

From: Houston Multifamily Forum: Marcus & Millichap / IPA
<info@emails.mmhoustanforum.com>
Sent: Wednesday, April 27, 2016 11:32 AM
To: Haley, Nikki
Subject: [Extended Price Ends Tomorrow] The State of Houston's Value-Add Market

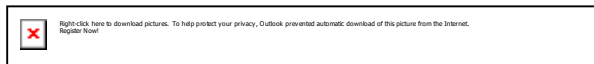


Now that the waters have subsided and the Energy Capital of the U.S. is returning to work, don't forget to register alongside the more than 350 owners, investors, managers and developers who have already committed to attend the second annual **Marcus & Millichap/IPA Multifamily Forum Houston** NEXT WEEK. We've extended last week's lower pricing due to the flooding. Sign up by this Thursday, April 28, to secure the lower rate.

Join **Eastham Capital**, **Arel Capital**, **Nitya Capital**, **Milestone Management** and **FSI Construction** Thursday, May 5, as they shed light on some of the most important issues affecting the state of Houston's value-add market. Discover which sub-markets have the most upside potential and learn the most effective re-positioning strategies for pushing rental rates. Hear from those in the trenches about how new developments in the market are impacting their returns on value-add investments, and learn how successful players are unearthing the best opportunities.

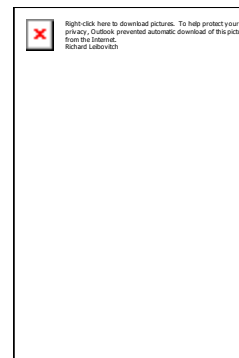
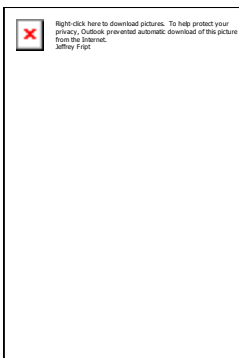
This Event is 1 Week Away!
Price Increases TOMORROW, April 28!

Advanced Registration **\$519**
Full Rate **\$649**
(Group Rate Available)

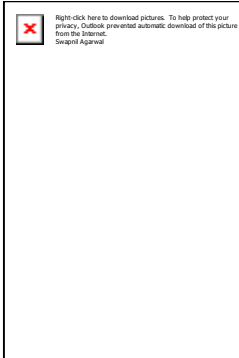


No thanks, I'm not interested in this event.

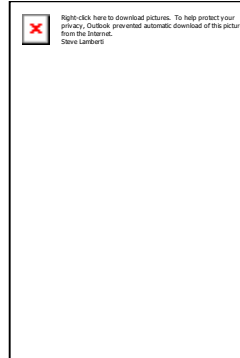
Deal or No Deal: The State of Houston's Value Add Market



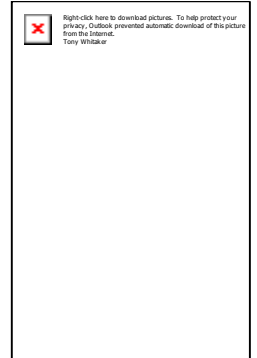
Jeffrey Fript
Vice President Investments
Marcus & Millichap
MODERATOR



Eric Silverman
Founder & Managing Director
Eastham Capital



Richard Leibovitch
Managing Partner
Arel Capital



Swapnil Agarwal
Founder & Managing Principal
Nitya Capital & Karya Management

Steve Lamberti
Chief Operations Officer
Milestone Management

Tony Whitaker
President & CEO
FSI Construction

Get Involved!



Speakers & Agenda:

John Ward
(646) 755-3164
jward@greenpearlevents.com

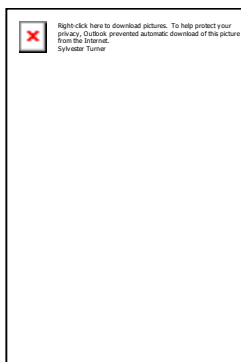
Sponsorship & Exhibiting:

Adam Kolanko
(646) 783-3955
akolanko@greenpearlevents.com

Attendee Registrations:

Scott Milliken
(646) 862-9912
scott@greenpearlevents.com

Keynote Speakers:



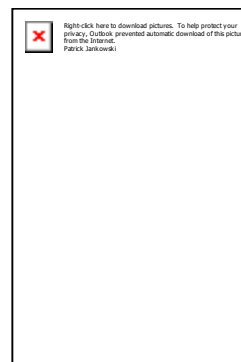
Sylvester Turner
Mayor
City of Houston



Doug Bibby
President
National Multifamily Housing Council

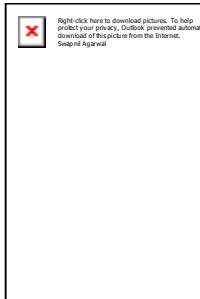


Karr Ingham
Petroleum Economist
Texas Alliance of Energy Producers



Patrick Jankowski
SVP - Research
Greater Houston Partners

Conference Speakers Include:



