



PMEXPO & JOB FAIR



TECHNOLOGY IN
PROPERTY MANAGEMENT

OCTOBER 20 & 21, 2020

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2020 PMEXPO SPONSORS

The Property Management Association extends a special thank you to the PM-EXPO Committee, co-chaired by Felicia Douglas (Residency Bureau) and Zakiya Kainu (Southern Management) for their hard work, dedication and ability to pivot. For continuing to support PMA during the pandemic, we extend a sincere and hearty thanks to the outstanding PMEXPO sponsors that make the show the finest real estate event of its kind in the mid-Atlantic region.



Felicia Douglas
PMEXPO
Committee
Co-Chair



Zakiya Kainu
PMEXPO
Committee
Co-Chair

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PRESIDENT'S MESSAGE

It is my pleasure to welcome you to PMA's virtual PMEXPO and Job Fair. While we wish we were seeing you in person, we are thankful that our virtual platform will provide a robust learning experience, the networking you've come to expect from PMEXPO, and of course, an exhibit hall with your favorite vendors, and some new ones too. In addition, we are hosting a Job Fair, so get your resume ready!

This year's theme, Technology in Property Management, brings unprecedented opportunities to see the latest technology and how it can affect your bottom line. With 75 exhibitors, plan to spend the day visiting long-time exhibitors and new ones as well (new exhibitors are in blue starting on page 9).



Toni R. Harris, CPM®

Thank you to the PMEXPO 2020 sponsors (see list of sponsors on page 5) and exhibitors whose participation and support allow PMA to offer one of the top expos in the country for property management professionals.

Get your Passport to Prizes ready! Will you be \$5,000 richer? Or maybe you will be the winner of another fabulous prize. No matter what, we are thankful for your participation in our virtual PMEXPO and Job Fair!

Best wishes for an enjoyable PMEXPO!

Toni R. Harris, CPM®
PMA President 2020
Avanath Realty

Tuesday, October 20, 2020

9 a.m. – 4 p.m.	Auditorium, Networking Lounge and Info Desk Open
9 – 10 a.m.	<i>Lessons Learned From COVID-19</i> Sponsored by Derick Associates, Inc. Featuring: <ul style="list-style-type: none">• Suzanne Hillman, CEO, Southern Management• Louis Kovalsky, Area Director, UDR• Alison Punsalan, Senior Vice President of Property Management, Foulger-Pratt• Tom Rucker, Managing Director/COO Property Management, Development & Construction Operations, Berkshire Residential Investments• Cindy Sanquist, President & CEO Edgewood/Vantage Management• Moderator: PMA President Toni R. Harris, CPM, ARM, Avanath Realty
10:15 – 11:15 a.m.	Concurrent Education Sessions MANAGEMENT TRACK <i>Legislative Update: Federal, State and Local Legislation and Orders Affecting Multifamily Housing</i> Featuring: <ul style="list-style-type: none">• Billy Cannon, Esq., Partner, Offit Kurman, P.A.• Todd Kelting, Esq., Partner, Offit Kurman, P.A. TECHNOLOGY TRACK <i>How to Automate Processes for a Remote Workforce</i> Featuring: <ul style="list-style-type: none">• Daniel Cunningham, CEO, Founder, Leonardo247• Kathy Masterson, CPM, Senior Vice President of Operations, PANCO Management Corporation; PMA Past President
10:30 – 11 a.m.	<i>Ask Me Anything: Operations</i> with Rick Lowman, Director of Engineering, Stout & Teague Sponsored by PC Construction Group
11:15 a.m. - 12:15 p.m.	Get Up and Dance Room with Entertainment by Emily from HOT 99.5, DC's #1 Hit Music Station, iHeartRadio
11:30 a.m. – 12:15 p.m.	Yoga Class with Christina Kauffmann Sponsored by Power for Life Fitness
12:30 – 1 p.m.	<i>Ask Me Anything: Marketing</i> with Kelley Shannon, Senior Vice President Consumer Marketing, The Bozzuto Group
12:30 – 1:30 p.m.	Concurrent Education Sessions MANAGEMENT TRACK <i>The Effect of COVID-19 on Fair Housing</i> Sponsored by Tibbs Paving Featuring: John Raftery, Esq., PMA General Counsel and Managing Principal, Legal Operations, Offit Kurman, P.A.

