



# HOUSING INNOVATION SUMMIT

AGENDA-AT-A-GLANCE | NOVEMBER 10 + 11

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**DAY ONE: NOVEMBER 10** | officially starts 11 am Eastern/8 am Pacific; ends 5 pm Eastern / 2 pm Pacific  
morning (in eastern time)

8:00 **Summit Environment Open: Watch, Review + Network** (Optional)

Watch archives of our keynote, the Summit overview, a tee up for Customer Experience + Engagement session, and our Build to Rent update via our Summit website and connect with speakers and attendees in the Summit lounge.

11:00 **Welcome + FUTURE OF HOME DELIVERY**

45 min. facilitated panel | 30 min. open discussion

**Expert Panel:**

Mollie Carmichael, *Principal of Advisory, Zonda* (formerly Meyers Research)

Brendan Fitzgerald, *Associate Partner, McKinsey & Co.*

Douglas Gilliland, *President, Taurus of Texas Holdings, Taurus Investment Holdings*

Rodney Montag, *CEO + Managing Partner, RAM Real Estate Capital*

**Facilitator:**

Deana Vidal, *Business Development Manager, Bassenian Lagoni Architects*



11 min  
Dennis + Betsy

We'll set the stage for the next two days before jumping into our first expert round table discussion. What will the future of home delivery look like? How will the business landscape evolve? What will consumers see value in and be willing (and able) to pay for? How will the process of delivering homes change? We'll take a look ahead at the next 5 to 10 years with a distinguished panel of experts, then open the floor for questions and comments from attendees.

afternoon

12:15 **FUTURE OF HOME DELIVERY MEET + GREET**

45 min. networking

**Co-Hosts:**

George Casey, *President + CEO, Stockbridge Associates*

Betsy Scott, *Executive Director, Housing Innovation Alliance*

Deana Vidal, *Business Development Manager, Bassenian Lagoni Architects*

Have your own vision of the future you'd like to share? Want to meet like minds who are driving innovation in their businesses and the industry? Join us for this unique networking opportunity. Grab a cup of coffee. Turn your web cam and microphone on. Connect with our Future of Home Delivery panelists and other attendees more personally and break off into your own conversations if you like.

1:00 **CUSTOMER EXPERIENCE + ENGAGEMENT Snapshots**

40 min. snapshots | 30 min. open discussion

**Expert Snapshots:**

Luke Krueger, *CoFounder, ICWhatUC*

Daniel Small, *Founder + CEO, DaVinci Consulting*



Tee-Up  
11 min  
Betsy + Daniel

We'll take a look at two sides of the customer experience—how to deliver on customer needs and expectations before and after the sale or lease. We'll kick things off by sharing the results of an original consumer research study on "jobs to be done", conducted for the Alliance by DaVinci Innovation Consulting in partnership with University of Denver and Rise. Without any preconceived notions on our part, what did consumers say are their top needs and priorities housing must satisfy? And, how well are we doing? On the flip side, how can we best manage problems for homeowners and renters when they do occur—responding and resolving issues on demand, reducing costs, communicating more effectively, and nipping longer term risk in the bud?



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### afternoon | november 10 (cont'd)

2:15 break

**2:30 CUSTOMER EXPERIENCE + ENGAGEMENT Think Tanks**

35 min. think tanks | 40 min. report out

Join us for our follow up think tanks, where everyone is an active voice from the start. We'll break into smaller groups and dig into the customer experience further, then regroup to share insights and discuss opportunities for innovation.

3:45

break

4:00

**BUILD-TO-RENT MEET + GREET**

60 min. networking

**Meet + Greet Co-Hosts:**

Brad Hunter, *President, Hunter Housing Economics*

Dennis Steigerwalt, *President, Housing Innovation Alliance*

Margaret Whelan, *Founder + CEO, Whelan Advisory LLC*

**Pre-Recorded Market Update Features:**

Fred Cooper, *SVP, Finance, International Development + Investor Relations, Toll Brothers*

Freddy Ellis, *Co-Founder + Managing Partner, Watermark Equity Group*

Brad Hunter, *President, Hunter Housing Economics*

Build-to-rent is a growing business model in new housing construction. Watch our B2R market update (on the break or earlier in the day), then grab a coffee or a cocktail and meet some of the players in this space. Turn your web cam and microphone on. Connect with other attendees more personally and break off into your own conversations if you like.



