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MHW Countdown

By Bob Landis, Property Management Track Chair

JUNE 06, 2007 -- For years, industry conferences have been addressing the coming generational "bulge" known as Generation Y. Much like the "Baby Boomers," their demographic impact on housing will be memorable. Rather than just describe their preferences and desires, Multi-Housing World '07 will bring this demographic up close and personal. "Understanding Tomorrow's Renters: Meet Generation Y" will present a panel of actual Generation Y consumers to discuss their overall spending preferences, workplace style, and housing choices. This innovative session, which will be led by Debbie Phillips, University of Georgia, Residential Science Program and Lori Atticks, Post Properties, will provide interesting and invaluable insights.

Multifamily residents of all ages are concerned with "security," but property management professionals are trained to rarely utter this word in front of customers. However, being well-versed in the role security plays is a necessity rather than a luxury. The most successful properties implement transparent security systems that protect residents without making them feel insecure. In "Security: the Unspeakable ('S') Word," a session moderated by Bob Koch, Fugleberg Koch Architects, panelists such as Rose Kugler from Risk Innovations will present examples of tried-and-true measures that can minimize security concerns.

"Fit for Life: Achieving and Maintaining the Durable 'A' Property" will explore the unfortunate reality that not all "A" properties maintain this status throughout their lifecycle. This session, moderated by Doug Chasick, CPM, CAPS, Adv. RAM, CLP, Call Source, will introduce the concept of a durable "A" property type and how to maintain this status.

The decision to outsource is another critical topic affecting the bottom line. "Hiring and Selecting a Property Management Company: Should I or Shouldn't I Outsource?" is a don't-miss session moderated by Leigh Curry, Curry Conduit Services. It will address the challenge of keeping up with the latest in property management technology, systems and management approaches in the face of ever-rising costs and competition for the very best talent. Panelists will include Bob Worthington, SWH Properties; Kyle Ellis, Abacus Capital Group; and Drew Goldman, Lane Company.

"Smart Development: Property Management's Contribution to Good Planning," moderated by Jerry Rosen, Investment Real Estate Advisors, brings together industry experts **Jeff Roblyer of Capstone Building Corp.** and Mike Underwood, Woodfield Investments.

"Conversion/Reversion: Where Does the Condo Market Go from Here?" moderated by David Webb, Cassidy-Pinkard Colliers, examines the slowing pace of condominium conversions. Panelists will include Scott Morrison, Legacy Partners and James Geimer, Development Manager, Lane Company. Catch up on all the most important industry topics at Multi-Housing World in Orlando, September 5-7.

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