TECHNOLOGY TRACK

Best Practices for Remote Leasing/Self-Guided Tours and Avoiding Fraudulent Applications

Featuring: Matt Weirich, CEO, Co-founder, Realync Corp.

1:15 – 1:45 p.m.

Ask Me Anything: Legal with Billy Cannon, Esq., Partner, Offit Kurman, P.A.

1:45 – 2:45 p.m.

Concurrent Education Sessions

MANAGEMENT TRACK

Safe Space: New Protocols for Reassuring Residents and Prospects

Sponsored by Colorado Security Group

Featuring: Lauren Wallace, LEED Fellow, Principal, Epstein Group

TECHNOLOGY TRACK

No Doubt a “Bot” It: Best Bot and AI Practices for Properties and Property Management

Featuring:

- Robert Turnbull, President, Founder, BetterBot
- Daryl Smith, SVP & Chief Marketing Officer, Kettler
- Shane Gillman, Director of Marketing, Gates Hudson

2 – 2:30 p.m.

Ask Me Anything: Maintenance with Jim Dormady, Regional Maintenance Manager Mid-Atlantic, Greystar

Sponsored by PC Construction Group

2:45 – 3:15 p.m.

Ask Me Anything: Yardi with Paul Yount, Industry Principal, Multifamily; Tamara Berndt, Vice President, Residential Client Services; Akshai Rao, Vice President, Procure to Pay & Energy and Brian Sutherland, Industry Principal, Commercial

3 – 4 p.m.

Concurrent Education Sessions

MANAGEMENT TRACK

Best Practices for Budgeting, Bidding and Managing Teams Remotely

Featuring: Kathy Masterson, CPM, Senior Vice President of Operations, PANCO Management Corporation, PMA Past President

TECHNOLOGY TRACK

Best Practices for Hosting Virtual Meetings, Online Training and Online Resident Events

Featuring:

- Elaine De Lude, Vice President, LIVEbe Communities and President-Elect of PMA
- Karen Trueman, Director of Talent Development, Legend Management

3:30 – 4 p.m.

Ask Me Anything: Entrata with Kim Adams, Regional Vice President, Matt McClelland, Vice President of Sales and Austin Seegmiller, Regional Vice President

SCHEDULE AT A GLANCE (continued)

Wednesday, October 21, 2020

9 a.m. – 4 p.m.	EXPO Hall, Job Fair, Auditorium, Networking Lounge and Info Desk Open
9:30 – 10 a.m.	PRODUCT DEMONSTRATION Commercial Image Photography <i>Virtual Tours Meet Virtual Staging Now More Important Than Ever</i> Featuring: Steve Shapiro, President and Les Barker
10:30 – 11 a.m.	PRODUCT DEMONSTRATION Warriors Construction <i>Mold Can Be Bad for People</i> Featuring: Santos Guerrero, President
11:15 a.m. - 12:15 p.m.	Get Up and Dance Room with Entertainment by Emily from HOT 99.5, DC's #1 Hit Music Station, iHeartRadio Sponsored by Grace Hill, Inc.
11:30 a.m. – 12:15 p.m.	Yoga Class With Christina Kauffmann Sponsored by Power for Life Fitness
12:30 – 1 p.m.	PRODUCT DEMONSTRATION Yardi <i>Tech Tools to Improve Safety and Efficiency</i> Featuring: Stephen Witek, Regional Manager, Breeze Premier
1:30 - 2 p.m.	PRODUCT DEMONSTRATION SERVPRO of Bethesda/Potomac & Washington DC <i>How an Emergency Ready Plan Can Help When Any Disaster Strikes</i> Featuring: Frank Flaherty, Director of Marketing
4 - 5 p.m.	Passport to Prizes Scavenger Hunt Winners Announced in Auditorium. Must Be Present to Win!

SHARE A SELFIE TO WIN \$200!



All attendees are welcome to enter the PMEXPO and Job Fair Photo Contest for the opportunity to win a \$200 gift card – just text your selfie to 719-356-7926 with the keyword EXPO. A PMEXPO-branded version will be returned to you via text message, perfect for sharing on social media with #PMEXPO2020. All photos will be added to the Photo Gallery in the PMEXPO and Job Fair Networking Lounge.

PMEXPO EXHIBITORS (by company name)

The Property Management Association is incredibly grateful to our Associate Members that continue to support the industry and the Association by exhibiting at PMEXPO 2020.

