



Spark 2020

Notes & Key Takeaways

Introduction, John Kobs

Speaker: John Kobs, CEO at Apartment List

Notes / Key Takeaways:

- Spark started in 2014 with just 30 attendees. 2020 was the 6th year and we are excited about the community we have built over the years.
- We believe everyone deserves a home they love, and we want to give back to the community, which is why we are focusing on providing transitional housing to those in need through our social impact program.
- Today, Apartment List has helped 400,000 families find a home and create \$15B in rental income for PMCS.
- Lift provides the opportunity to boost your community in the Apartment List search and attain greater visibility among high-quality leads. Clients are seeing up to 3x the number of leases to communities participating

In With the New, Igor Popov

Speaker: Igor Popov, Chief Economist at Apartment List

Session Description: Igor Popov, Chief Economist at Apartment List, earned his Ph.D. in Economics from Stanford University, where he has since taught undergraduate courses. His research has been published in the American Economic Review and profiled in numerous media outlets including the New York Times, Washington Post, and CNBC. Igor will discuss the key findings and trends of the ever-changing rental marketplace.

Notes / Key Takeaways:

- Emerging theme: the disappearing typical, atypical is now powering the growth
 - Rental markets becoming more dynamic, differentiated, diverse
- We've found changes in typical renters, lifestyles, expectations
- These changes bring new opportunities through specialization, flexibility and data
- More people think the rental market will play a role in their life for longer than previous generations.
- There's a huge opportunity to cater your property towards the growing needs in the rental marketplace and dynamic households!
- In sum, the rental market of the future is large, it contains multitudes:
 - The demand is increasingly diverse
 - Increases in atypical behavior
 - The opportunities this creates have not been dominated by any channel on the supply side. Now is the opportunity to create a more dynamic ecosystem

Building Products People Love, David Hahn

Speaker: David Hahn, Product Guru, Former Chief Product Officer at GoFundMe, LinkedIn, Instacart

Session Description: Building a product everyone loves isn't easy. In fact, 65-90% of companies fail to do it well. Hear from Product Guru, David Hahn who has spent his career building products that are used by hundreds of millions users globally. Walk away with actionable steps that you can leverage within your own business to increase the odds of your product success.

Notes / Key Takeaway:

- Become your customer. Product decisions often require nuanced insight of your target customer. The best products are built by customers themselves or those who really do their homework
- Oversimplify your user experience, reduce friction. Make it as easy as humanly possible for users to get through your workflow
- Avoid the "open search box", personalize your user experience. Don't make your users have to "think" when using your product.

Conversation with Landlords, Chris Duffy

Speaker: Chris Duffy, Comedian, TV writer, Radio Host & Renter

Session Description: Standup Comedian, Chris Duffy, will recount his personal history of communication with landlords. From that time one texted him at 3 a.m. with restaurant recommendations to the time he discovered a raccoon was living inside of his wall - and everything in between.

A Place to Call Home, Joyful Clemantine Wamariya

Speaker: Joyful Clemantine Wamariya, Best-Selling Author and Connector

Session Description: In this deeply personal talk, best-selling author, Joyful Clemantine Wamariya, shares the story of what home means to her, and how home has shifted and evolved throughout the years. From her idyllic childhood in Rwanda, to displacement throughout 8 different countries, in refugee camps, to Yale, and now on the Bay Area.

Notes / Key Takeaways:

- The Rwandan Genocide quickly destroyed the paradise she had once called home. She escaped to a refugee camp, but Joyful and her family were treated like animals and rounded up like cattle.
- Our home is our second womb: it's where we create, nurture, expand and experience. How can we extend this joy to others who are also longing for that joy?

Perseverance & Success, Jamie Siminoff

Speaker: Jamie Siminoff, Founder and Inventor of Amazon's Ring

Session Description: Jamie Siminoff, Founder & Inventor of Ring recounts his personal story of perseverance and success. In 2013, Jamie brought the idea of a video doorbell to TV's "Shark Tank," in 2013 but left without funding. The concept went on to become a huge hit and in 2018, Amazon purchased his startup, Ring, for over \$1 billion. Get inspired and learn how to brainstorm creative and innovative solutions that can benefit your community.

Notes / Key Takeaways:

- Always be accessible to your customer. It's the most scalable thing you can ever do.
- Jamie puts his email on every Ring single box, despite initial backlash he kept doing it. Employees know the CEO is accessible by everyone so it pushes you to go above and beyond for customers
- Goals vs. Plans
 - Goals can make ceilings. You hit your initial goal? Okay, do more is Ring's company philosophy. Keep expanding on your plans.
- Linear inputs = linear outputs
 - Investors don't want you to do things that are crazy and scare you but that's how you get crazy results. "Scaring ourselves a little is good."
- Jamie is most proud of Ring's social impact: reducing crime in communities and helping keep criminals away.
- You can't force diversity into an organization that doesn't accept all types of people. You need to truly create a place of inclusion.