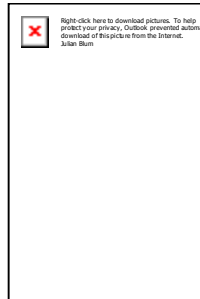
Swapnil Agarwal
Founder &
Managing Partner
**Nitya Capital &
Karya Management**



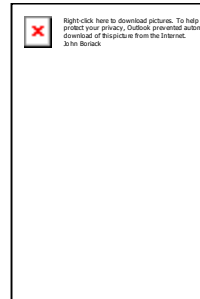
Cyrus Bahrami
Managing Director -
South Texas
Alliance Residential



Bart Barrett
Director
Wood Partners



Julian Blum
Principal
**Urban Southwest
Capital**



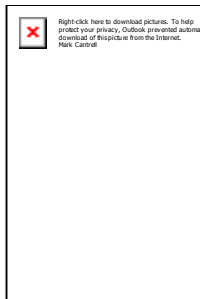
John Boriack
Chief Executive Officer
**Veritas Equity
Management**



Tom Brink
Vice President
CallisonRTKL



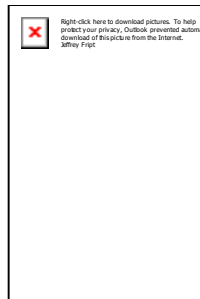
Jennifer Campbell
Associate Director
**Institutional Property
Advisors**



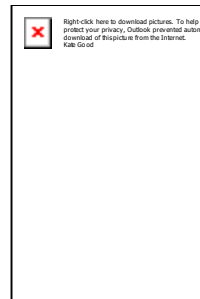
Mark Cantrell
President
Cantrell McCulloch



William Elser
Director
Hines



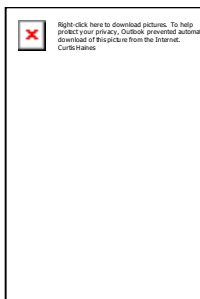
Jeffrey Fript
Vice President
Investments
Marcus & Millichap



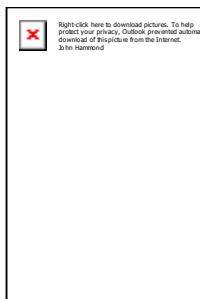
Kate Good
SVP - Multifamily
Development
Hunington Residential



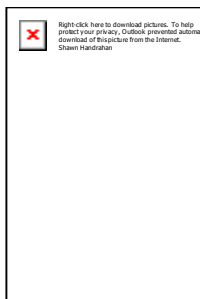
Abe Goren
Shareholder
**Wilson, Cribb
Goren**



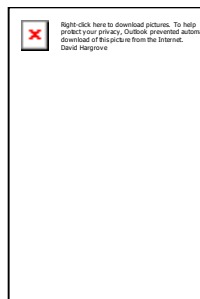
Curtis Haines
Chief Executive Officer
Vende Capital



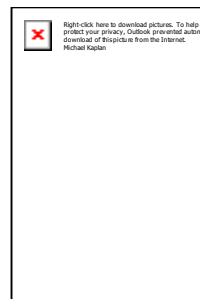
John Hammond
President & CEO
Riverway Title



Shawn Handrahan
President & CEO
Valet Waste



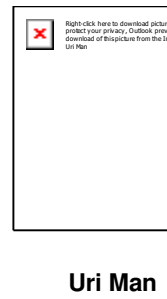
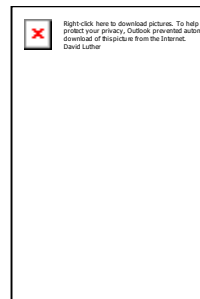
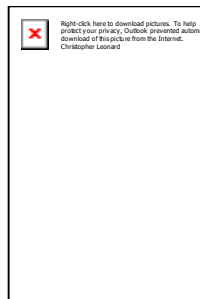
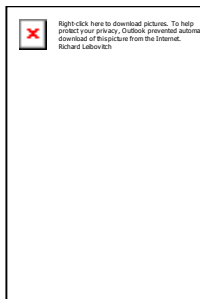
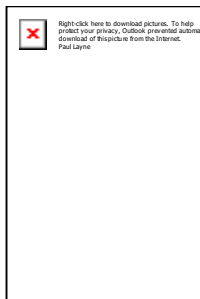
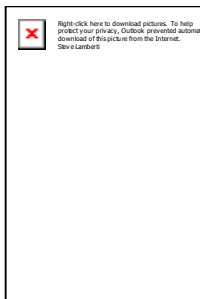
David Hargrove
COO - Multifamily
Asset Plus Companies