Ace Fire Extinguisher/ Castle Sprinkler & Alarm American Pest American Pipeline Solutions Apartments.com (CoStar Group) Capital One Business Banking Capitol Pest Carpet & Wood Floor Liquidators Chimney Sweeps of Sherwood Forest, Inc. Commercial Image Photography Complete Landscape Service CoreCom Commercial Painting CSC ServiceWorks Custom Tub and Tile Resurfacing Derick Associates Inc. Electronic Security Services, Inc. (ESSI) Entrata Fincor Construction, Inc. Finley Asphalt & Concrete	Galaxy Control Systems Grace Hill, Inc. Greenscape Land Design HD Supply Facilities Maintenance Hercules Fence InterSolutions JK & Son Decorative Iron, Inc. KeyTrak, Inc. Leonardo247, Inc. Millennium Marketing Solutions Multi-Housing Depot O'Leary Asphalt, Inc. Package Concierge Pecora Corporation Pipe Restoration, Inc. (ePIPE) PoopScoop Troopers, LLC Power For Life Fitness Property Management Association RCN Realync	Rent Ready, Inc. Rentpath RESCON Restoration and Construction Ruppert Landscape SageWater SERVPRO of Bethesda, Potomac & Washington, DC Sherwin-Williams Suburban Floorcoverings T.F. Andrew Carpet One Floor & Home Tibbs Paving, Inc. Toepfer Construction Co., Inc. Up On the Roof, LLC and Duro-Last VA Control Group, LLC Warriors Construction Group Yardi
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JOB FAIR EXHIBITORS (by company name)

There has never been a better time to start a career in property management. Demand for rental housing is growing rapidly, and so is the need for talented, creative and passionate people to help build strong communities. The property management industry offers a wealth of meaningful career opportunities that use a variety of skills and capabilities. Regardless of whether you are graduating from high school or college, leaving the military, or switching careers, the industry has a job that's just right for you.

Bernstein Management Corporation Comstock Companies Donaldson Edgewood Management and Vantage Management Enterprise Residential, LLC Foulger-Pratt Gables Residential Grady Management, Inc. Horning Brothers InterSolutions	Kay Apartment Communities Legend Management LIVEbe Communities Metropolitan Fire Protection Ross Companies SageWater Saul Centers, Inc. Southern Management Companies, LLC Suburban Floorcoverings
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24-Hour Emergency Disaster Response

Electronic Security Services, Inc. (ESSI)
RESCON Restoration and Construction
Servpro of Bethesda, Potomac & Washington, DC
Toepfer Construction Company, Inc.

Access Control

Galaxy Control Systems
KeyTrak, Inc.

Apartment Locator Services

Apartments.com (CoStar Group)
Rentpath, Inc.

Apartment Turnover

Rent Ready, Inc.

Appliance Sales, Service & Supplies

CSC Service Works
Multi-Housing Depot

**Asphalt Paving, Asphalt Paving
Maintenance & Repair**

Finley Asphalt & Concrete
O'Leary Asphalt, Inc.
Tibbs Paving, Inc.

Business Banking

Capital One

Cabinets

Multi-Housing Depot

Cable TV Service

RCN Telecom Services, LLC

Carpet Cleaning

Rent Ready, Inc.

Carpet Sales & Service

Carpet & Wood Floor Liquidators
Suburban Floorcoverings

Chimney Cleaning

Chimney Sweeps of Sherwood Forest, Inc.

Cleaning/Janitorial

HD Facilities Maintenance

Concrete, Concrete Maintenance & Repair

Warriors Construction Group

Construction Services

Fincor Construction, Inc.
Warriors Construction Group

Dryer Vent Cleaning

Chimney Sweeps of Sherwood Forest, Inc.

Electrical Sales, Service & Supplies

Derick Associates, Inc.

Energy Management

Derick Associates, Inc.

**Environmental Response, Remediation &
Restoration**

Servpro of Bethesda, Potomac & Washington, DC

Fencing

Hercules Fence
JK & Son Decorative Iron

Fitness

Power For Life Fitness

**Fire Extinguisher
Sales and Service**

Ace Fire Extinguisher/Castle Sprinkler & Alarm

Flooring Equipment Sales & Service

Sherwin-Williams Company

Flooring Sales & Service

Carpet & Wood Floor Liquidator
Suburban Floorcoverings
T.F. Andrew Flooring

General Contractors

Fincor Construction, Inc.
Warriors Construction Group

Gutter & Downspout Cleaning & Repair

Chimney Sweeps of Sherwood Forest, Inc.

