, 4:00 PM - 4:45 PM**

*Jennifer Staciokas, Executive Managing Director, Property Management,  
Western Wealth Communities  
Jen Piccotti, Chief Learning Officer, Swift Bunny*

As the competition for top talent – or any talent – continues to reach a fever pitch, marketing teams are finding themselves partnered more frequently with recruitment teams to use social media in new and impactful ways. What used to only be a window into the “Resident Experience,” more companies are finding the value in using social media platforms to showcase a 360-degree view of the company culture: what it's like to live, work, and interact with this company. “Brand” has come to encompass not only what residents know, see, and say about you, but also what employees know, see, and say about you. In this session, discover how thought leaders are utilizing social media to attract, recruit, and also retain top talent in today's challenging market.

### In this session you will:

- Learn the importance of Brand to prospective and existing employees
- Understand why social media can attract and retain talent
- See examples of successful employee-focused social media campaigns

## Opportunities in Search and Social: What We Learned from Auditing 25 Top Property Management Companies

**Thursday, 4:45 PM-5:30 PM**

*Damian Rollison, Director of Market Insights, SOCI*

We applied SOCI's proprietary localized marketing benchmark analysis to 25 of the top property management companies in the U.S., analyzing their social and search performance in local markets according to criteria like Facebook post engagement, timeliness of response to consumer feedback, and optimization of online profiles.

### What you'll learn:

- What makes the top companies stand out from their competition
- How to implement the strategies that have shown to boost success
- Measuring performance based on the factors that matter most



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## Blasts

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## Triggered Alerts

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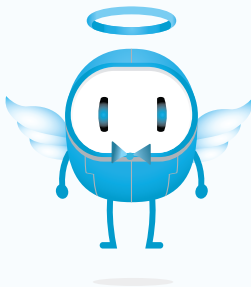
## Refer a Friend

Friends Are the Best Neighbors



## Offers

Market like a Pro



Nurture All prospects



Keep Residents Happy



Level-Up Marketing

An essential tool in their back pocket.



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## GENERAL SESSIONS • FRIDAY, MARCH 25

**Keynote: Did You Hear? Social Audio is the Goldilocks Medium****Friday, 9:00 AM - 9:45 AM***Keynote Introduction: Arlene Mayfield, SVP, National Accounts, RentPath**Jeremiah Owyang, Founding Partner, Kaleido Insights*

In the midst of quarantine, the top tech trend is social audio. Maybe you've heard of elite Clubhouse, filled with CEOs, celebrities, and the tech elite. Or perhaps you've tried Twitter Spaces or have read about Facebook's upcoming product. In all these scenarios, communication is radically changing, as people shift to real-time discussions.

- Why Social Audio is referred to as the "Goldilocks Medium". Video is too much, text is not enough, but real time voice is just right, real time examples, as needed.
- Why Twitter, Facebook and Clubhouse are leaning into real time voice conversations over text and images.
- Case examples: How large companies are changing their communication strategies to appeal to this changing need.
- Futurist's predictions: What the 6 new product categories will be, as they emerge from this new category, A forecast of what's to come, even as we move out of quarantine.
- How your company can get involved and lead: Business opportunities for market research, marketing, sales, communications, executive leadership, customer care, and product innovation.

**Tired of Posting? Do This Instead! Pause + Build A Strategic Social Brand. Streamline Your Brand. Strategize Your Social Media. Sign Leases.****Friday, 9:45 AM - 10:30 AM***Rachael Bozsik, Harvard Business School Speaker and Strategic Branding Coach within the Home Industry*

Do you feel like you have spent an incredible amount of time, energy + money building your property?

Now you are facing yet another battle...this one is proving to be the tricky (and most important) - marketing your properties on social media to sign those leases.

You are following all the "rules" to social media - posting consistently, making sure your feed is aesthetically pleasing but for some reason, it is not converting to your goal in dollars. You need a better way. Your marketing team is tired and you are clear that there is a disconnect in your brand positioning within the marketplace.

You want consistent, in-bound leases signed with ideal clients (with perfect credit and a clear background report).

BUT you are in the weeds of your business that you don't know how to fix it. You know you need to be seen as a "go-to" and desirable leader on social media for ideal tenants to reach out to you, trust you and sign with you.

But you don't know how to...

**Key Takeaways:**

- Identifying your "special factor" + how to socially market it to sign leases
- 3 secrets on the psychology behind social media marketing
- 5 bullet points to write a converting Instagram Biography
- Landing + leveraging top tier influencer partnerships 1-2-3 Approach to standing out in an oversaturated market

Simply put, you are over-posting, running in circles trying to create content - and the sales are not where you want it to be. You

don't have the clarity and unique strategy to make it all happen.

You need to step back, pause, stop posting so a new social strategy can be built. This time - one that clearly markets your genius, strategically positions you as the "go-to" in your niche, and one that blows the competition out of the water.

**Emerging Trends from Student Housing****Friday, 11:00 AM - 11:45 AM***Moderator: Katie Terwilliger, People Operations Manager, Agency FIFTY3**Panelists: Tiffaney Alsup, Group Marketing Manager, Cardinal Group Management; Maria Fillipone, Senior Director of Marketing, PeakMade Real Estate; and Ryan Sundling, Director of Student Accounts, Agency FIFTY3*

Student Housing is known for campaigns that push boundaries, test new strategies, integrate services, AND are backed up with the leasing numbers to prove concepts. But how do you go from good to great? Or even better, award winning. In this session, we'll break down our panelists' most successful campaigns from the Student Housing sphere, including the analytics that show ROI to clients. Challenge how you concept and execute, and cover the top takeaways for you to innovate your marketing TODAY.

**Nextdoor: Learn How Multifamily Properties Use the Popular Neighborhood Social Network to Generate Leads and Increase Tenant Retention****Friday, 11:45 AM - 12:15 PM***Jason Hwang, Product Partnerships Manager, Nextdoor*

Nextdoor was founded nearly 12 years ago, as a hyperlocal social network where people living in the same area could share neighborhood information, get recommendations, and learn about local businesses. Since the pandemic, the platform has experienced exponential growth as homebound users have become more fixated on what is happening at a neighborhood level.

**The audience will come away understanding:**

- Nextdoor's mission and how it differentiates itself from the other social platforms
- How to leverage Nextdoor to generate leads and fill vacancies
- Why Nextdoor is used by tens-of-thousands of Multifamily properties to build community engagement among tenants, and how that improves retention



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# SPEAKER BIOGRAPHIES

## WORKSHOP SPEAKERS



### **Erica Byrum**

*Assistant Vice President, Social Media  
Apartments.com*

Erica Byrum is the assistant vice president of social media for Apartments.com, the leading online apartment listing website and its network of nine home rental sites powered by CoStar.

With 16 years in real estate marketing, Erica is an industry visionary whose expertise is rooted in social media and digital marketing to strengthen brand presence and increase revenue. Erica directs the business development, product marketing, sales, and operations efforts for its social suite of products, a full-service offering that optimizes the online reputation and social media footprint for multifamily real estate properties.

Co-author of Youtility for Real Estate, Erica is well-known for revolutionizing social media and has become a top influencer and sought-after speaker at many marketing and industry conferences. She is a recipient of the PR News Social Media MVP award, the Sarah Malone award, a two-time President's Club winner, and a 2nd place winner for Top Deal of The Year. An accomplished marketing professional, her contributions have made a significant impact on large brands spanning multiple industries including residential and multifamily real estate, vacation rentals, commercial truck and equipment, and sports and entertainment.



