

## DAY 1 OCTOBER 28, 2021:

**5-6PM: COCKTAIL HOUR**

**6PM-9PM: Gala**

## DAY 2 OCTOBER 29, 2021

**7AM-8AM: BREAKFAST: WELCOMING REMARKS**

*Speaker: TBA*

**8AM-8.45AM: SESSION 1 - RENTAL APARTMENT FINANCING... SHOW ME THE MONEY!  
SPONSOR: TBA**

Purpose built apartment projects, have traditionally relied primarily on four types of financing: equity partners, mezzanine loans, construction loans, and take-out permanent loans. Apartment developers can benefit from CMHC financing and a leveraged capital stack. Experienced financiers will guide the developer in the financing process. In this session we will cover:

- The pros and cons, and cost, of an equity partner
- Mezzanine financing strategies
- Construction Loans
- Take-out permanent financing
- Financing for conventional vs. affordable housing – we’re going to walk through a detailed proforma with returns.

*Speakers: TBA*

**8.45AM-9.30AM: SESSION 2 – NEW APARTMENT CONSTRUCTION: THE STATE OF THE NATION**

A summary of what’s going on across Canada in new apartment construction. Who’s building, who’s buying, who’s selling, what price, and what’s the development pipeline look like going forward. We’re going to quantify where the opportunities are and the product types to be built in the various markets across the country. In this session, we will cover:

- Benchmark new apartment transactions across the country
- What product to build in what market and why
- The tragic mistakes condo developers make when pivoting to apartment development
- Structuring joint ventures between developers and institutions

*Speakers: TBA*

**9.30AM-9.45AM: NETWORKING BREAK**

**9.45AM-10.30AM: SESSION 3 – Getting Started in New Apartment Development - Project Feasibility****[Should You Build, What Should You Build? What's the Depth of the Market? How Much Can You Charge in Rent? And How Much Will Your Building Be Worth?]**

Are you building to sell, or hold? Your answer impacts a lot of your strategy. Project feasibility encompasses the full range of analyses that a developer must perform before committing to a given project. As feasibility analysis progresses, the developer must acquire more information that will indicate whether it makes sense to proceed further. During the feasibility period, the project may be canceled at any time, usually limiting losses to the costs of the feasibility study plus the cost of tying up the land. Positive information, however, usually justifies making the next increment of expenditure to acquire additional information. In this session you will learn the major activities that a complete feasibility takes, including:

- How to determine *initial* rental rates and operating costs from 30,000 ft.
- Market Analysis before Site Selection: Overall neighbourhood rental rates, unit mix, and amenities
- Site Selection and Acquisition
- Market Analysis after Site Selection: Site specific rental rates, unit mix, and amenities
- The Regulatory Process: Working with the city to get your rental apartment project approved

*Speakers: TBA*

**10.30-11.00AM: HOW TO BECOME AN APARTMENT SCIENTIST**

What if we told you that we took everything we've learned in the last thirty years and put it into a learning management system and learning portal, where you and your staff can access this information when you need it?

**11.00AM-11.15AM: NETWORKING BREAK****11.15AM-12PM SESSION 4: APARTMENT DESIGN TO DRIVE RENTAL REVENUE****SPONSORS: CHAMBERLAIN; WYSE METER SOLUTIONS**

The developer's conceptualization should be based entirely on the target market—not their personal preferences. The rental apartment markets are segmented into many submarkets, with each niche demanding specific elements. Submarkets vary enormously by demographics, level of competition, and preferences related to unit mix, unit finishes, parking arrangements, and amenities. Design standards and preferences vary from one geographic region to another. No matter how good the pro forma for a project might look, if the apartments do not satisfy the market's needs at a rental rate that prospects can afford, the project's profitability will be limited. Experienced architects and

designers will show cutting-edge apartment design, with case studies. In this section we will cover:

- Floorplan Layouts & Functionality
- Overall Site Planning
- Interior and exterior design that drive rental rates
- Common Areas that drive rental rates
- Functionality Audits at Different Stages
- Municipal Design Issues & Approvals

*Speakers: TBA*

## **12PM-1.15PM: LUNCH SPONSORS: TBA**

*Speakers: TBA*

## **1.15PM-2PM: SESSION 5: LEASE-UP, OPERATIONS & PROPERTY MANAGEMENT SPONSOR: TBA**

No matter how well it is designed and built, an apartment project will be profitable only if it is well managed. New apartment construction management is different than traditional apartment management of an older, stabilized asset. New property management strategies must be used. Further, management must be competent at many levels for a project to succeed. In this session we will cover:

- Hiring, training, and paying leasing staff for lease-up and transitioning to stabilization
- Advertising strategies to make the phone ring and the door swing.
- Turnover & Lease Management
- Lease-Up Strategies for maximum rent & value creation
- Self-manage or third party manage? Selecting the right property manager

*Speakers: TBA*

## **2PM-2.45PM: SESSION 6 – THOUGHT LEADERSHIP: HOW MERCHANT APARTMENT BUILDERS CREATE INTER-GENERATIONAL WEALTH, AND KEEP IT IN THE FAMILY**

### **SPONSOR: TBA**

First generation entrepreneurial developers sometimes fail to think about their legacy, their children, and the generations that will benefit from the work they're doing today.

This session talks about something that's rarely discussed – the developer's legacy, their heirs, and how to keep the tax man at bay.

- Planning for taxes;
- Successful outcomes for 100-year family enterprises;
- Quarterbacking through inter-generational change; and
- You'll Hear from prolific inter-generational development families on what's worked and what hasn't worked.

*Speakers: TBA*

### **2.45PM-3.15PM: AFTERNOON BREAK**

### **3.15PM-4PM: SESSION 7: THE RAPIDLY IMPROVING LANDSCAPE TO BUILD AFFORDABLE HOUSING SPONSOR: TBA**

Affordable housing gives apartment developers many benefits that are not available to conventional apartment development: Pent up demand, an instant lease up, stable rents, security of cash flow, near-zero vacancy, and preferential financing. Each of these benefits compounded can make for surprisingly attractive returns from a growing asset class.

Our expert panel will explore recent developments in the affordable housing industry.

- Why developers should consider pivoting in 2021
- Where and what to build
- Government grants and financing for affordable housing
- Working with municipalities and stakeholders
- Developing a business plan to build affordable housing

*Moderator: TBA*

*Speakers: TBA*