

Webinar: Pay Attention to Retention

Learn from REIT executives and apartment technology professionals on why renewals matter.

NEW YORK, NEW YORK, UNITED STATES, March 24, 2022
/EINPresswire.com/ -- Join [Beekin](#) on March 31 at 10 AM ET for a panel discussion on renewals with multifamily and single-family rental experts. Learn from REIT executives and apartment technology professionals on why renewals matter.

A blue rectangular graphic for a webinar. At the top left is the BEEKIN logo. Below it, the word "WEBINAR" is in small white letters. The main title "Pay Attention to Retention" is in large white letters. Below the title is the subtitle "Learn from REIT executives and apartment technology experts on why renewals matter" and the date "Thursday, March 31 at 10:00 AM ET". On the right side, there are four circular headshots of speakers, each with a name and title in a white box: Mark Conner (Executive Director of Revenue Management, Edward Rose & Sons), Lori Marada (SVP of Strategy, Fortress), Evan Hoffmann (Industry Principal, Beekin), and James Flick (VP of Revenue Management and Business Intelligence, Camden Trust).

WEBINAR

Pay Attention to Retention

Learn from REIT executives and apartment technology experts on why renewals matter

Thursday, March 31 at 10:00 AM ET

Mark Conner
Executive Director of Revenue Management
Edward Rose & Sons

Lori Marada
SVP of Strategy
Fortress

Evan Hoffmann
Industry Principal
BeeKin

James Flick
VP of Revenue Management and Business Intelligence
Camden Trust

Pay Attention to Retention Webinar

In this webinar, we will discuss:

- Why owners and operators are not spending more time on renewals
- What the consequences are of this
- Which strategies multifamily and single-family rental experts are using to optimize renewals
- What is the future of renewals – where is the industry headed?

Speakers

We have a panel of industry leaders who will be sharing their insights and expertise:

James Flick

VP of Revenue Management and Business Intelligence, Camden Trust

James is Vice President of Revenue Management and Business Intelligence at Camden Trust (NYSE: CPT) where he oversees revenue management and analytics for 60,000+ homes.

Lori Marada

SVP of Strategy, Fortress

Lori is Senior Vice President of Strategy at Fortress, a PropTech property management software. Prior to this, Lori has spent 20+ years across operators such as Fogelman, Fairfield Residential, and vendors such as RealPage and Yardi Systems.

Mark Conner

Executive Director of Revenue Management, Edward Rose & Sons

Mark is Executive Director of Revenue Management at Edward Rose & Sons. He is a former director at AIV, and has more than 20 years of experience in revenue management.

Evan J Hoffmann

Industry Principal, Beekin

Evan is the former SVP (revenue management and marketing) at Aimco (NYSE:AIV) where he oversaw both revenue management and marketing for 30,000+ homes. Evan has spent nearly 20 years in revenue management across several industries and graduated from Harvard University.

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