### **Delany Duke**

*Digital Services Manager  
Landmark Properties*

Delany Duke serves as the Digital Services Manager at Landmark Properties - overseeing the social media and online presence of 70+ student housing properties across the US. Her

team is an integral part of Landmark's corporate marketing department, keeping a pulse on the everchanging world of social media marketing and creating easy-to-learn tools and methods for leasing professionals to utilize social media to increase their leasing velocity while creating meaningful customer experiences.

Delany began her career in student housing property management when she was a freshman at The University of Central Florida in 2014 - first as a part-time community ambassador and then as a full-time management position in new development marketing post-graduation. Throughout this time, Delany gained 5+ years of in-the-field leasing and marketing experience that allowed her to grow her knowledge of digital marketing and how proper implementation of social media strategy can positively influence your property's brand exposure.



### **Randy Rayess**

*Co-founder, Outgrow*

Randy Rayess is the cofounder of Outgrow, a growth marketing platform focused on increasing customer engagement and boosting demand generation through interactive experiences. He is passionate about demand generation, content marketing and personalized marketing.



### **Angel Rogers, ARM, CAM, CCRM**

*Director of Learning and Development, National  
Community Renaissance  
Owner STAR Training*

Angel has been in property management for as long as she can remember. She has brought her extensive experience to National CORE in 1996 as a Property Manager and then Training and Education Manager where she developed training programs with an emphasis on fair housing, operations, customer care, and affordability compliance. In 2009 she launched her own training and consulting company, STAR (Specialized Training by Angel Rogers), where she continued to lead the training efforts at National CORE, as well as teaching for numerous Apartment Associations, private clients throughout the country, and classes at Chaffey College. Angel was invited to return to National CORE in 2020 as their Director of Learning and Development while continuing to provide industry education through STAR.



# Easy, Automated & Effective Digital Marketing for Multifamily

Fill available inventory faster, attract the right talent to your team and make your marketing budget go further with powerful and automated digital marketing programs.



Evocalize's technology enables you to equip your national, regional and on-site teams with easy to execute digital marketing programs at scale across channels. Build marketing programs using best practices, the right data and the right messaging that allow your teams to customize, localize and launch with just a few clicks.



Learn more at [www.evocalize.com](http://www.evocalize.com)

## KEYNOTE SPEAKERS

**Andrew Davis***Author and Speaker*

Andrew Davis is a bestselling author and internationally acclaimed keynote speaker. Before building and selling a thriving digital marketing agency, Andrew produced for NBC's Today Show, worked for The Muppets in New York and wrote for Charles Kuralt. He's appeared in the New York Times, Forbes, the Wall Street Journal, and on NBC and the BBC. Davis has crafted documentary films and award-winning content for tiny start-ups and Fortune 500 brands.

Recognized as one of the industry's "Jaw-Dropping Marketing Speakers," Andrew is a mainstay on global marketing influencer lists. Wherever he goes, Andrew Davis puts his infectious enthusiasm and magnetic speaking style to good use teaching business leaders how to grow their businesses, transform their cities, and leave their legacy.

**Jeremiah Owyang***Partner and Head of Business Development  
Trust Insights*

Jeremiah Owyang is a founding partner at Kaleido Insights; a research and advisory firm based in San Francisco. Their mission is to enable organizations to act on technological disruption based on original research resulting in pragmatic recommendations. Jeremiah is also the founder at Catalyst Companies, which focuses on advising and supporting corporate innovation leaders.

He is well recognized by both the tech industry and the media for his grounded approach to deriving insights through rigorous research. From corporate innovation, autonomous technology or modern wellbeing, he views every aspect of emerging technologies through the lens of growth, opportunity and constantly shifting consumer behaviors and expectations. Forever at the forefront, he identifies trends and advises major companies to adapt their business models to better connect with customers. His clients include Adobe, Cisco, Wells Fargo, Nestle, Esurance, Johnson & Johnson, Visa, and Colgate among others.

A popular speaker and presenter at conferences and events around the world, from global conferences, corporate kickoffs, or on a TED stage, Jeremiah is ready to translate the next wave of powerful technologies and transform the way you do business.

## GENERAL SESSION SPEAKERS

**Tiffany Alsup**

As a Group Marketing Manager at Cardinal Group Management, Tiffany Alsup oversees the marketing strategy across 100+ communities. She brings more than 12 years of marketing, management, and leasing experience in both student and conventional housing. Prior to her role at Cardinal she worked for companies such as Rentpath, Alliance Residential, and ACH. Her experience includes creating and implementing large-scale marketing campaigns across the entire company; developing digital marketing strategies to increase lead generation, and working with Cardinals in-house design agency to craft brands for new and existing communities. Tiffany received a bachelor's degree in Business Management from the University of Mississippi. Outside of work, Tiffany oversees her very own Lifestyle and Fashion blog/Instagram account with over 11K followers @tippyjane.

**Rachael Bozsik**

Rachael Bozsik is a Harvard Business School Speaker and Strategic Branding Coach within the home industry (featured in 40+ national press outlets from Forbes to Glamour and everywhere in between) who specializes in coaching companies + individuals within the home industry to strategize brand clarity to build a social platform and community that converts to powerful sales. Rachael was born and raised in the industry, her parents owned a multi-family leasing and property management company. Her first year in college she became a licensed realtor and attended High Point University dual majoring in Entrepreneurship and Interior Design. The home industry is in her blood. In this session, Rachael walks you through her signature coaching system on how to transform how your brand is perceived online, build social proof while converting leases by re-thinking the positioning of your brand.



Say goodbye to secret shopping.

**Portfolio  
Intelligence.**  
*Delivered.*



**VoC**

Multifamily CRM with Voice of Customer (VoC)

Rent Dynamics' Multifamily CRM with Voice of Customer (VoC) acts as a professional shopper and uses AI and machine learning to extract the insights that matter most across your portfolio. Browse through millions of prospect and resident phone and email communications and track/trend behaviors from the corporate office.

**What are your residents and prospects saying?** There is no greater way to experience VoC than through a virtual (or in-person) demonstration. Visit [rentdynamics.com/platform/crm-with-voice-of-customer](https://rentdynamics.com/platform/crm-with-voice-of-customer) to get started.



Scan to see what other management companies  
are doing to WIN this leasing season →







### Martin Canchola

Martin Canchola, CPACC has 14+ years in the world of digital marketing with a specialty in Local SEO, Google Ads and a Certified Professional in Accessibility Core Competencies (CPACC). He has worked with hundreds of small-medium businesses before breaking into the multifamily industry, where he leverages an outside perspective on the world of search and digital marketing. He is also proud to serve as the Co-founder & CTO for Apartment SEO, a Premier Google Partner agency. Together, he works closely with Google to ensure his clients' success!



### Maria Filippone

Maria Filippone is the Senior Director of Marketing for PeakMade Real Estate, a diversified real estate services company; offering property management, development, and consulting services for conventional multifamily and student apartments. Maria leads a talented team of marketing professionals that specialize in graphic design, video production, digital marketing, website development, communications, and customer experience to support the needs of a growing multifamily and student portfolio and corporate brand.

