



WHERE  
INNOVATION  
CALLS HOME.

Alliance

# HOUSING INNOVATION STAYCATION

APRIL 22 @ YOUR PLACE | AGENDA-AT-A-GLANCE

starts 10 am Eastern/7 am Pacific; ends 5:15 Eastern / 2:15 Pacific

## morning (in eastern time)

8:00 (Optional) To get your mind in the game prior to this one-day, virtual event, be sure to set aside 30 minutes a few days prior or just before the live sessions begin for the following, big picture ideas.

ALLIANCE INTRO: Housing Innovation Staycation + Our Take on the Future of Home Delivery  
THE FUTURE OF HOME DELIVERY as a Master Planned Community Developer – Tavistock Development

### 10:00 **STRATEGIC COMMUNICATIONS: How to Make Friends + Influence (Important) People**

30 min. snapshot | 15 min. facilitated Q+A

#### Expert Snapshots:

John Cecilian, Jr., *Founder + CEO, Cecilian Partners*

Bryan Copley, *Co-Founder + CEO, CityBldr*

**Facilitator:** Teri Slavik-Tsuyuki, *Principal, tst ink, llc*

Housing is complex, with multiple players who often have very different perspectives and (sometimes) competing agendas. The right message, medium and approach can make all the difference in your ability to win over important people—such as local zoning officials, trades, other partners, and customers—and get them to do what you want. See how innovative communications approaches and smart use of technology can allow you to capture the attention of time-starved audiences, be more productive and get the results you're looking for.

10:45 break

### 11:00 **ALTERNATIVE BUSINESS MODELS: Single-Family Rental Snapshots + Q+A**

30 min. snapshot | 15 min. facilitated Q+A

#### Expert Snapshots:

Matt Blank, *Principal, BB Residential*

Dylan Rhea, *Enterprise Managing Consultant, RealFoundations*

**Facilitator:** Betsy Scott, *Executive Director, Housing Innovation Alliance*

In less than five years, we've seen interest in the build-to-rent space grow exponentially from all angles—production builders, developers, financiers, individual investors and consumers alike. So, how do you get into single family rentals or better serve this business as a product or service provider? What do the economics look like versus for sale housing? How can this help drive attainability? And what are the greatest opportunities for growth?

11:45 break

## afternoon

### noon **ALTERNATIVE BUSINESS MODELS: Home as a Service Snapshots + Discussion**

20 min. snapshots | 25 min. interactive discussion

#### Expert Snapshots:

Elizabeth Dodson, *Co-Founder, HomeZada*

Manzur Khan, *Founder, Safari Homes*

**Facilitator:** Daniel Wu, *Privacy Counsel + Legal Engineer, Immuta*

Single-family rentals are just one way the housing industry can move away from a transactional relationship and create customers for life. We believe a new trend is on the horizon – Home as a Service. Homebuilders, developers, manufacturers, utilities and other players are taking a cue from disrupters in the hospitality, food service and transportation industries (i.e. AirBnB, GrubHub + Uber) to create an ongoing dialogue with consumers and turn housing

into a more service-based business. We'll discuss opportunities that will provide greater convenience, attainability and quality of life, including value-added services like online home care management, home maintenance, integrated health care and new financial models like land and equipment leasing.

12:45 break

### 1:00 ALTERNATIVE BUSINESS MODELS: SFR + Home as a Service Think Tank

45 min. interactive discussion

#### Kick-Starters:

Chris Langford, *Partner, IDEA Fund Partners*

Daniel Small, *Founder + CEO, Da Vinci Innovation Consulting*

Daniel Wu, *Privacy Counsel + Legal Engineer, Immuta*

**Facilitator:** Margaret Whelan, *CEO, Whelan Advisory*

We'll build off of our 11 am and 12 pm Eastern sessions and discuss alternative business model opportunities during an all attendee, online think tank discussion. Our expert panel will kick-start the discussion, and we'll call on others online to chime in and build momentum. Be prepared to respond!

1:45 break

### 2:00 HOME DELIVERY BUILDER PANEL: Best Practices, Pain Points + Opportunities for Innovation Today

10 min. intro | 50 min. facilitated Q+A

#### Panelists:

Chuck Chippero, *National Director of Strategic Sourcing, Pulte Homes*

Rebecca McAadoo, *Division President, Garman Homes*

Carlos Salcedo, *Vice President of Purchasing, View Homes*

**Facilitator:** Brek Goin, *CEO + Co-Founder, Hammr*

Regional and national builders and a super trade will all share their insights on how to get ahead in home delivery today, what keeps them up at night, and the biggest opportunities we have to make their lives easier (and housing better). We'll get top of mind thoughts from each expert and follow it up with Q+A.

3:00 break

### 3:15 HOME DELIVERY THINK TANKS: Innovation in Design + Production Today

25 min. think tanks | 10 min. align | 40 min. interactive discussion

After the break, we'll dig deeper during three separate facilitated online think tank discussions – Design, Labor and Industrialized Construction. So far, our Home Delivery Builder Panel will be joined by Rodney Hall if Rodney Hall Executive Search, Walker Harris of Williams Robotics, Deana Moore of Bassenian Lagoni Architects, Leger Stecker of The Brewer Companies, Thomas Simpson of Digibilt, Tim Beckman of Simpson Strong-Tie to jump start the discussions. Check back April 17 for the full line up of facilitators and kick-starters. We'll close this session by bringing everyone back together, capturing the highlights and gathering further insights from the group.

4:30 break

### 4:45 Closing Remarks + What Comes Next

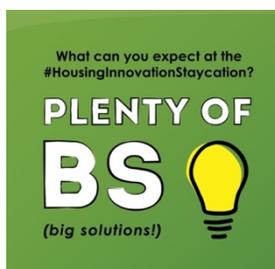
15 min. discussion | 15 min. demo

**Snapshot:** The Team, **Housing Innovation Alliance**

**Facilitator:** George Casey, *CEO + Chairman, Stockbridge Associates + Housing Innovation Alliance*

We'll wrap things up by getting your key takeaways and giving you a sneak peek of what's to come from the Alliance over the rest of this year.

5:15 Housing Innovation Staycation concludes



For more info, including speaker bios and registration rates, visit our [event page](#). Or, click below to register now.

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