Insurance Restoration Specialists

Servpro of Bethesda, Potomac & Washington, DC
Toepfer Construction Company, Inc.

Internet Access & Services

Entrata
RCN Telecom Services, LLC

Irrigation Services

Ruppert Landscape

Janitorial Services

Rent Ready, Inc.

Landscaping & Lawn Care

Complete Landscape Service
Greenscape Land Design
Ruppert Landscape

Laundry Room Equipment & Service

CSC Service Works

Life Safety Communications Systems

Ace Fire Extinguisher/Castle Sprinkler & Alarm

Lighting Sales & Service

Derick Associates, Inc.

Maintenance Service & Supplies

HD Supply Facilities Maintenance

Marketing & Advertising

Apartments.com (CoStar Group)
Millennium Marketing Solutions
Rentpath
Yardi

Mold Assessment & Abatement

SERVPRO of Bethesda, Potomac and Washington, DC
Warriors Construction Group

Ornamental Iron & Metal Works

JK & Son Decorative Iron, Inc.

Package Management

Package Concierge

Painting Services & Supplies

CoreCom Commercial Painting
Rent Ready, Inc.
Sherwin-Williams Company

Pest Control

American Pest
Capitol Pest

Pet Services and Waste Control

PoopScoop Troopers

Photography

Commercial Image Photography

Pipeline Video Inspection

American Pipeline Solutions
ePIPE Restoration
SageWater

Printing

Millennium Marketing Solutions

Promotional Products

Millennium Marketing Solutions

Railings

Hercules Fence
JK & Son Decorative Iron, Inc.

Remodeling

T.F. Andrew Flooring

Resident & Tenant Screening

Entrata

Restoration Services

Servpro of Bethesda, Potomac & Washington, DC
Toepfer Construction Company, Inc.

Risk Mitigation

Leanardo247
VA Control Group

Roofing

Up on the Roof and Duro-Last

Security

Ace Fire Extinguisher/Castle Sprinkler & Alarm
Colorado Security Agency
Electronic Security Services, Inc. (ESSI)
KeyTrak, Inc.

Snow Removal

Greenscape Land Design
Ruppert Landscape

Software

Entrata
Yardi

Training

Grace Hill, Inc.

Virtual Tours/Leasing

Commercial Image Photography
Realtync

Weatherproofing

Pecora Corporation

Website Development Design & Hosting

Apartments.com (CoStar Group)
Millennium Marketing Solutions

Welding

JK & Son Decorative Iron, Inc.

Window Bars

JK & Son Decorative Iron, Inc.

PMEXPO 2020

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- Firestone Licensed Contractor
- MasterElite Factory Certified Weather Stopper/Proofer Contractor
- Lead-Safe Certified Firm (EPA)
- Metal Roofing Alliance (M.R.A.)
- BBB Accredited Business
- MHIC # 79797

Participate in the Passport to Prizes Scavenger Hunt For Your Chance to Win \$5,000!

WHO: Registered PMEXPO attendees who are employed full-time as a property management professional are eligible to win a prize in the PMEXPO Passport to Prize Program.

WHAT: Become eligible to win fantastic prizes, including: 1/2 Carat Diamond Earrings, GoPro Hero 8 with Accessory Bundle, a Designer handbag, Apple iPad and more. The grand prize is \$5,000. Note, you must be present at the time of the drawing to win!

WHEN and WHERE: Winners will be announced Wednesday, October 21, 2020 at 4 p.m. in the PMEXPO Auditorium. You must be present in the Auditorium at the time of the drawing to win!

HOW:

On **Wednesday, October 21, 2020**, between 9 a.m. – 3 :30 p.m., you must:

- Chat with each Passport to Prizes Scavenger Hunt Sponsor
- Collect each Passport to Prizes Sponsor logos
- Collect the Halloween icons scattered throughout the virtual PMEXPO

PASSPORT TO PRIZES SCAVENGER HUNT SPONSORS:

- American Pest
- Capitol Pest
- Carpet & Wood Floor Liquidators
- CSC Service Works
- Finley Asphalt & Concrete
- Grace Hill, Inc.
- InterSolutions
- Multi-Housing Depot
- O'Leary Asphalt
- Package Concierge
- Property Management Association
- RCN Telecom Services
- Rent Ready, Inc.
- Ruppert Landscape
- SERVPRO of Bethesda, Potomac & Washington, DC
- Sherwin-Williams
- Toepfer Construction Co., Inc.