Maria's experience in the multifamily industry began just out of college as a part-time leasing agent. As a Property Manager, Maria successfully leased up several new development projects, making her the perfect candidate to share her experience as a Director of Education and Marketing with Pinnacle. As a Senior Marketing Manager with Greystar, she supported over seven growing markets, a growing development pipeline, two national client partnerships and contributed to their international marketing efforts in Mexico.

With over 19 years of experience in the multifamily industry, Maria has a proven record of accomplishments in planning and leading comprehensive marketing and sales strategies. She is an NAAEI Facilitator and a Jason D. Keene Commitment of Excellence Award recipient. Maria earned her BS in Political Science and Marketing from the University of Central Florida.



### Dave Hoffman

Dave Hoffman joined Google 9 years ago, handling the Ford Motor Company's Dealer program. Prior to that, he led account strategy for the Chevy Silverado and Suburban launches at the agency Goodby, Silverstein, and Partners. Since moving to Atlanta in 2019, Dave has partnered with RentPath from a National, Sales, and Technology standpoint to better leverage the power of their data to drive business results for their PMC Clients. Dave graduated with his MBA from Michigan State University.



### Jason Hwang

Jason Hwang is a product partnerships manager at Nextdoor, a social network for neighborhoods. Jason leads business development for local news publications, apartment rentals, public schools, as well as Nextdoor's developer APIs. Prior to joining Nextdoor, he co-founded Hoodline, a hyperlocal news startup that was acquired by Nextdoor in 2019. Jason lives with his wife, two daughters, and two dogs in Marin County, California.



### Greer Kimsey

In her role as Managing Director of Marketing, Greer Kimsey oversees digital strategy, paid media, and earned media teams at Streetsense. She has worked in the marketing space for the past 10 years, with a primary focus on digital strategy and consumer engagement. During this time, she has worked with a variety of industries and lifestyle brands. Clients have included numerous luxury and boutique hotels and resorts across the country (including well-known brands such as Four Seasons Hotels and JW Marriott), national developers and multifamily real estate companies (such as JBG Smith Companies and Greystar), and global consumer brands like Logitech. Her expertise ranges from analytics to strategy conception and marketing plan development - building brand equity and driving leads, sales, and loyalty.



### Jen Piccotti

Jen Piccotti got her start in property management in 2000 and has spent the last two decades listening to, learning from, and finding solutions for multifamily residents, employees, and executives. As the Chief Learning Officer of Swift Bunny, she connects the dots between data, performance, and progress.

Jen brings a unique 360-degree view of the multifamily housing industry as a result of her work experience beginning with her role as Quality Manager with Shea Properties; her in-depth experience interpreting resident feedback data with SatisFacts Research and ApartmentRatings.com; and now analyzing and gaining insights into employee feedback with Swift Bunny. Jen is a frequent presenter at key industry events, such as NAA Apartmentalize, NMHC Optech, AIM, Multifamily Social Media Summit, and United Kingdom Apartment Association BTR Fayre, sharing the latest trends in employee engagement, customer satisfaction, leadership development, and reputation management. She holds a Master of Science in Quality Assurance from California State University, Dominguez Hills.



### Damian Rollison

With over a decade of local search experience, Damian Rollison, SOCI's Director of Market Insights, has focused his career on discovering innovative ways to help businesses large and small get noticed online. Damian's columns appear frequently at Street Fight, Search Engine Land, LSA Insider, and other publications, and he is a frequent speaker at industry conferences such as Localogy, Brand Innovators, State of Search, SMX, and more.

# An All-In-One Tool For Smarter Property Managers

ManageGo simplifies property management by combining all the solutions you need in one digital platform.



## Payments

- Accept All Forms of Payments
- Accounting Integration
- Overnight Funding



## Maintenance

- Ticket-Based Support
- Internal Communication
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## Leasing

- Draft Lease & Rider Templates
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- Manage On One Platform



## Concierge

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- Delivery & Package Tracking
- Guest Access

*Do more and worry less with the next evolution of property management software.*

## GENERAL SESSION SPEAKERS

**Lauren Sloat**

As the Managing Director of Marketing Strategy Lauren Sloat oversees integrated paid, earned, owned and shared media strategies to drive awareness, engagement and conversion for clients across industries. Her career highlights include introducing connected health company high at SXSW with creative director Lupe Fiasco, and leading social strategy for the Logitech family of brands. Prior to Streetsense, Lauren worked at public affairs firm Kglobal in Washington, DC and has held roles as DC editor for Citysearch, DC editor of The Drink Nation, and at Rolling Stone magazine, National Geographic Television, Washingtonian magazine, ABC News Nightline, and US News & World Report. Lauren has a masters in nonfiction writing from The Johns Hopkins University and graduated from The University of California at Berkeley as a member of Phi Beta Kappa with a BA in mass communications.

**Lia Nichole Smith**

Lia Nichole Smith is Senior Vice President, Education and Performance at ApartmentRatings | SatisFacts. A published author, active member of the Atlanta Apartment Association's Education Committee, and NAA Apartmentalize Education Advisory Board Member, Lia has proven experience in solving reputation management and other industry-related challenges for conventional, affordable, student, military and senior communities. She is a highly sought-after international speaker due to her ability to bring together data driven analytics and effective storytelling.

**Spencer Smith**

Spencer Smith is Vice President of Marketing at Evocalize. Prior to Evocalize, Spencer was on the founding team of LiveRamp B2B, after LiveRamp's acquisition of Pacific Data Partner, where he led Product Marketing. Across his career, Spencer has helped build out the digital marketing and advertising ecosystem, including leading international product launches and briefing governments on new products at Facebook, helping launch CPM advertising globally on what is now the Google Display network, and spending time at Microsoft and BlueKai.

A 5th generation Oregonian who grew up in Southern Oregon wine country, Spencer has lived in 5 countries and now calls Seattle home. When not at work, he loves hiking, camping and kayaking. Spencer served as board president for Camp Nor'wester, a non-profit summer camp in the San Juan Islands, and is on the advisory board of the Burke Museum of Natural History. He holds a B.A. in International Relations from Stanford University and an MBA from the Stanford Graduate School of Business.

**Jennifer Staciokas**

As Executive Managing Director, Property Management, Jennifer Staciokas is responsible for the strategic oversight of the property management organization at the newly formed Western Wealth Communities to include operations, maintenance, marketing, training, revenue management, technology and human resources. Jennifer began her career in the multifamily industry over 20 years ago. Since that time, Jennifer has served in numerous capacities at two of the nation's largest property management firms focusing on digital marketing strategies, employee development, corporate communications, revenue enhancement and client relations.

Jennifer is a regular guest speaker, facilitator, and moderator at many of the industry's most renowned conferences as well as an active participant in NAA, NMHC, the Zillow Rental Advisory Board, the Lease Lock Advisory Board, the Knock Advisory Board and the Multifamily Social Media Summit Advisory Board.

**Ryan Sundling**

Ryan Sundling is Director of Student Accounts at Agency FIFTY3. Ryan spent 10 years working in various marketing roles on the property management side of the business. Recently he has transitioned to the agency side. His unique mix of property management experience combined with agency level creativity has helped Cardinal Group Management win 11 marketing related Student Housing Business Innovator Awards, the most of any company. Ryan received a bachelor's degree in Advertising with an emphasis in Marketing from the University of Colorado.

