

---

**From:** 5th annual Florida Multifamily Summit <info@emails.floridamultifamilysummit.com>  
**Sent:** Tuesday, July 12, 2016 10:33 AM  
**To:** Haley, Nikki  
**Subject:** [Price Increase Friday] Alliance, Starwood & JRK Redefine Smart Apartments



Transparency and connectivity is the name of the game when it comes to competing in multifamily property management in Florida. There's a new era of extreme complexity in regards to attracting and retaining residents. How do you prioritize in an environment where everything seems like a "must have?" In what ways can property managers increase satisfaction while balancing costs?

This September, hear from **Starwood Capital Group**, **JRK Property Holdings**, **Alliance Residential Company** and **Gables Residential**, in a panel moderated by **Institutional Property Advisors**, as they explore what's paying off versus what's not. Come together with over 600 active market players in the residential real estate industry at the 5th annual **Florida Multifamily Summit**, to be held at the Harlow Rock Hotel in Hollywood, FL on September 22. Over **350** people have already registered. [See who will meet!](#)

**Register Now & Save \$450**  
**Price Increases Friday, July 15!**

**Advanced Registration \$449**  
**Full Rate \$899**  
(Group Rates Available)



No thanks, I'm not interested in this event.

**Renew, Refresh, Reboot: The Extreme Pressures on Today's Properties & Boosting Your Bottom Line**



**Steve Witten**  
Executive Director - Northeast & Florida  
**Institutional Property Advisors**  
**MODERATOR**



**James Bloomingdale**  
Senior Vice President  
**JRK Investors**



**Brad Hamel**  
SVP - Operations  
**Alliance Residential Company**



**James Kane**  
Senior Vice President  
*Starwood Capital Group*

**Cris Sullivan**  
Chief Operating Officer  
*Gables Residential*

## Get Involved!



### Speakers & Agenda:

**Amanda Powers**  
(305) 206-2194  
[apowers@greenpearlevents.com](mailto:apowers@greenpearlevents.com)

### Sponsorship & Exhibiting:

**Esteban Diaz**  
(646) 701-7982  
[ediaz@greenpearlevents.com](mailto:ediaz@greenpearlevents.com)

### Attendee Registrations:

**Claudia Gutwirth**  
(646) 862-6125  
[claudia@greenpearlevents.com](mailto:claudia@greenpearlevents.com)

## Keynote Speakers:



**Jeff Berkowitz**  
President  
*Berkowitz Development*



**Gil Dezer**  
President  
*Dezer Development*

## Confirmed Speakers:



**Matt Allen**  
EVP & COO  
*Related Group (of Florida)*



**Paul Bertozzi**  
Managing Partner  
*Live Oak Contracting*



**James Bloomingdale**  
Senior Vice President  
*JRK Investors*



**Grant Cardone**  
CEO  
*Cardone Real Estate Acquisitions*



**Nathan Collier**  
Founder & Chairman  
*The Collier Company*



**Casey Cummings**  
Chief Executive Officer  
*Ram Realty Services*



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



**Juan DeAngulo**  
Managing Principal  
*Elion Partners*



**Art Falcone**  
CEO & Chairman  
*Falcone Group*



**Tal Frydman**  
Senior Director  
*Berkadia*



**Andrew Ginsburg**  
President - Eastern Region  
*CityLift*



**Andres Gonzalez**  
President & CEO  
*Finesa Real Estate Group*



**Brad Hamel**  
SVP - Operations  
*Alliance Residential Company*



**William Hamilton**  
Executive Vice President  
*Winthrop Management*



**Andrea Heuser**  
Professor - Finance, School of Business  
*University of Miami*



**Robert Hodge**  
SVP - Acquisitions  
*Monogram Residential Trust*



**Wayne Hollo**  
Executive Vice President  
*Florida East Coast Realty*



**Still Hunter, III**  
Executive Director  
*Institutional Property Advisors*



**James Kane**  
Senior Vice President  
*Starwood Capital Group*



**Arnaud Karsenty**  
Managing Principal  
*13th Floor Investments*



**Tom Kersting**  
President  
*Franklin Street Insurance Services*



**Daniel Diaz Leyva**  
Attorney  
*Foley & Lardner*



**Scott Leventhal**  
Co-Founder  
*The Trillist Companies*



**Carlos Melo**  
Principal  
*The Melo Group*



**Scott Moss**  
President  
*Moss & Associates*



**Nitin Motwani**  
Principal  
*Miami Worldcenter Associates*



**Mitchell Sinberg**  
Senior Managing Director  
*Berkadia*



**Cris Sullivan**  
Chief Operating Officer  
*Gables Residential*



**Justin Toal**  
CIO & Senior Principal  
*Fifteen Group*



**Granvil Tracy**  
President  
*American Land Ventures*



**Steve Witten**  
Executive Director - Northeast & Florida  
*Institutional Property Advisors*



**Joshua Young**  
Founder & CEO  
*Raisal*



**Stuart Zook**  
President  
*Monument Real Estate Services*

## Conference Topics:

- **Stormy Water or Calm Seas?** *A Look at the Multifamily Market & Forecasting What's Ahead*
- **Morning Keynote:** *Presented by Jeff Berkowitz, President & Founder, Berkowitz Development Group*
- **The Costs Will Kill You!** *Creative Solutions to Crafting & Managing a Good Deal in an Environment of Inflated Costs & Uncertain Rent Caps*
- **Heating Up or Cooling Down?** *The State of Foreign Capital*
- **The Ultimate Game of Chess:** *Looking Domestic to Raise Debt, Equity and Financing When the Odds Are Against You*
- **Renew, Refresh, Reboot:** *The Extreme Pressures on Today's Properties & Boosting Your Bottom Line*
- **Lunch Workshop:** *Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives*
- **Special Presentation:** *Time is Money*
- **If You Build it, Will They Come?** *Betting on the Future in New Developments, Value-Adds & Submarkets*
- **Afternoon Keynote:** *Presented by Gil Dezer, President, Dezer Development*

Additional sessions to be announced.

[View the Full Agenda](#)

## Lead Sponsors:



## Sponsors:





## Marketing Partners:



Important: This electronic mail message is intended solely for the person or organization to which it is addressed. If the person actually receiving this message, or other reader of this message, is not the named recipient, or the employee or agent responsible to deliver it to the named recipient, you are not authorized to retain, copy or disseminate this communication or any part of it. This is email was sent to [nikkihaley@gov.sc.gov](mailto:nikkihaley@gov.sc.gov). You are receiving this email because you have requested to receive email from GreenPearl or our research indicates you will benefit from its content as an active representative within this industry. Your data is being used in accordance with current business email legislation and anti-spam laws. For more information, [click here](#). To view our privacy policy, [click here](#). If you do not wish to receive any further communication about this event, please [click here](#). If you do not wish to receive any communication about any GreenPearl events, [click here](#). Please note that by requesting to receive no further communication from GreenPearl you will no longer receive any further communication about any of our other conferences that may benefit you. To view our upcoming events, [click here](#). To learn more about GreenPearl, [click here](#). To learn more about partnering with GreenPearl, [click here](#).

This email was sent by:

GreenPearl  
32 West 22nd Street, 6th Floor  
New York, NY 10010