Visit each Passport to Prizes Scavenger Hunt Sponsor's booth. Click on the logo to add it to your passport collection. A pop-up window will appear to confirm that you've added the logo. Don't forget, you must chat with the sponsors too and also click on all of the Halloween icons (at right) throughout the event.

SEMINAR DESCRIPTIONS

Management Track

Lessons Learned From COVID-19

Tuesday, October 20, 9 – 10 a.m.

Presented by:

- Suzanne Hillman, CEO, Southern Management
- Louis Kovalsky, Area Director, UDR
- Alison Punsalan, Senior Vice President of Property Management, Foulger-Pratt
- Tom Rucker, Managing Director/COO Property Management Development & Construction Operations, Berkshire Residential Investments
- Cindy Sanquist, President, Edgewood Management and Vantage Management
- Moderator PMA President Toni Harris, CPM, Regional Vice President, Avanath Realty



Suzanne Hillman



Louis Kovalsky



Alison Punsalan



Tom Rucker



Cindy Sanquist



Toni Harris

This dynamic panel will discuss lessons learned during the COVID-19 crisis and how they will change operations moving forward.

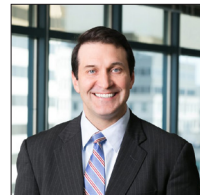
Panelists will discuss:

- Staffing
- Operations
- Marketing
- Resident Relations
- Maintenance
- Amenities
- Future Development and Apartment Community Design

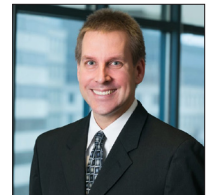
Legislative Update: Federal, State and Local Legislation and Orders Affecting Multifamily Housing

Tuesday, October 20, 10:15 -11:15 a.m.

Presented by: Billy Cannon, Principal and Department Chair, Offit Kurman, PA and Todd A. Kelting, Principal, Offit Kurman, PA



Billy Cannon



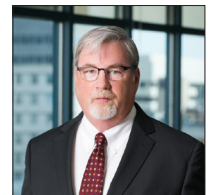
Todd A. Kelting

This session will provide updates regarding the Center for Disease Control ban on evictions for nonpayment of rent through December 31, 2020. Cannon will also provide updates regarding recent actions that Maryland, DC, Virginia and national capital area counties have taken to prevent owners and managers from seeking possession for nonpayment of rent, other lease violations and offer guidance to managers on successful practices to prepare to take possession when bans are lifted.

The Effect of COVID-19 on Fair Housing

Tuesday, October 20, 12:30 – 1:30 p.m.

Presented by: John Raftery, Esq., PMA General Counsel and Managing Principal, Legal Operations, Offit Kurman, PA



John Raftery

The COVID-19 crisis has had a dramatic effect on managing multifamily properties and raised new issues related to Fair Housing compliance. Discussion topics include:

- Residents who test positive
- Residents who have to self-quarantine
- Opening and closing common areas
- Responding to residents requesting accommodations
- Responding to requests and government mandates for payment plans
- Providing preventive and emergency maintenance services
- Dealing with residents/prospects and visitors who refuse to wear a face mask and/or social distance

Safe Space: New Protocols for Reassuring Residents and Prospects

Tuesday, October 20, 1:45 – 2:45 p.m.

Presented by Lauren Wallace, LEED Fellow, Principal, Epstein Group



Lauren Wallace

Topics that Lauren will address include:

- How to assure prospective residents and existing residents of the community's safety
- Best practices for package deliveries/retrieval
- Providing personal protective equipment for routine preventive maintenance
- What should be required of outside contractors who service the community
- How properties can minimize risks
- Easy and cost-effective touchless technologies for entryways, elevators, faucets, toilets and locks
- How can efforts to minimize risks be turned into a positive to attract and retain residents
- Best practices for temperature screening guests and residents

Best Practices for Budgeting, Bidding and Managing Teams Remotely

Tuesday, October 20, 3 – 4 p.m.