**Katie Terwilliger**

Katie Terwilliger has marketing experience in multiple industries, including in-house coordination, tourism, and now Multifamily with Agency FIFTY3 over the last 3 years. In her role as a People Operations Manager, she primarily oversees the hiring, onboarding, and connective processes of teams - winning five awards for her ability to innovate, develop, and launch new programs. She loves the challenge of combining strategy and the passion of individuals to make each day impactful. She received a bachelor's degree in Creative Writing with an emphasis in Marketing from Florida State University.



We help multifamily organizations create

# Memorable digital experiences that turn visitors into residents.

REPLI (pronounced RE-PLY) provides the digital marketing technology and services to help increase occupancy, optimize spend, and maximize ROI & NOI.



**1500+**  
Community  
Partners

**1000+**  
Multifamily  
Websites

**5M+**  
Managed Ad  
Spend

## Our Solutions

Our solutions are renter-centric and come to life through omnichannel activation across web, seo, ads, and social. We ensure that no matter what part of the digital funnel your customer is at – you are visible and the experience is memorable.



**Paid Search and Social  
Ads Management**



**Organic Social  
Media Management**



**Community and  
Corporate Websites**



**Search Engine  
Optimization**



**Reputation  
Management**



**Photography, Video, and  
Creative Design**

## Our Software

Multihub lets you efficiently create, manage and publish your digital experiences – at scale.

Multihub is the software application we built to solve our own(REPLI's) problems so we could help solve yours too.



"REPLI was able to help us reduce the implementation timelines for a property's digital marketing stack from 2-4 weeks to an average of 3-5 days while increasing qualified prospect generation by 10% and lease generation by 8% – it was a no brainer for us to make REPLI our exclusive marketing partner."



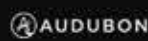
**Bob Keator**  
SVP, Business Services  
Pegasus Residential

"One of the biggest reasons I choose REPLI and continue to choose REPLI is because they are able to flex and be nimble unlike any other digital marketing provider I've ever worked with. Also having everything digital under one roof is such a benefit for us – and our ability to easily make changes on our own is amazing."



**Bevan White**  
Director of Marketing  
Ram Partners

From boutique communities to top 50 management companies – we are fortunate to partner with some of the best in multifamily.





# GENERAL INFORMATION

## CONFERENCE BADGE

Please wear your conference badge during all published events.

## SOCIAL MEDIA

**Twitter:** @MultifamilySMS #MultifamilySMS

**Facebook:** @Multifamily Social Media Summit

**Instagram:** instagram.com/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: FunnelRenterCentric
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.



**updater**

# Your digital moving assistant.

Save time and streamline the entire moving process for you, your incoming residents, and everyone involved in the moving process.



## What's ahead for 2022

- New onboarding feature to help your onsite teams
- Improved user experience for your residents

**Schedule a Demo**

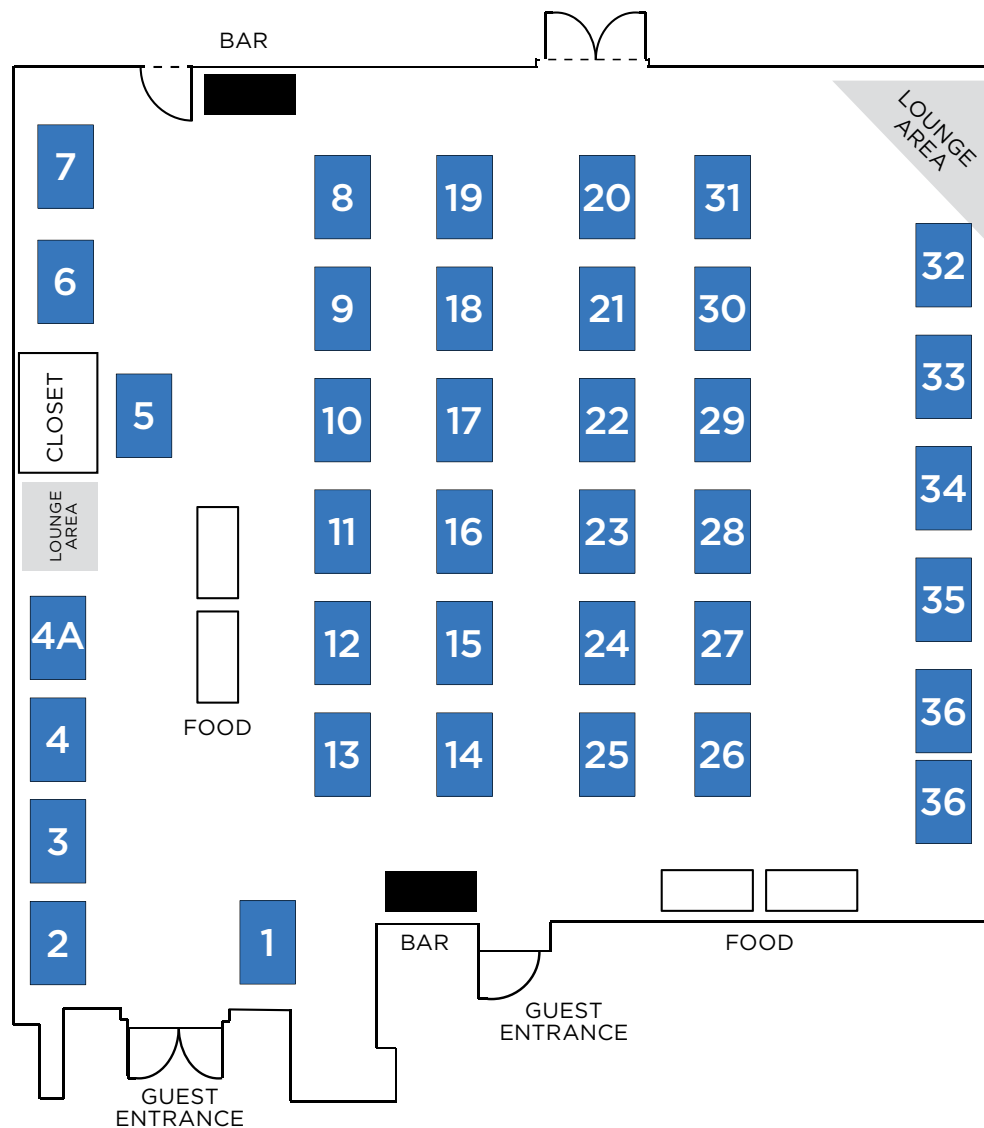
Visit us at  [updater.com](https://www.updater.com)

## The Benefits

- ✓ Increases operational efficiency
- ✓ Highlights your preferred providers and increases partnership revenue
- ✓ Guides your mover through your community's move-in requirements so you don't have to
- ✓ Customizable co-branded dashboard for your residents that integrates with your software
- ✓ Saves time for your residents, therefore increasing overall satisfaction