Michael Kaplan
Chief Executive Officer
**Kaplan Management
Company**



Richard Katzev
SVP & National Director
**Marcus & Millichap
Capital Corporation**



Uri Man
Chief Executive Officer
Crystal Lagoons

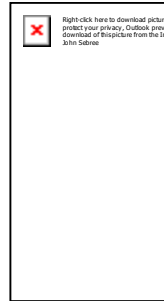
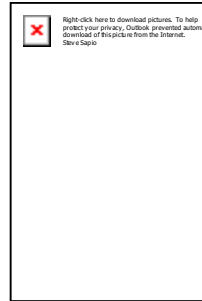
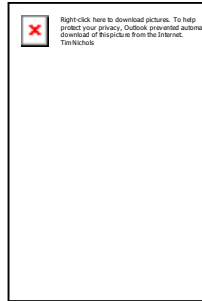
Steve Lamberti
Chief Operating Officer
**Milestone
Management**

Paul Layne
Executive Vice
President
**The Howard Hughes
Corporation**

Richard Leibovitch
Managing Partner
Arel Capital

Christopher Leonard
Regional Director -
NMHG
Marcus & Millichap

David Luther
FVP & Regional
Manager
Marcus & Millichap



Bryant Nail
EVP - Multifamily
PM Realty Group

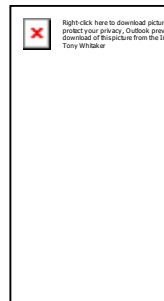
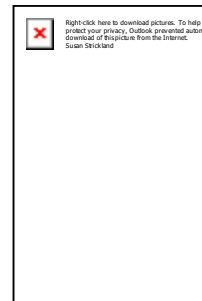
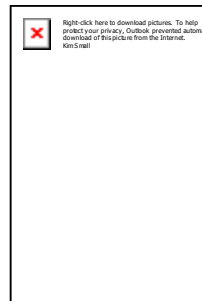
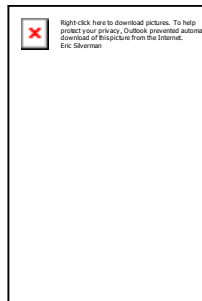
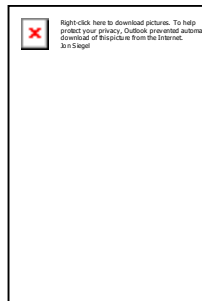
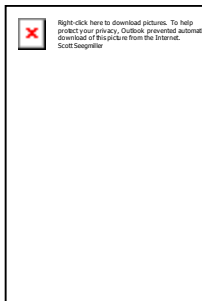
Tim Nichols
VP - Business
Development
**Pinnacle Property
Group**

Ricardo Rivas
Chief Investment Officer
Allied Orion Group

Steve Sapio
VP & Title Officer /
Commercial Business
Development
**Chicago Title
Company**

Tiffani Schuh
VP - Private Equity
**CFH Investment
Partners**

John Sebre
FVP & National D
- NMHG
Marcus & Milli



Scott Seegmiller
Managing Partner
**Ascent Multifamily
Accounting**

Jon Siegel
Co-Founder & CIO
**RailField Realty
Partners**

Eric Silverman
Founder & Managing
Director
Eastham Capital

Kim Small
SVP - Central Region
Wood Partners

Susan Strickland
Commercial Escrow
Officer
& Closing Attorney
**Chicago Title
Company**

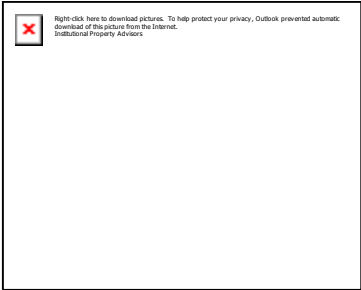
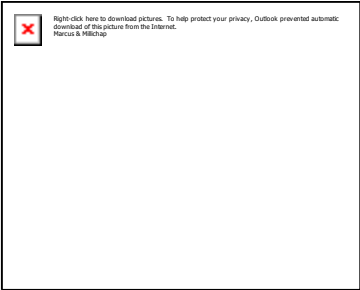
Tony Whitak
President & C
**FSI Construc
Services**

Conference Topics:

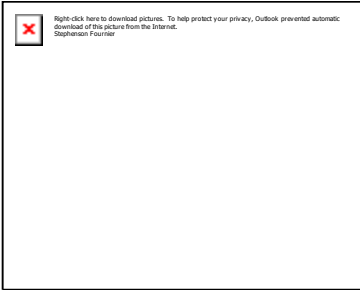
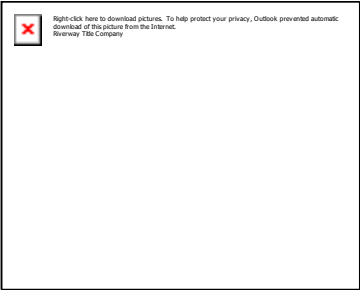
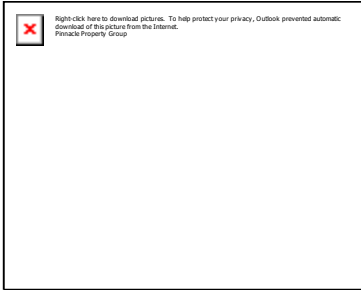
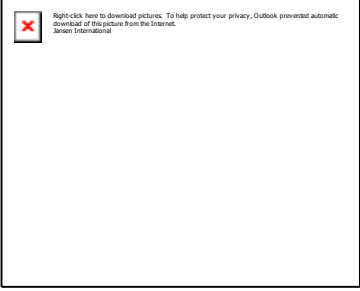
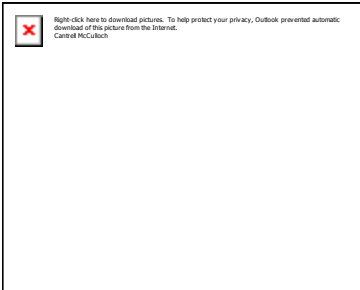
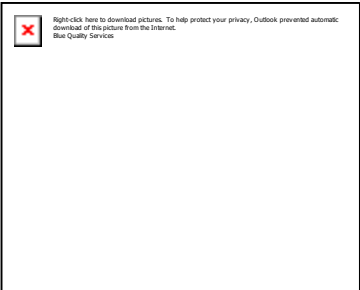
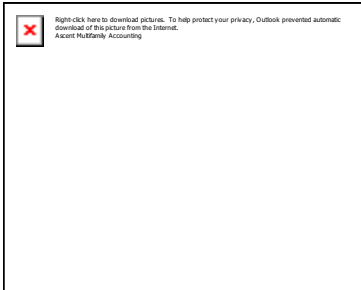
- **Morning Keynote:** *A Special Presentation from the National Multifamily Housing Council*
- **Houston We (May Not) Have a Problem:** *A Houston Developer's Outlook*
- **East vs West:** *Upcoming Submarkets and Emerging Neighborhoods*
- **No Longer a "Sure Thing":** *Debt & Equity Sources Discuss Houston*
- **The Ins and Outs of Property Taxes**
- **Deal or No Deal:** *The State of Houston's Value Add Market*
- **Operator's Handbook:** *2016 NOI Best Practices*
- **How Developers are Increasing Sales Velocity, Rents and Pricing with the World's Top Amenity**
- **Riding the Rapids and Staying Off the Rocks:** *Troubleshooting Real Estate Transactions*
- **Special Presentation:** *Richard Katzenstein, SVP & National Director of Marcus & Millichap Capital Corporation*
- **Pain in the Asset Manager:** *Improve Performance Through Opportunistic Gains*
- **Afternoon Keynote:** *Tale of Two Cities: Houston Economic Forecast*

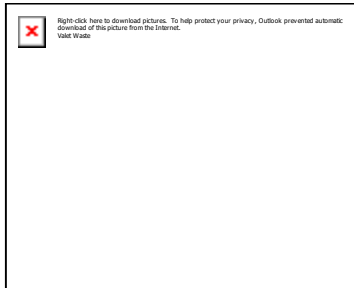
[View the Full Agenda](#)

Conference Chairs:

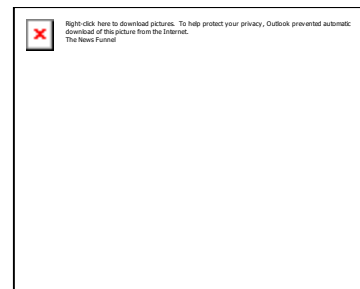
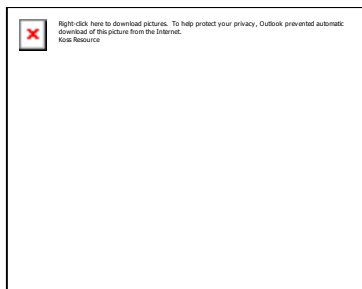


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