Presented by: PMA Past President Kathy Masterson, CPM, Senior Vice President of Operations, PANCO Management Corporation



Kathy Masterson

Kathy will offer guidance for:

- Effectively connecting and communicating with remote team members
- Identifying signs of team members that need assistance but are afraid to ask
- Collaborative budgeting for remote teams
- Determining what provides the most meaning and the most challenges for remote team members
- Demonstrating that you truly care about the well-being and professional development of remote team members

Technology Track

How to Automate Processes for a Remote Workforce

Tuesday, October 20, 10:15 – 11:15 a.m.

Presented by: Daniel Cunningham, CEO, Founder Leonardo247 and PMA Past President Kathy Masterson, CPM, Senior Vice President of Operations, PANCO Management Corporation



Daniel Cunningham



Kathy Masterson

This session will showcase tools and platforms that save time, reduce costs and improve performance. These processes may include:

- Inspections
- Individual unit evaluations
- Preventive maintenance scheduling
- Risk management
- Daily and weekly assignments and priorities
- Due diligence

Best Practices for Remote Leasing and Self-Guided Tours

Tuesday, October 20, 12:30 – 1:30 p.m.

Presented by Matt Weirich, CEO, Co-founder Realync Corp.



Matt Weirich

- What is “virtual leasing”?
- What are the various approaches & technologies?
- What are the top considerations before getting started?
- How can my team best utilize virtual leasing now and in the future?
- Top tips and tricks to streamline and enhance virtual leasing?

SEMINAR DESCRIPTIONS (continued)

No Doubt A “Bot” It: Best Bot Practices and AI Applications for Property and Management Company Websites

Tuesday October 20, 1:45 – 2:45 p.m.

Presented by: Robert Turnbull, President and Co-founder, BetterBot; Shane Gilman, Director of Marketing, Gates Hudson and Daryl Smith, Senior Vice President and Chief Marketing Officer, Kettler



Robert Turnbull



Shane Gilman



Daryl Smith

Learn best AI practices for property management and discuss how to use Bots to sign more leases, free up more time for leasing agents to prospect, follow up and improve performance; improve marketing spend and ROI and reduce repetitive tasks, errors and employee dissatisfaction.

Best Practices for Virtual Events

Tuesday, October 20, 3 – 4 p.m.

Presented by: PMA President-Elect Elaine De Lude, Vice President, LIVEbe Communities and Karen Trueman, Director of Talent Development & Brand Reputation, Legend Management Group



Elaine De Lude



Karen Trueman

Learn best practices for hosting virtual meetings, online training and virtual resident events. Download the Kahoot app to participate in a fun game. Prizes will be awarded!

Ask Me Anything Track

Participate in these informal discussion forums to get answers to your most pressing questions from the following category experts:

Operations

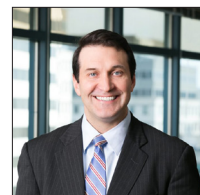
Rick Lowman, Director of Engineering, Stout & Teague
Tuesday, October 20, 10:30 – 11 a.m.



Rick Lowman



Kelley Shannon



Billy Cannon

Marketing

Kelley Shannon, SVP, Consumer Marketing, The Bozzuto Group
Tuesday, October 20, 12:30 – 1 p.m.

Legal

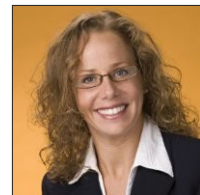
Billy Cannon, Esq., Partner, Offit Kurman, P.A.
Tuesday, October 20, 1:15 – 1:45 p.m.



Jim Dormady



Paul Yount



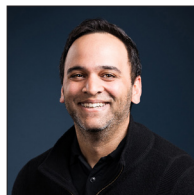
Tamara Berndt

Maintenance:

Jim Dormady, Regional Maintenance Manager Mid-Atlantic, Greystar
Tuesday, October 20, 2 – 2:30 p.m.

Yardi

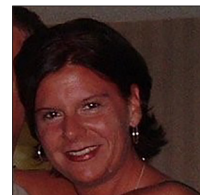
Paul Yount, Industry Principal, Multifamily
Tamara Berndt, Vice President, Residential Client Services
Akshai Rao, Vice President, Procure to Pay & Energy
Brian Sutherland, Industry Principal, Commercial
Tuesday, October 20, 2:45 – 3:15 p.m.



Akshai Rao



Brian Sutherland



Kim Adams

Entrata

Kim Adams, Regional Vice President
Matt McClelland, Vice President of Sales
Austin Seegmiller, Regional Vice President
Tuesday, October 20, 3:30 – 4 p.m.