**updater**

# EXHIBIT HALL FLOOR PLAN



|                                       |                    |                                 |    |                                            |    |
|---------------------------------------|--------------------|---------------------------------|----|--------------------------------------------|----|
| Anyone Home . . . . .                 | 4                  | Knock CRM . . . . .             | 32 | ResPage . . . . .                          | 9  |
| Apartments.com . . . . .              | 24                 | LeaseLabs by RealPage . . . . . | 15 | SalesMail Video Mail for Multifamily . . . | 30 |
| Apartment SEO . . . . .               | 13                 | ManageGo . . . . .              | 11 | SmartRent . . . . .                        | 35 |
| BetterBot . . . . .                   | 10                 | Opiniion . . . . .              | 34 | SOCi . . . . .                             | 25 |
| Community Rewards by RealPage . . . . | 16                 | PERQ . . . . .                  | 29 | Social Kapture . . . . .                   | 18 |
| Convey by OneDay . . . . .            | 12                 | PostEngine by ROOOF . . . . .   | 3  | Spruce . . . . .                           | 21 |
| CORT . . . . .                        | Networking Lounges | RAZZ by ResMan . . . . .        | 22 | Tour24 . . . . .                           | 33 |
| Dyverse . . . . .                     | 19                 | ReachLocal . . . . .            | 8  | Updater . . . . .                          | 4A |
| Engrain . . . . .                     | 31                 | REACH by RentCafe . . . . .     | 36 | ZEGO . . . . .                             | 23 |
| Evocalize . . . . .                   | 28                 | Realync . . . . .               | 6  | Zillow Rentals . . . . .                   | 2  |
| G5 by RealPage . . . . .              | 14                 | Rent Dynamics . . . . .         | 26 | Zuma . . . . .                             | 20 |
| HyLy.AI . . . . .                     | 5                  | RentGrata . . . . .             | 17 | Zumper . . . . .                           | 1  |
| J Turner Research . . . . .           | 7                  | REPLi . . . . .                 | 27 |                                            |    |



A **Global Payments**  
Company

# The #1 Resident Experience Platform

Deliver the ultimate resident experience to boost retention, productivity, and NOI.



Save your staff time with 100% digital payments.



Inspire residents and staff to love their community with a comprehensive mobile app.



Maximize recoupment and drive conservation with utility cost recovery and payables.

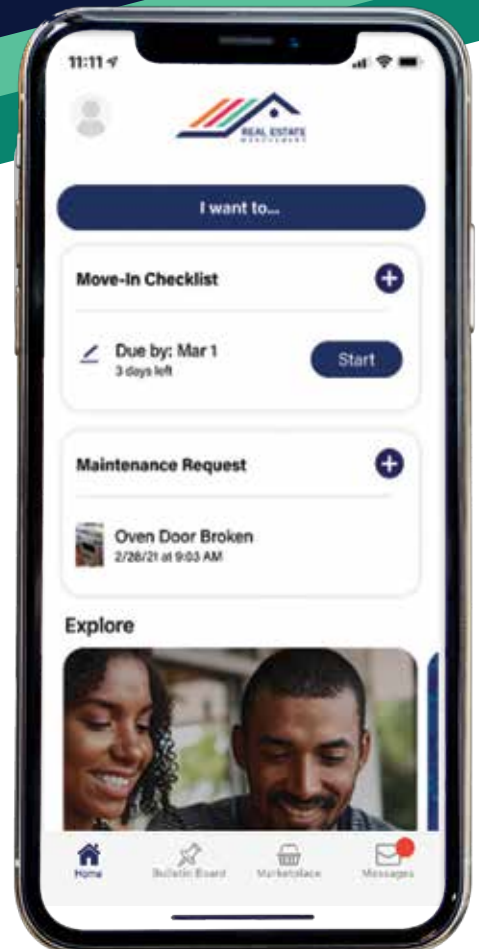


Enjoy the support of a world-class customer service team.

Learn more about the Zego Platform



[www.gozego.com](http://www.gozego.com)





## COMPANY PROFILES



SUPPORTING SPONSOR

### Agency Fifty3

[agencyfifty3.com](http://agencyfifty3.com)

We do work that stands above the noise. Agency FIFTY3 is a fullservice agency based in Denver, CO. We're a group of creatives, analysts, strategists, artists, and marketing scientists who have joined forces from all over the country. We offer a variety of services that work hand-in-hand with each other. We're everything you need in one place. Climb the mountain with us.



Anyone Home

GOLD EXHIBIT SPONSOR

### Anyone Home

Table 4

[anyonehome.com](http://anyonehome.com)

Anyone Home is the industry's premier software and labor partner. Serving over one million units nationwide, we provide the highest level of customer engagement and satisfaction for prospective and existing residents. Successfully combining CRM and contact center with top-tier chat and touring solutions, Anyone Home delivers unmatched insights into the entire customer journey, resulting in accurate and actionable lease attribution.



Apartments.com™

REGISTRATION AND  
PLATINUM EXHIBIT SPONSOR

### Apartments.com

Table 24

[apartments.com](http://apartments.com)

The Apartments.com Network represents the nation's most comprehensive online rental marketplace. Our extensive network of 12 leading sites including Apartments.com, ForRent.com, ApartmentFinder.com and 9 others are visited each month by over 25 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.



PLATINUM EXHIBIT SPONSOR

### Apartment SEO

Table 13

[Apartmentseo.com](http://Apartmentseo.com)

Apartment SEO™ is a Google Premier Partner and Multifamily Full-service digital marketing agency. We capture your target audience, start conversations and drive conversions, while building unique brand equity. Apartment SEO™ expands social reach and engagement while converting fans to followers, and Likes to Leases®. We plan, execute, and report measurable events, conversions and KPI's for progressive campaigns. Our services include SEO, Digital Ads, AI powered PPC management, Social Media Marketing, Reputation Builder, iLease Bot - Chat Bot, Apartment Branding, Web Design, and intelligent reporting.



GOLD EXHIBIT SPONSOR

### BetterBot

Table 10

[betterbot.com](http://betterbot.com)

BetterBot combines chat, email, video, and automation to remove the friction often felt during the leasing process. With BetterBot, you can start conversations with future prospects, on their terms - not days later.



Community  
Rewards®

PLATINUM EXHIBIT SPONSOR

### Community Rewards by RealPage

Table 16

[realpage.com/apartment-marketing/loyalty-reputation](http://realpage.com/apartment-marketing/loyalty-reputation)

Community Rewards by RealPage® is the leading resident engagement, loyalty and rewards platform for the multifamily real estate industry. Offering a differentiated engagement suite that drives higher benchmarkable resident engagement and reputation, Community Rewards serves 2.4 million+ residents in over 6,300 multifamily communities across 49 states. For more information about Community Rewards, please visit <https://www.realpage.com/apartment-marketing/loyalty-reputation/>.



CONVERSION LOGIX®

LUNCH AND  
PLATINUM SPONSOR

### Conversion Logix

[conversionlogix.com](http://conversionlogix.com)

Our mission at Conversion Logix is to help our clients succeed by driving high-intent traffic to their website and converting anonymous website visitors into qualified leads. We enable today's marketers, managers, and business owners to profitably generate leads, appointments, and sales. Our marketing technology company delivers a powerful combination of strategic campaign management, ad creative, lead generation software, and attribution to provide our clients with scalable and performance-driven marketing solutions.

# Attract, **Engage** and Reward your Residents

Meaningfully engage  
with your residents  
to improve retention  
and boost your  
online reputation.



