

From: Marcus & Millichap Multifamily Forum Central Florida  
Sent: 10/9/2014 11:31:25 AM  
To: Haley, Nikki  
Cc:  
Subject: [Price Increase Tonight] Convergent Capital & Landmark Apts.  
Discuss Value-Add Development

<<http://emarketing.greenpearl.com/ct/22887140:22782432986:m:1:621478221:1F5EA03E28113B20E12433D85BC60A4A:r>>

As Central Florida has increasingly become a major investment destination, the definition of value-add has continued to change and savvy investors have had to look in new places to find attractive redevelopment opportunities.

Find out where they're looking and what strategies they've developed along the way to bring these properties up to spec on a massive scale at the Marcus & Millichap/IPA Multifamily Forum Central Florida

<<http://emarketing.greenpearl.com/ct/22887140:22782432986:m:1:621478221:1F5EA03E28113B20E12433D85BC60A4A:r>> on December 3.

**Register Now Before  
Price Increases Tonight, October 9!**

**Early Registration: \$249  
(Full Rate: \$499)**

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[No thanks, I'm not interested in this event.](#)

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**Featured Speakers Include:**

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**Christopher Leonard**  
Regional Director  
**Marcus & Millichap**  
**MODERATOR**

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**John Builder**  
Director of Investments  
**Cortland**  
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**Randy Ferreira**  
Co-Founder  
**Blue Rock**  
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**Santosh Govindaraju**  
CEO  
**Convergent Capital**

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**Elizabeth Truong**  
Senior Managing Director  
**Landmark Apts.**

## **Featured Panel:**

**If You (Re)build it, They Will Come:** *The Craft of Value-Add Redevelopment*

All across the state pre-crisis stock is falling further and further from it's former Class A perch. What are the most interesting examples of successful value-add projects across Central & North Florida? What amenities are emerging that increase property value and how can they be incorporated into pre-existing projects? Who are the players and capital sources for these deals? What techniques achieve the highest ROI?

Marcus & Millichap/IPA Multifamily Forum Central Florida  
<http://emarketing.greenpearl.com/ct/22887140:22782432986:m:1:621478221:1

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A La Carte Event Pavilion  
Tampa

Wednesday, December 3, 2014  
7:30 am - 5:00 pm

Early Registration Rate  
**\$249**

Full Registration Rate  
**\$499**

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### **Confirmed Speakers:**

- **Ann Atkinson**, Director - Multifamily Customer Engagement, **Fannie Mae**
- **Tracy Bowers**, Managing Director, **Pollack Shores**
- **John Builder**, Director of Investments, **Cortland Partners**
- **Josh Champion**, President & COO, **Carroll Organization**
- **Kunal Chothani**, Senior Acquisitions Officer, **Beachwold Residential**
- **Fred Cochran**, Managing Partner, **Insula Companies**
- **Nathan Collier**, Founder & Chairman, **Collier Group**
- **Peter Collins**, Co-Founder, **Forge Capital Partners**
- **Will Conroy**, Partner, **Alexander Pope**
- **Holly Costello**, Vice President, **Balfour Beatty Communities**
- **Bill Edwards**, Chairman, **The Edwards Group**
- **Joe Emerson**, Partner, **Weller Residential**
- **Randy Ferreira**, Co-Founder, **Blue Rock Parters**
- **J. Littleton Glover**, President & CEO, **Batson Cook Development Group**
- **Santosh Govindaraju**, CEO, **Convergent Capital**
- **Mickey Jacob**, Executive Vice President, **BDG Architects**
- **Edward Kobel**, President and Chief Operating Officer, **DeBartolo Development**
- **Christopher Leonard**, Regional Director NMHG, **Marcus & Millichap**
- **Richard Matricaria**, Vice President/Regional Manager, **Marcus & Millichap**
- **Greg Minder**, President, **Intown Group**
- **Mike Mulhall**, Senior Vice President, **Jefferson Apartment Group**
- **Arturo Pena**, Vice President, **Related Development**
- **Jason Robertson**, VP - Development & Acquisitions, **American Land**

## **Ventures**

- **Brian Schimmel**, Senior Acquisitions Associate, **Investors Management Group**
- **John Sebree**, Vice President/National Director - NMHG, **Marcus & Millichap**
- **Christopher Smiles**, Managing Director, **Waypoint Residential**
- **Elizabeth Truong**, Senior Managing Director, **Landmark Apts.**
- **John Wilcox**, Vice President, **Marcus & Millichap Capital Corp.**
- **Bob Vail**, President, **Kolter Group**

## Meet the Speakers

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## **Conference Agenda:**

- **Castle In the Sky:** *Big Developments*
- **Florida Sunshine:** *Multifamily Acquisitions & Dispositions Strategies*
- **Innovations in Management:** *Multifamily Operations Best Practices*
- **If You (Re)build it, They Will Come:** *The Craft of Value-Add Redevelopment*
- **No Recourse:** *Multifamily Debt & Capital Raising*
- **Destination:** *Downtown - Multifamily & the Urban Renaissance in Central Florida*

## View the Full Agenda

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## **Get Involved!**

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## **Scott Milliken**

(646) 862-9912

[scott@greenpearlevents.com](mailto:scott@greenpearlevents.com) <<mailto:scott@greenpearlevents.com>>

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## **Contact us for details:**

A number of opportunities exist for speaking,