

Monday, October 19



Summit Agenda

Omni Frisco Hotel

11 Cowboys Way, Frisco, TX 75034 | 469-287-0000

5:45 – 6:30PM

FIRST-TIME WAMMERS MEET-UP

Exclusively for client attendees experiencing WAM for the first time.

Neighborhood Services Restaurant

1st Floor - Omni Frisco Hotel (with lobby overflow space)

Start your WAM experience by meeting fellow first-time attendees, building new connections, and learning how to make the most of the Summit.

Your hosts and Committee Chairs:

- **Elizabeth Dapper**, Greystar, Managing Director, Client Services, Midwest/Southwest Territory
- **Savanah Markman**, Greystar, Manager, Client Services, South Territory, Dallas
- **Shelby Vosburg**, IPA, Associate Director, Investments

6:30 – 8:30PM

GATHER AT THE STABLE: MEET & GREET

Neighborhood Services Restaurant

1st Floor - Omni Frisco Hotel (with lobby overflow space)

Cocktails and heavy hors d'oeuvres provided. Catch up with old friends, meet new ones, and enjoy an evening of great conversation, drinks, and connections.

Tuesday, October 20

6:15 – 7:00AM

SUNRISE TRAIL WALK

Open to everyone. (Meet in the Omni lobby)

- **Colleen Darken**, Greystar, Senior Director, Real Estate, Midwest/Southwest, Territory
- **Emily William**, Greystar, Senior Director, Real Estate, Midwest/Southwest, Territory

7:00 – 8:30AM

BREAKFAST / REGISTRATION / NETWORKING

8:30 – 8:50AM

THE GATES ARE OPEN: WELCOME TO WAM 2026

Join us as we officially kick off the 2026 WAM Summit, welcome attendees, and set the stage for two days of learning, collaboration, and industry insight.

Trust me, don't be late.

- **Karen Tepera**, Greystar, Managing Director, Client Services, South Territory, Dallas, EMCEE

8:50 – 9:00AM

MEET YOUR HERD

9:00 – 9:05AM

OUR PARTNERS IN THE SADDLE

- **Lisa Taylor**, Greystar, Senior Managing Director, Client Services, Single-Family Rental & Build-to-Rent, WAM Chief Tradeshow and Sponsorship Chair

9:05 – 9:55AM

SETTING THE PACE WITH JAY PARSONS

Jay Parsons is a rental housing economist, consultant, and speaker. He has been cited in the Wall Street Journal, Bloomberg, The Financial Times, The Economist, The New York Times, NBC News, Politico and has appeared on CNBC and BloombergTV. Jay's social media posts attract an average of a half-million impressions per week.

9:55 – 10:10AM

PREMIER SPONSORS SPOTLIGHT

- Bilt, Camp Facility Services, CORT

Tuesday, October 20

10:10 – 10:45AM

AI IN THE SADDLE WITH DOM BEVERIDGE

Dom Beveridge, principal – multifamily proptech expert and publisher 20for20, shares insights on how artificial intelligence is reshaping multifamily operations, asset management, and decision-making. This session will focus on practical applications already creating value today while exploring what current market trends suggest about the future of competitive advantage.

10:45 – 10:50AM

WAM OUTREACH CHAIR

- **Ruth Ann Blankenheim**, PGIM, Executive Director, WAM Advisory Board Member, WAM Outreach Chair

10:50 – 11:00AM

PREMIER SPONSOR SPOTLIGHT

- Valet Living, Apartments.com

11:00 – 11:10AM

ELITE SPONSOR SPOTLIGHT

- Parkade, Social Kapture, Renova One, Airbnb

11:10 – 12:00PM

READING THE TERRAIN: BUSINESS INTELLIGENCE & DATA ANALYTICS

What leading indicators should asset managers be watching to anticipate improving or worsening market conditions? Industry leaders discuss how data aggregation, analytics, and benchmarking tools are changing decision-making across multifamily operations and investments.

- **Tom Bumpass**, Greystar, Senior Managing Director, Technology, MODERATOR
- Panelists from Yardi Systems, Entrata, RealPage, and additional industry leaders

12:00 – 2:00PM

TRADESHOW AND LUNCH

WAMmers will have access to the newest products and services at WAM's annual tradeshow. Enjoy lunch as you preview the most cutting-edge tools, technology, and amenities in the real estate industry.

2:00 – 2:20PM

PART 1: HAY THERE, LET'S TALK: LIVE POLL EVERYONE WAITS FOR ALL YEAR!

It's anonymous. It's live. And it's the session that says what everyone is thinking. This crowd-favorite session reveals anonymous answers to some of the juiciest - and most important - questions in our industry.

- **Karen Tepera**, Greystar, Managing Director, Client Services, South Territory, Dallas, EMCEE

2:20 – 3:15PM

AT FULL GALLOP: THE DEALMAKERS

Hear from leading brokers as they share insights on the latest market trends, deal activity, and what's shaping the future of multifamily real estate.

- **Katie Bloom**, Goldman Sachs, Managing Director, MODERATOR
- **Alisan Rutland**, Walker & Dunlop, Managing Director, North Texas
- **Andrea Howard**, Northmarq, Executive Vice President, Investment Sales, Carolinas/Eastern US
- **Christine Espenshade**, Newmark, Vice Chairman, Multifamily Capital Markets, Mid-Atlantic
- **Dori Nolan**, Berkadia, Senior Vice President, Institutional Solutions, National
- **Sarah Lagosh**, Eastdil Secured, Managing Director, Boston

3:15 – 3:30PM

ELITE SPONSOR SPOTLIGHT

- Assurant, BluSky, Entrata

3:30 – 4:15PM

HOW I AI, THE INSIDE TRACK

See AI in action as Asset Managers provide live demonstrations of the tools and strategies they are using to improve productivity, analyze data, and drive better business outcomes.