**Community  
Rewards®**

[realpage.com/rewards](https://realpage.com/rewards)



PLATINUM EXHIBIT SPONSOR

**Convey by OneDay** Table 12  
info.oneday.com/convey

Convey by OneDay is a property technology (PropTech) video platform designed specifically for multifamily leasing agents. The platform personalizes the sales process by leveraging high-quality videos to quickly connect with prospective and current residents, showcase communities, and shorten sales cycles - ultimately converting prospects into residents.



NETWORKING LOUNGE SPONSOR

**CORT**  
cort.com

CORT, a Berkshire Hathaway Company, is the world's largest provider of furniture rental, trade show and event furnishings, and relocation and transition services. With locations throughout the U.S. and U.K., and a proprietary global network in over 80 countries, CORT believes it's the little things that separate good from great. And, our customers, colleagues and partners deserve great. Every time, everywhere.



SESSION SPONSOR

**Dwelo**  
dwelo.com

Dwelo offers simple, seamless smart apartment solutions to multifamily owners and developers to help them make smart technology decisions. Dwelo is a Smart Device Management (SDM) platform built to increase multifamily owners' Net Operating Income. With Dwelo's SDM platform, smart devices decrease operating costs and increase operating income in multifamily communities. Dwelo has earned the trust of over 80 ownership groups nationwide by solving their problems and delivering on our commitments.

We create value for owners and developers through:

- A dynamic, secure, and reliable Smart Device Management Platform
- Gold standard Smart Services
- Smart Utilities that save money and time, while reducing risk
- Smart Access that enhances security and reduces liability
- Smart Home that improves marketability and resident retention



GOLD EXHIBIT SPONSOR

**Dyverse** Table 19  
dyverse.com

Dyverse is a results-oriented marketing firm specializing in the multifamily apartment industry. Dyverse provides digital media optimization (PPC Management) services, as well as Kyzen, Symple and Wyse software-as-a-service technology solutions. Dyverse's services and products have been designed to work well independently, although when combined they create a synergy that helps our clients continuously improve marketing ROI.



GOLD EXHIBIT SPONSOR

**Engrain** Table 31  
engrain.com

Engrain's mission is to fundamentally transform the way people find, lease and manage property. A recognized leader in next-generation touring technology and map-based data visualization software, Engrain's advanced integrations and technical flexibility offer solutions for any real-estate technology stack. Clients use Engrain products to engage prospects and residents, analyze and improve operating performance and increase NOI through operational efficiency.



PLATINUM EXHIBIT SPONSOR

**Evocalize** Table 28  
evocalize.com

Evocalize's technology makes digital marketing easy and effective for local and national-to-local marketers. Multi-location brands, technology platforms, and online marketplaces use Evocalize to equip their locations, teams, and users at scale with sophisticated, automated, easy to execute digital marketing that drives real business results and revenue. Evocalize's technology works across industries, including multi-family housing, residential real estate, mortgage, and beyond.



WI-FI SPONSOR

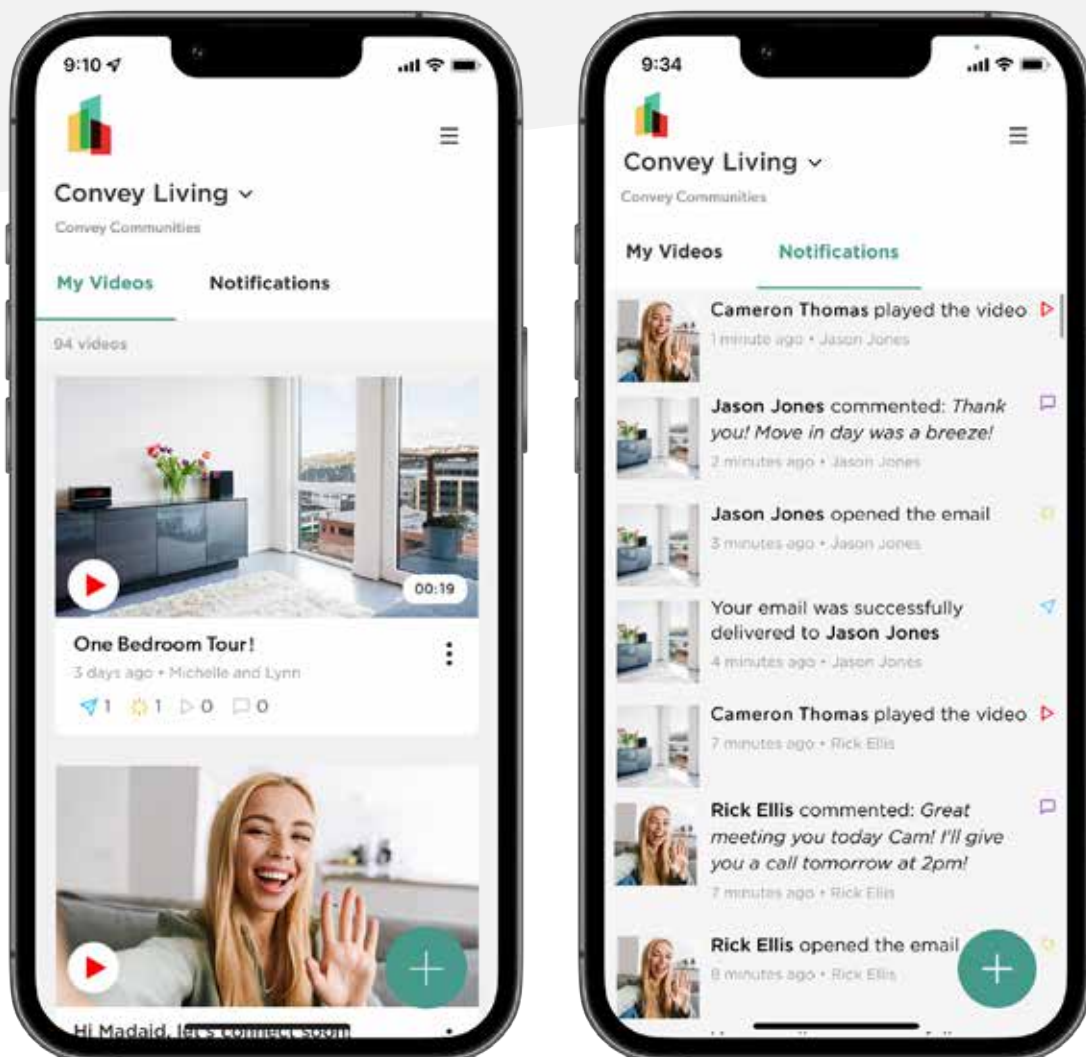
**Funnel Leasing**  
funnelleasing.com

Funnel's renter-centric solutions revolutionize the antiquated process of finding a home into an enjoyable experience. We believe all renters deserve a seamless, simple and personalized journey. We provide leasing and communication tools that are intuitive and obliterate repetitive tasks -- driving more efficient leasing. Join us as we help leading property management teams create tomorrow's rental experience at funnelleasing.com



# Leverage Video to Drive Occupancy and Resident Engagement

**Convey by OneDay** is a video-based platform designed specifically for the multifamily industry. With Convey, you can quickly respond to leads and create meaningful connections with residential prospects and current residents.



Convey provides insights that can immediately set you apart from your competitors, drive occupancy, and help you retain your current residents, all while helping you capture and showcase what makes your community, residents, and staff so special.





