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**Sent:** Wednesday, October 19, 2016 12:30 PM  
**To:** Haley, Nikki  
**Subject:** [Price Increase Tomorrow] Pennybacker & Northwestern Mutual Discuss Capital Strategies

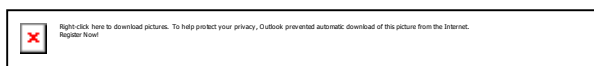


Nationally, the market place is a choppy and unpredictable place where capital sources (both domestic and foreign) are much more risk averse. What does this mean for developers and owners in Dallas-Fort Worth looking to finance and refinance their deals?

Don't miss this industry leader panel moderated by **1st Service Solutions**, which features **Pennybacker Capital**, **Northwestern Mutual**, **Rastegar Capital** and **ReadyCap**. Join this session that will delve into the mechanics of this topsy-turvy market and identify coherent strategies for moving forward confidently in an otherwise uncertain world. Be there with over 500 attendees and a roster of top speakers at the **Marcus & Millichap / IPA Multifamily Forum: Dallas-Fort Worth** on November 10.

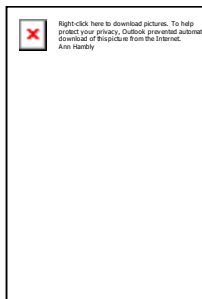
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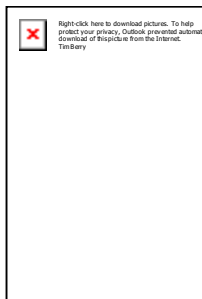


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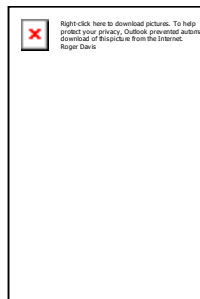
### Changing Faces: *Raising Capital for Today's Real Estate Deals*



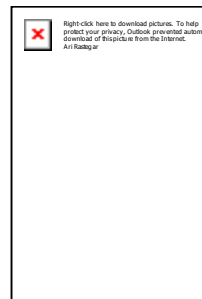
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**1st Service Solutions**  
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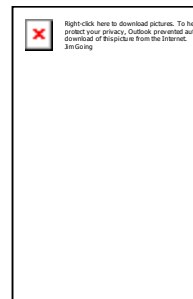
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CEO & Founder  
**Pennybacker Capital**



**Roger Davis**  
Director - Real Estate  
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**Northwestern Mutual**



**Ari Rastegar**  
Chief Executive Officer  
**Rastegar Capital**



**Jim Going**  
Chief Executive Officer  
**ReadyCap**

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**Adam Kolanko**  
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### Attendee Registrations:

**Lehdis Lopez**  
(646) 862-6204  
[lehdis@greenpearlevents.com](mailto:lehdis@greenpearlevents.com)

## Keynote Speakers:

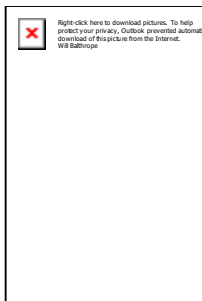


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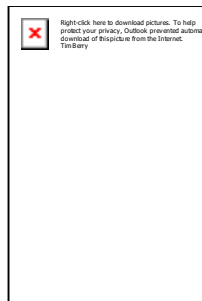


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**StreetLights Residential**

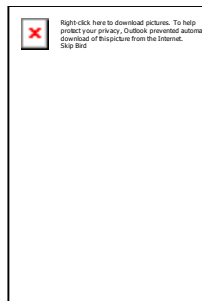
## Conference Speakers Include:



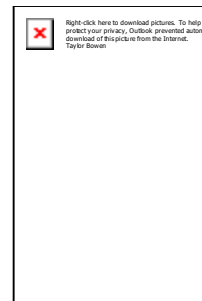
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**Institutional Property  
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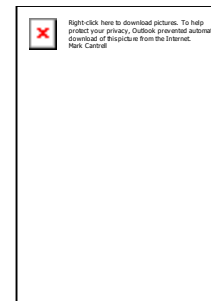
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CEO & Founder  
**Pennybacker Capital**



**Skip Bird**  
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**S2 Capital**



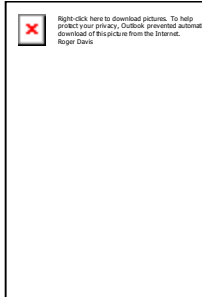
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**AMLi Residential**



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President  
**Cantrell McCulloch**



**James D'Argo**  
Principal - Acqui  
**The Bascom G**



**Roger Davis**  
Director - Real Estate  
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**Northwestern Mutual**



**Michael D'Onofrio**  
Managing Director  
**Engineered Tax  
Services**



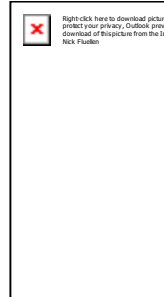
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**YieldStar**



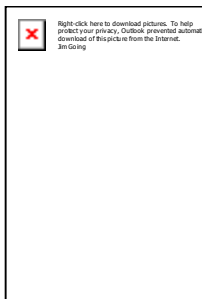
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**BGO Architects**



