

**Multifamily Leadership Board
2018 Fall Meeting Agenda
November 7 - 9, 2018
[Beverly Hills Hotel](#)
Beverly Hills, CA**



Wednesday, November 7th

- 6:00 pm – 7:00 pm **Reception/Cocktails**
Beverly Hills Hotel, Polo Lounge Private Dining Room Terrace
Attire: Evening Business/Cocktail
- 7:00 pm – 9:00 pm **Dinner**
[Beverly Hills Hotel, Polo Lounge](#) Private Dining Room

Thursday, November 8th

- Breakfast on your own*
- 8:45 am Bus loads at Beverly Hills Hotel and departs for Paramount Studios
- 9:30 am – 2:00 pm **Optional Activity: [Paramount Studio](#) VIP Tour and Lunch**
Pre-registration is required Fee: \$200 Attire: Casual
- 5:10 pm Bus loads at Beverly Hills Hotel and departs for Harry Winston on Rodeo Drive
- 5:30 pm – 6:45pm **Reception on the Exclusive Rodeo Drive Rooftop of [Harry Winston](#)**
(History of Harry Winston and vault jewel viewing)
Attire: Evening Business/Cocktail
- 6:45 pm Depart Harry Winston for Dinner
- 7:00 pm – 9:30 pm **Dinner at [Wolfgang Puck's Spago](#) with Featured Guest Speaker Bill Walton**
Introduction/Moderator: Marc Chasman
Featured Speaker: [Bill Walton](#), Former NBA Star, Current NBA Commentator

Friday, November 9th

- 7:30am – 8:00am Breakfast (buffet/stations)
The Beverly Hill Hotel, Rodeo Ballroom & Terrace
Attire: Business
- 8:00am – 8:10am **Welcome and Opening Remarks**
Chairman Ed Easley, Lennar Multifamily
- 8:10am – 9:00am **Multifamily Housing Economic and Policy Outlook**
Dr. Rob Dietz, NAHB Chief Economist
and/or
Jerry Howard, NAHB Chief Executive Officer
A discussion of the latest economic, policy, and market trends, covering topics ranging from the recent election results to construction costs to rents and vacancy trends, and much more.

9:00am – 9:45am

Retail Integration, Multifamily Housing, and Place Making

Introduction: J.J. Abraham

Speaker: [Shaheen Sadeghi](#), Creator and Founder, LAB Holding LLC

Shaheen Sadeghi and his company--LAB Holding, LLC--weaves community, culture, commerce and consciousness into real estate innovation and place making. LAB, an acronym for Little American Business, specializes in assisting the newborn retail entrepreneur in setting their roots in a nurturing environment. Shaheen will discuss his work in retail development, place making, urban lifestyles, and the future of the city. He will also discuss the cultural shift from “consumption to connection”.

9:45am – 10:00am

Break

10:00am – 10:45am

Multifamily Investment and Capital Markets

Introduction: Ed Easley

Speaker: [Sean P. Deasy](#), Senior Managing Director, HFF

Sean Deasy is a Senior Managing Director in the Orange County office of HFF and co-leader of HFF’s National Multi-Housing Group. He is primarily responsible for institutional investment advisory in the western United States with a focus on multi-housing properties. Sean will discuss the latest trends and developments in real estate capital markets and multifamily finance.

10:45am – 11:45am

Roundtable Session – (Roundtable Breakout Sessions and Report Out)

Discussion Topics

- Best Underwriting Practices
 - a. Rent growth
 - b. Construction cost escalation
 - c. Cap rates, etc.
- Best Multifamily Strategies for 2019 and Beyond
 - a. Student housing
 - b. Active adult/55+ housing
 - c. Core investments
 - d. Suburban multifamily
- Other topic possibilities:
 - a. What amenities create real value today?
 - b. What innovations are emerging in multifamily design?
 - c. What is the future of multifamily finance?
 - d. What are prospects for value-add investments?
 - e. How are firms recruiting/retaining talent in a tight job market?
 - f. To what degree are you using smart home technology?
 - g. Can developers find profitability in the middle market today?
 - h. How is your firm dealing with mixed-income housing requirements?

11:45am – 11:55am

Open Forum, Closing Remarks, and Adjournment

Chairman Ed Easley, Lennar Multifamily