Matt McClelland



Austin Seegmiller

Wednesday, October 21, 9:30 – 10 a.m.

Product Demo: Commercial Image Photography

Virtual Tours Meet Virtual Staging Now More Important Than Ever

Presenters by Steve Shapiro, President and Les Barker



Getting people to visit your location in-person is even more challenging now than ever. Attend this demo to learn how to leverage virtual tours to your advantage. Commercial Image Photography will demonstrate virtual staging of Matterport spaces for the multi-family housing and residential building industry. As one of the few providers of this technology in the United States, Commercial Image Photography works with multi-housing developers and management groups to provide virtual staging services to reduce the costs of staging properties nationwide.

Wednesday, October 21, 10:30 – 11 a.m.

Product Demo: Warriors Construction

Mold Can Be Bad for People

Presented by Santos Guerrero, President



Warriors Construction Group President Santos Guerrero will lead a presentation about why mold occurs, what you can do to avoid mold, and most important, who to call and why.

Wednesday, October 21, 12:30 – 1 p.m.

Product Demo: Yardi

Tech Tools to Improve Safety and Efficiency

Presented by Stephen Witek, Regional Manager, Breeze Premier



The COVID-19 health crisis has presented new and unique challenges. Technology will be a key part of businesses' strategy to adapt and thrive in the "new normal." Attend this demo to learn about innovative tools and best practices you can implement today to improve your business continuity, safety and efficiency. Attend this demo to learn how to:

- Immediately improve ROI
- Automate complex routines
- Use "set and forget" rent deferment plans
- Leverage virtual and self-guided tours
- Offer your all or part of your lease workflow online
- Create a better resident onboarding experience
- Implement digital work orders and vendor management

Wednesday, October 21, 1:30 - 2 p.m.

Product Demo: SERVPRO of Bethesda/Potomac & Washington DC

How an Emergency Ready Plan Can Help When Any Disaster Strikes

Presenter: Frank Flaherty, Director of Marketing



SERVPRO® of Bethesda/Potomac

SERVPRO® of Washington, DC

Independently Owned and Operated

Discussion of how the SERVPRO ERP App can help when an event occurs within your property that will require access to any of the building's nerve centers, such as water shutoff, gas shutoff or an electrical issue. This application gives the property management team access on their cell phones, iPads and/or computers, to instant information, data, instructions and critical phone numbers. No need to run back to the maintenance office and delay your response! This application is a proactive tool that is flexible and customizable for each client that uses it. This becomes a tremendous tool for those property managers that cover multiple properties.

All work and no play? No way! Visit the networking lounge to chat with your peers throughout the event. Also, take advantage of the lunchtime activities in the Yoga Room or the Get Up and Dance Room! Don't miss the following on both Tuesday, October 20, and Wednesday, October 21:

11:15 a.m. - 12:15 p.m.

**Get Up and Dance Room with Emily from HOT 99.5,
DC's #1 Hit Music Station, iHeartRadio**

11:30 a.m. – 12:15 p.m.

Yoga Class With Christina Kauffmann

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Platinum Sponsors



Five-Star Sponsors



After 31 years of performing commercial and residential work, we've developed an excellent reputation. That's because we're committed to building and maintaining valued relationships with our clients, serving your needs with consideration for your budget and scheduling requirements. Property managers and building owners are pleasantly surprised by the breadth of Katchmark's services, including personalized communication with residents, dedicated superintendents, daily field reports, to roll-off trash removal.

Our goal is to help you solve your property's issues, while making your job less demanding and stressful.

Why Katchmark?

A staff of over 100 and a fleet of over 60 vehicles to provide quick, friendly, and efficient customer service. All of our foremen are trained, using the Quality Assurance Roofing Education Program, and receive extensive training in the latest roof installation techniques. Katchmark's COVID-19 plan is in place to protect our staff and your residents and staff.

Ranked in Roofing Contractor Magazine's, **Top 100 Roofing Contractors**, since 2006. Katchmark employs a third-party safety consultant, First Line Safety. Katchmark owns and operates a roll-off truck to assist our customers with trash removal and transport.





PMEXPO & JOB FAIR

TECHNOLOGY IN
PROPERTY MANAGEMENT

SAVE THE DATE FOR PMEXPO 2021

Tuesday, May 18

9 a.m. - 4 p.m.

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD

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