- **Andrea Redewill**, Alpine Start Development, Vice President Asset Management, MODERATOR
- **Devon Hansen**, CBRE Investment Management, Asset Manager
- **Kelcie Berry**, Endeavor Real Estate Group, Senior Vice President of Asset Management

4:15 – 4:25PM

ELITE SPONSOR SPOTLIGHT

- Funnel, Heritage Title, Kairos Water

4:25 – 5:30PM

THE ROUNDUP: INSIGHTS & IDEAS

As market conditions continue to evolve, identifying opportunities to improve operating performance and drive NOI growth remains a top priority. This interactive session combines data-driven insights from Greystar's same store set of 1,200 stabilized properties with collaborative peer discussions focused on sharing ideas, solutions, and best practices.

Part 1: Inside the Numbers

- **Lauren Eurto**, Greystar, Senior Managing Director, Owned Assets

Part 2: Client Round Tables & Idea Sharing

Join fellow asset managers for facilitated roundtable discussions focused on sharing real-world experiences, challenges, and solutions. Participants will exchange ideas, discuss market-specific trends, and identify opportunities to improve portfolio performance.

- **Ruth Ann Blankenheim**, PGIM, Executive Director, WAM Advisory Board Member, WAM Outreach Chair, MODERATOR

5:30 – 6:00PM

FROM THE WINNER'S CIRCLE: CHERIE DEVAUX

Cherie DeVaux made history as the winning owner of the Kentucky Derby champion horse, Sovereignty. A successful entrepreneur, investor, and horse racing leader, Cherie brings a unique perspective on resilience, risk-taking, leadership, and competing at the highest level. Through this candid conversation, she will share lessons on perseverance, vision, and navigating traditionally male-dominated industries.

6:00 – 6:30PM

BREAK

6:30 – 8:30PM

DINNER PARTY ON THE FIELD

Ford Center at The Star

Join us for an unforgettable evening at Ford Center at The Star, where you'll enjoy a seated dinner, surprises, and meaningful connections with industry friends and colleagues.

7:30 – 9:00AM

BREAKFAST AND NETWORKING

9:00 – 9:20AM

PART 2: HAY THERE, LET'S TALK: LIVE POLL EVERYONE WAITS FOR ALL YEAR!

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- **Karen Tepera**, Greystar, Managing Director, Client Services, South Territory, Dallas, EMCEE

9:20 – 10:10AM

TRAILBLAZERS: LUCY BILLINGSLEY & TONI EUBANKS

Join two real estate leaders for a candid conversation on entrepreneurship, leadership, career growth, and the evolving role of women in our industry. From building a successful development company to leading one of the largest multifamily operating platforms, Lucy and Toni will share lessons learned, pivotal career moments, and perspectives on leading through change, driving results, and creating lasting impact.

- **Yetta Tropper**, Southern Land Company, President, Multifamily, MODERATOR
- **Lucy Billingsley**, Billingsley Company, Partner
- **Toni Eubanks**, Greystar, Executive Managing Director

10:10 – 10:20AM

PREMIER SPONSOR SPOTLIGHT

- RealPage, Shaw Inc.

10:20 – 10:50AM

THE ROAD AHEAD FOR CAPITAL MARKETS

Kelli Carhart shares insights on investment trends, transaction activity, lending conditions, and capital flows, along with what institutional investors are watching as they position for opportunities and challenges heading into 2027.

- **Kelli Carhart**, CBRE, President, Head of Multifamily Capital Markets, National

10:50 – 11:00AM

ELITE SPONSOR SPOTLIGHT

- The Guarantors, Verifast, WTW Willis, Conservice

11:00 – 12:00PM

THE UNBRIDLED TRUTH: FIVE AI MARKETING MYTHS

Your digital ad team is telling you one thing. ChatGPT is telling you another. Your gut is telling you something else. So what's actually true? Join Greystar's marketing leaders for a no-buzzword, no-pitching, no-holds-barred breakdown of the AI search and digital marketing myths spreading through multifamily right now...and what to do about them on Monday morning. Live polls, real questions, and the unbridled truth on how it all works.

- **Kelly Siegal**, Greystar, Managing Director, Marketing, MODERATOR
- **Ben Maller**, Greystar, Senior Director, Paid Digital Marketing
- **Jenny Talbot**, Greystar, Senior Director, Owned Digital Marketing
- **Maryam Tabatabaeian**, Greystar, Director, Data Scientist

12:00 – 12:25PM

REMAINING TRADESHOW DRAWINGS

Must be present to win.

- **Lisa Taylor**, Greystar, Senior Managing Director, Client Services, Single-Family Rental & Build-to-Rent, WAM Chief Tradeshow and Sponsorship Chair
- **Darcy Nagel**, Greystar, Senior Director, Southeast, WAM Tradeshow and Sponsorship Vice Chair

12:25 – 12:30PM

RIDING INTO 2027

Quick key takeaways from the roundtable discussions and how Greystar plans to incorporate attendee feedback heading into 2027.

- **Joanne Broadway**, Greystar, Senior Managing Director, South Territory
- **Karen Tepera**, Greystar, Managing Director, Client Services, South Territory, Dallas, EMCEE