OPENING KEYNOTE,  
THURSDAY WINE TASTING AND  
PLATINUM EXHIBIT SPONSORS

### G5 and LeaseLabs by RealPage

G5 – Table 14  
LeaseLabs – Table 15

get5.com and lease labs.com

G5 + LeaseLabs (G5+LL) is the leading digital marketing solutions platform for multifamily properties. G5+LL is on a mission to empower clients to outperform their competition through smarter marketing and a deep bench of talent that puts marketing performance first. Driven by predictive technology, G5+LL innovates every stage of the renter journey, delivering seamless experiences to unlock hidden revenue for clients. Serving the multifamily industry since 2008, G5+LL knows renters and delivers marketing solutions to more than 13,000 properties throughout the U.S and Canada. G5+LL is a RealPage company, backed by private equity investment firm, Thoma Bravo. For more information, visit get5.com and lease labs.com.



PLATINUM EXHIBIT SPONSOR

### HyLy.AI

Table 5

hyly.ai

HyLy.AI is the only company that provides a comprehensive prospect and resident marketing solution. Our All-in-One Multifamily Marketing Suite focuses on turning your “Leads” into “Leases” and “Unhappy, Overlooked Residents” into “Happily Renewing Brand Ambassadors.” Create value, save time, and never miss leads with our suite of apps. Future proof your technology stack with autonomous journeys designed for multifamily.



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### J Turner Research

Table 7

jturnerresearch.com

J Turner Research is the leading full-circle online reputation management firm that empowers multifamily companies with data to drive revenue. With our unique 360-degree process, we enable companies to enhance resident satisfaction, increase closing ratios, improve their online reputation, social media presence, and ensure business listings accuracy.



CHAMPAGNE BREAK AND  
GOLD EXHIBIT SPONSOR

### Knock CRM

Table 32

knockcrm.com

Knock is an award-winning CRM and performance management SaaS platform for multifamily property management companies. Hundreds of the leading apartment managers and owners across North America rely on Knock's automation, integration, and data transparency tools to manage leads, increase tours, and improve occupancy and renewal rates. Knock is based in Seattle. For more details, visit [www.knockcrm.com](http://www.knockcrm.com).



PLATINUM EXHIBIT SPONSOR

### ManageGo

Table 11

managego.com

ManageGo is the industry's leading software provider for smarter property management. We combine complete solutions for payments, maintenance, applications, leasing, amenities, deliveries, and more into one easy-to-use online platform. We also offer native apps for both residents and property managers, allowing you to manage your properties from anywhere. Our all-in-one solution is the next evolution of property management software.



THURSDAY  
BREAKFAST SPONSOR

### Nurture Boss

nurtureboss.io Nurture

Nurture Boss operationalizes your CRM with Lease and Renewal Conversion Automation. We automate all follow up and communication with your prospects and residents. Identify hottest leads, schedule more tours, increase applications, and sign more leases with Nurture Boss Lease Conversion Automation. Create the best move-in experience and increase referrals, online reviews, and renewals with Nurture Boss Renewal Conversion Automation.



GOLD EXHIBIT SPONSOR

### Opiniion

Table 34

opiniion.com

Opiniion provides the tools, services, and support to measure and manage the resident experience from the time they tour until they move out. We take a proactive, automated approach towards generating feedback and evaluating their experience at your property. This increases your knowledge of residents and effectiveness of key community processes which will eventually increase leases, retention, and NOI.

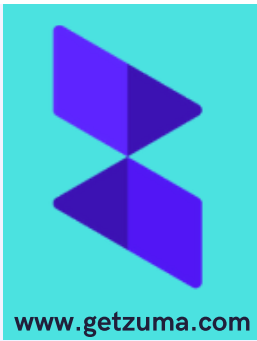


PROGRAM GUIDE SPONSOR

### Peek

peek.us

Peek is the one-stop marketing and leasing platform proven to increase leasing conversion by 400%. Utilizing Peek's virtualization technology, communities can create 3D tours for the entire property - every apartment, amenity, and common area - with high quality and speed. Peek harnesses its industry-first, AI driven, data platform to inform leasing professionals what their prospects care about and focus on leads that matter.



# GOODBYE, BOTS.

# HELLO, KELSEY.

Chatbots don't work. Real conversations do. Use conversational text messaging generated by AI that looks and feels like a real person to answer questions, qualify leads, and schedule tours!

## REAL RESULTS

**75% increase in  
tours scheduled!**

**50% increase of  
applications**

**114% increase  
in leases signed**

**7 hrs/week saved  
by leasing agents**



**JB Hill | Director of Sales**  
**817-271-6888 (text me!)**  
**jb@getzuma.com**





GOLD EXHIBIT SPONSOR

**PERQ**

Table 29

perq.com

PERQ is a next generation Lead Management technology that combines interactive lead capture, NLP chatbot capabilities, and lead nurture across all marketing channels to increase conversion, save time, and create a better renting experience. Unlike chatbots or a CRM, we automate the customer journey until a renter is ready to speak with a leasing agent, resulting in budget savings on advertising spend and staffing.



GOLD EXHIBIT SPONSOR

**PostEngine by ROOF**

Table 3

postengine.com

Roof has been serving the multifamily industry since 2012 and has clients in 48 states. We provide software (PostEngine) and services that generate results by eliminating the complexity and costs of marketing apartments on the world's largest marketplaces: Craigslist and Google Business Profiles.



PLATINUM EXHIBIT SPONSOR

**Razz by ResMan**

Table 22

razzinteractive.com

Our award-winning team delivers software solutions and creative experiences that fuel your business growth and help distinguish you from the competition. We believe in using a design-thinking approach to deliver immersive experiences that your audience will love.



GOLD EXHIBIT SPONSOR

**ReachLocal**

Table 8

reachlocal.com

ReachLocal helps business owners drive new customer growth with a total digital marketing system, the highest level of personalized service and transparent reporting. We are recognized as a Facebook Marketing Partner with a Facebook Ad Tech Specialty and an exclusive North American Snapchat partner. With custom social solutions and recommendations, we offer a range of solutions to drive leads and revenue.

SOCIAL MEDIA, PHOTO BOOTH,  
AND PLATINUM EXHIBIT SPONSOR**REACH by RentCafe®**

Table 36

reachbyrentcafe.com

Reach your audience, goals and potential with a full-service digital marketing agency for property management businesses. REACH by RentCafe® certified experts are ready to help you create a winning web presence that drives conversions with complete transparency. Our services include website development, SEO, PPC, social media, reputation management and more. See what's possible: reachbyrentcafe.com



GOLD EXHIBIT SPONSOR

**Realync**

Table 6

realync.com

Realync is a multifamily video engagement platform unlocking authentic experiences that connect and convert across the entire prospect and resident lifecycle. Realync's all-in-one video solution enables multifamily teams to create memorable experiences, lease efficiently and communicate effectively with current and prospective residents. To learn more, please visit us at [www.realync.com](http://www.realync.com)



PLATINUM EXHIBIT SPONSOR

**Rent Dynamics**

Table 26

rentdynamics.com

Rent Dynamics provides value throughout the resident journey - Marketing, Leasing, and Retention. Our intuitive CRM incorporates advanced business intelligence for increased visibility into your lead to lease pipeline, while our Contact Center is there to be an extension of your team. Our RentPlus product provides resident rent reporting and financial resources that promote economic inclusion and financial freedom for renters.