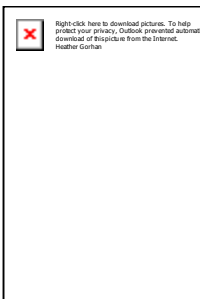
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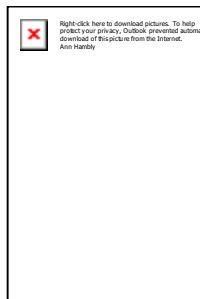
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**ReadyCap**



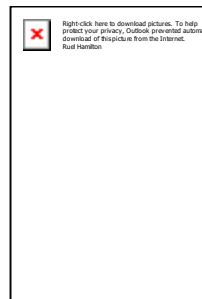
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Controller  
**CAPgro**



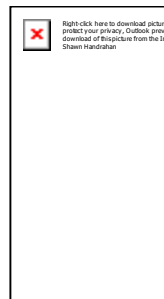
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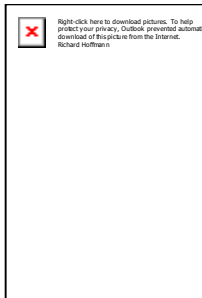
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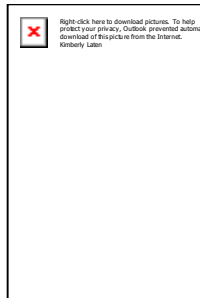
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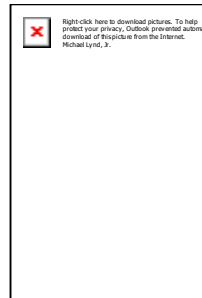
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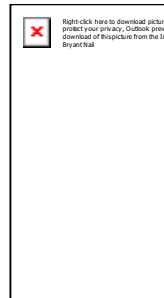
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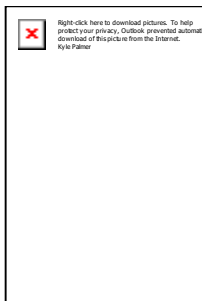
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**Color Design  
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**Michael Lynd**  
President & CEO  
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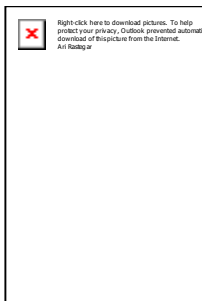
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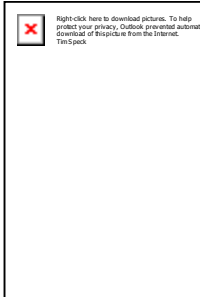
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FVP & National Director



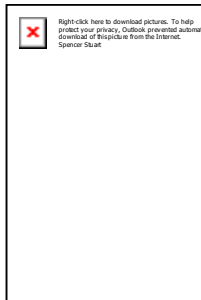
**Al Silva**  
First Vice President



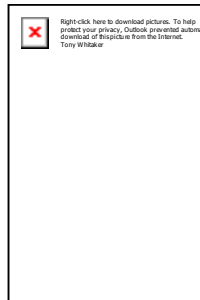
**Kyle Palmer**  
Regional Manager  
**Marcus & Millichap**



**Paul Rahimian**  
Chief Executive Officer  
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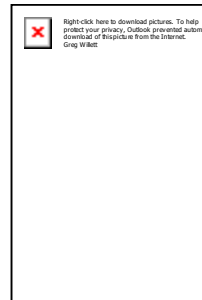


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Chief Executive Officer  
**Rastegar Capital**

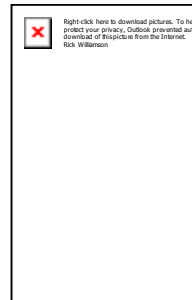


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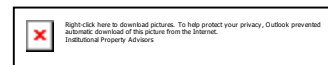
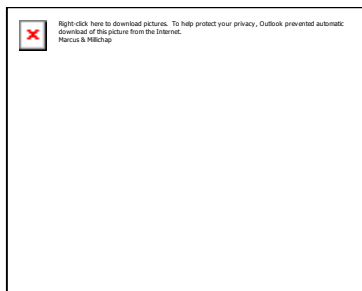
**Rick Williamson**  
Director - Development  
**Lang Partners**

## Conference Topics:

- **National/DFW Multifamily Market Update**
- **Morning Keynote:** *Doug Chesnut, Chief Executive Officer of StreetLights Residential*
- **Tipping Point:** *New Development on the Brink of Change*
- **Runaway Train:** *Managing Costs of Construction through Good Management & Design*
- **Changing Faces:** *Raising Capital for Today's Real Estate Deals*
- **The Art of Underwriting a Value-Add Acquisition**
- **Under the Radar:** *Value-Add Redevelopment Strategies & Emerging Markets across DFW*
- **Growing the Pie:** *Revenue Growing and Cost Saving Strategies for Multifamily Owners and Operators*
- **Maximize ROI & Increase Cap Rates:** *Specialty Tax Credits & Energy Incentives*
- **Exceeding Expectations:** *A Market Performance Update*
- **Afternoon Keynote:** *Craig Hall, Chairman & Founder of HALL Group*

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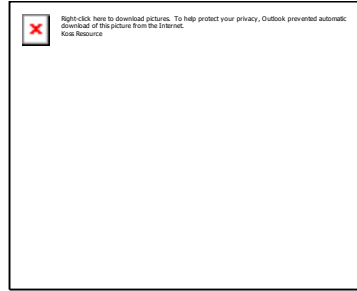


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