**Market Update**

29 min

### DAY TWO: NOVEMBER 11 | officially starts 11 am Eastern/8 am Pacific; ends 5 pm Eastern / 2 pm Pacific

#### morning (in eastern time)

8:00 **Summit Environment Open: Watch, Review + Network** (Optional)

Watch tee ups for today's sessions, get a sneak peek of the Alliance in 2021, and connect in the Summit lounge.

**11:00 DIGITIZATION**

50 min. snapshots | 40 min. open discussion

**Expert Snapshots:**

CJ Edmonds, *Chief Revenue Officer, SmartRent*

Nicole Godfrey, *Global President, Runway Propotech*

Chris Graham, *Vice President, Constellation Homebuilder Systems*



**Tee-Up**

min

Betsy + Nicole

Connecting the right people to the right data at the right time through smart use of technology can empower every aspect of your business. We're taking the discussion beyond BIM and looking at the broader technology landscape. We'll create a picture of what tomorrow's digitally enabled home delivery company will look like. Then, we'll dig into the low hanging fruit—things that you can do now to generate value while you're taking bigger steps to digitize your business.



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## AGENDA-AT-A-GLANCE | NOVEMBER 10 + 11

### afternoon | november 11

12:30 break

#### 12:45 **INDUSTRIALIZED CONSTRUCTION + Managing Change**

50 min. snapshots | 10 min. Q+A

**Expert Snapshots:**

Rich Binsacca, *Editor-in-Chief, Professional Builder*  
Chris Fox, *VP of Architecture + Building Science, Van Metre Homes*  
Scott Thorson, *COO, Oakwood Homes*

**Facilitator:**

Brian Sayre, *Senior Associate, Corporate Partnerships, Shadow Ventures*



**Tee-Up**  
7 min  
Dennis + Rich

We've talked a lot about off-site and the benefits to be gained when industrializing the construction process. But, as our friend Gerry at Entekra likes to say, "The profit is in the process." The impact of incorporating off-site construction methods reaches far beyond home design and construction, but there is no guidebook to identify all the players involved and help you get your team from point A to point B. In partnership with Professional Builder, we've gathered an expert panel to map the home delivery process and identify some of the ripple effects created in a builder's business. During this session, we'll unveil the initial framework. A couple of builders and off-site providers who are far along in the journey will also share their change management perspectives—best practices, fail forwards and lessons learned.

1:45 break

#### 2:00 **INDUSTRIALIZED CONSTRUCTION + Change Management Think Tanks**

35 min. think tanks | 40 min. report out

Join us for our follow up think tanks, where everyone is an active voice from the start. We'll break into smaller groups and dig into the change management framework and industrialized construction further then regroup to share insights and discuss opportunities for innovation.

3:15 break

#### 3:30 **HEALTHY HOMES AS THE NEW ENERGY EFFICIENCY**

35 min. snapshots | 25 min. open discussion

**Expert Snapshots:**

Katherine Johnston, *Senior Research Fellow, Global Wellness Institute*  
Steve Nygren, *Founder, Serenbe, Nygren Placemaking*  
Ophelia Yeung, *Senior Research Fellow, Global Wellness Institute*



**Tee-Up**  
10 min  
Dennis + Betsy

The Alliance believes health will become the new energy efficiency in housing over the next 5 years – building on progress that's already been made in home performance and creating ripple effects in building codes and how homes (and communities) are designed, built, marketed and valued. During the final live session of the Summit, two economists will share insights and evidence from a Global Wellness Institute study "Build Well to Live Well", and the creator of Serenbe, one of the most progressive healthy home communities in the country, will share how he's touching every aspect of health with his residents and pushing the envelope beyond the home itself to create long-term change.

#### 4:30 **What's Next + Feedback Discussion Thread**

Take a few minutes to share your key takeaways and download our What's Next video to get a preview of 2021.



Registration is FREE + UNLIMITED for Alliance partners and members that are in good standing. Register as many on your team as you like, then divide and conquer the agenda and get the right insights and connections to the right people.

#### Not a member yet?

Choose our Join + GO option and become a member today. The cost for your company is less than two tickets at the non-member rate, you'll experience the event like an all access member, and your benefits will continue into 2021

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