GOLD EXHIBIT SPONSOR

**RentGrata**

Table 17

rentgrata.com

Rentgrata's resident influencer platform is uniquely converting prospects to move-ins at industry-leading rates. Today's prospects are obtaining information from various sources, why not engage them with your resident ambassadors to help find out why their community is the best place to call home.

FRIDAY KEYNOTE  
AND SESSION SPONSOR**RentPath**

rentpath.com

RentPath is the most comprehensive and cost-efficient way to fill vacancies. The audience data from our high traffic listings sites (rent.com, Apartment Guide, Rentals.com and coming soon, Redfin!) powers our end-to-end marketing technology platform. The RentPath platform automates the creation of sophisticated, data-driven marketing campaigns, tour scheduling, renter communication and more. This allows multifamily teams to accomplish more, while saving valuable dollars for owners and operators.



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Decrease Cost to Operate.**

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WELCOME RECEPTION AND  
PLATINUM EXHIBIT SPONSOR

## REPLi

Table 27

repli360.com

Founded in 2018, Atlanta, Georgia-based REPU provides multifamily organizations the digital marketing technology and services to efficiently market their apartment communities online - at scale. REPU is one of the industry's fastest-growing bootstrapped prop-tech companies in the United States, managing and servicing over 400,000 units nationwide. With teams located in the US, Spain, Germany, Philippines, and India - REPLi's global footprint supports our unyielding commitment to client success and satisfaction.



SESSION SPONSOR

## Reputation

live-reputation-marketing-site.pantheonsite.io

Reputation, creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data, from surveys, reviews, social and more, into prescriptive insights that companies use to learn from and grow.



GOLD EXHIBIT SPONSOR

## ResPage

Table 9

respage.com

The leading provider of AI-driven apartment marketing solutions nationwide, Respage has partnered with property management companies for over 20 years to create extraordinary renting results. The company's comprehensive portfolio addresses the full life cycle of today's renter, demonstrating tangible results that maximize ROI. Solutions deliver more qualified leads, nurture prospects, boost online reputation and star ratings, improve resident satisfaction, and generate more leases. Respage's foundation is its extraordinary team - the company is continually recognized as a Best Place to Work in the Multifamily industry.



GOLD EXHIBIT SPONSOR

## SalesMail® - Video Mail for Multifamily

Table 30

salesmail.com

The SalesMail app lets you send personalized and branded video messages via email, text message, or your other favorite messaging apps. Use SalesMail for virtual tours, lead follow-up, employee recruitment, team communications, and so much more. If you're looking to add video to your sales and operations strategies, SalesMail is the simplest and most effective app available today!



APPAREL AND  
PLATINUM EXHIBIT SPONSOR

## SmartRent

Table 35

smartrent.com

SmartRent is an Enterprise Smart Building Platform." Our proprietary software integrates with third-party hardware and other software vendors to provide users with one platform to efficiently manage and remotely control IoT connected devices in a home or building. Founded in 2017, SmartRent is an enterprise smart home automation company providing solutions for rental property owners, managers and renters, as well as homebuilders and developers. SmartRent's solutions are designed to provide communities with seamless visibility and control over assets while delivering additional revenue opportunities through all-in-one home control offerings for residents.



PLATINUM EXHIBIT SPONSOR

## SOCI

Table 25

meetsoci.com

SOCI is the marketing platform for multi-location brands. We empower businesses like Cushman and Wakefield, RMP Living, and Lincoln Property Company to scale marketing efforts across all digital channels in a way that's brand directed, locally perfected, and data connected.



GOLD EXHIBIT SPONSOR

## Social Kapture

Table 18

socialkapture.com

Social Kapture is the leading social media and digital marketing agency dedicated exclusively to the multifamily industry. Our team combines over 40 years of property management and digital marketing expertise to deliver custom solutions that drive leases and create enhanced brand experiences through social media. Multifamily and student housing properties nationwide trust Social Kapture to create authentic, engaging, and localized content that aligns with their brand, leasing goals, and lifestyle.



GOLD EXHIBIT SPONSOR

## Spruce

Table 21

getspruce.com

Spruce is a comprehensive provider of lifestyle services to the multifamily industry. The company offers housekeeping services and chores on demand to residents in more than 1,850 select apartment communities. Through the intuitive Spruce app, apartment residents are empowered to quickly book services from certified, insured and background-checked professionals in Spruce-branded uniforms.



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**Swift Bunny**

swiftbunny.com

Swift Bunny offers a suite of multifamily-specific talent management solutions. Ingage™ is the apartment industry's first employee lifecycle feedback system. Ingage™ pairs meaningful data with insights, empowering multifamily leaders to take action to solve workplace challenges. Inquire™ is a user-friendly custom survey solution for collecting employees' feedback. Focusing on the issues that matter most can improve satisfaction, retention, and performance.



GOLD EXHIBIT SPONSOR

**Tour24**

Table 33

tour24now.com

Tour24® Self-Guided Tour™ is the award-winning platform that automates leasing and helps future renters easily find a home on their own. Led by a high-caliber client success team of industry experts, Tour24 is focused on delivering efficiency for leasing teams and driving more traffic, more tours and ultimately more leases.



PLATINUM EXHIBIT SPONSOR

**Updater**

Table 4A

updater.com

Updater is a seamless solution to optimizing move-in processes for residents and onsite teams. With Updater, onsite teams can automate and collect all required information prior to move-in day. Residents enjoy using Updater as it streamlines all moving tasks from booking a mover to setting up insurance.



PLATINUM EXHIBIT SPONSOR

**ZEGO**

Table 23

gozego.com

Zego modernizes resident experience management to boost retention, productivity, and NOI. Zego's mobile-first engagement platform unifies the most critical resident touch-points- from payments and utilities to communications and smart devices; everything seamlessly integrates into your back- end system. Learn more at gozego.com



GOLD EXHIBIT SPONSOR

**Zillow Rentals**

Table 2

Zillow.com

Zillow Rentals, composed of Zillow, Trulia and HotPads, is the most visited online rental marketplace with more than 100M visits per month across our network. We offer millions of home shoppers convenience and reliability with top-rated real estate and rental apps and websites. Our cutting-edge technology and innovative advertising solutions are designed to help you meet your occupancy goals, connect with high-intent renters and make informed marketing decisions to empower property managers to work smarter. Multifamily professionals can choose between two core multifamily product offerings in Zillow Lease Connect™ and Zillow Rent Connect™.



GOLD EXHIBIT SPONSOR

**Zuma**

Table 20

getzuma.com

Zuma makes leasing easy with a 24/7 leasing assistant that uses AI conversational text messaging to automate lead engagement, qualification, booked tours, and follow-ups.



PLATINUM EXHIBIT SPONSOR

**Zumper**

Table 1

zumper.com

Zumper is the fastest growing and third largest rental platform in North America. With more than 90 million users annually, we're helping one in three Americans find their next home. In 2021, Zumper launched PowerLeadsAI, utilizing machine learning to deliver the best quality leads with the highest likelihood to convert to leases.

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From social media to operations, employee engagement to tech, we go beyond “shop talk” to tackle the real opportunities, challenges, and areas of inspiration for our industry.

**A Knock® CRM podcast with host Sydney Webber**



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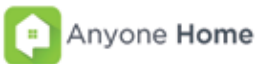
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