Building Community through Technology, Prakash J.

Speaker: Prakash Janakiraman, the Co-Founder and Chief Architect of Nextdoor, Fireside chat with Sue Nallapeta, VP and Head of Engineering at Apartment List

Session Description: Nextdoor, the best way to stay informed about what's going on in your neighborhood, has transformed the way communities interact. Co-Founder, Prakash Janakiraman, will speak about the power of connecting with our neighbors, and share the unexpected journey that led to building the Nextdoor we know and love today. He'll also talk about what it means for the multifamily community - how to leverage Nextdoor to bring higher exposure to your property, how to engage your residents through the platform, and how to bring the spirit of community to diverse people in unconventional ways.

Notes / Key Takeaways:

- Communities help individuals well-being. Epigenetics - social connections can improve your physical health. Interested in learning more? Read *The Rabbit Effect*.
- If a renter feels a sense of community and belonging, they usually stay longer.
- Next Door can help create a sense of community by providing a new avenue in multi-family properties and creating awareness that there is a platform like this out there.
- You need to create trust when connecting people to truly facilitate useful and helpful interactions.
- Physical community is very important. It's important to do whatever you can to facilitate a strong physical community.
- There's no substitute for real-world connections. Success to us at NextDoor is getting people out in the real-world, connecting.

Home Is More Than A Place, Kellee Kemp & Destiny Marzetti

Speaker: Kellee Kemp, Executive Director of the Yetunde Price Resource Center, & Destiny Marzetti, YearUp participant

Session Description: We're excited to introduce you to our Home Bridge program, a collaboration between fantastic property management companies and transformative organizations supporting families in need of a temporary home bridge to get back on their feet. First you'll hear from Kellee Kemp, fearless Executive Director of Serena and Venus Williams' Yetunde Price Resource Center. Kellee will share her experience bringing light and love to the community, and talk about the power of home in the healing process. We'll also hear firsthand from a participant in the Home Bridge program who recently graduated from Year Up, an organization focused on closing the opportunity divide by empowering young adults to reach their potential. Together these speakers will inspire all of us to consider the feeling of home in new, powerful and important ways.

Kellee's Notes / Key Takeaways:

- Kellee's father always said he would not have been successful in this country without a support system to help him thrive, and that's how Kellee and her team operate at YPRC
- YPRC offers free, quality services and programming to address the trauma victims of domestic violence have faced
- In partnership with Equity Residential and Apartment List, YPRC provided housing to two families for a year!!
- A stable home brings people from surviving to thriving. They can go to sleep without worrying about safety, bedbugs, and finally can focus on their physical health and maintaining a stable job.
- The HomeBridge Program is just the beginning. Providing second chances can be life changing and life saving. This is a reminder of how we can change the world and change the trajectory of individual lives.

Destiny's Notes / Key Takeaways:

- Apartment List's partnership with Equity Residential provided Destiny with a home for a year.
- Destiny is one of nine children, and a graduate of the YearUp program.
- For a long-time, Destiny struggled with a feeling of not belonging and the "Imposter System" Just when Destiny wanted to give up, she joined YearUp.
- The Home Bridge came right when Destiny needed it. Without a safe home, how can one hold a secure job, healthy mindset? She is now starting back at work and wants to be a role model for her siblings. Something Destiny did not have growing up
- Destiny hopes one day to create an App that addresses mental health issues in the African-American community
- "I am now living somewhere that is more than just a place, I now have a sense of belonging my own home"
- A home is a key to success, job security, and overall well-being

The Magic of Failing, Dominik Heinrich

Speaker: Dom Heinrich, SVP Global Product Innovation @ MRM

Session Description: The fear of failing can often be the biggest enemy for true innovation. Dom Heinrich will examine how everyone can fail by design to solve problems and experience the satisfaction of being a successful innovator.

Notes / Key Takeaways:

- We're always going to face problems, particularly in the multifamily industry
 - Here's the secret: innovation comes from problem-solving, the journey of failing and addressing pain points. Don't give up!
- Find the real human needs of your product/service
- Fail fast, learn faster

- Ask yourself from what if to what else?
- Technology should be useful and visible but don't start with technology. Start with the problem first, then let the technology follow
- Accept failure as part of the process
 - a. Failure needs to be a part of the culture, this provides the freedom to innovate
 - b. It's okay to make a mistake, just learn from it and move on

Apartment List Product Team, Leo Gong and Debbie Sorkin

Speakers: Leo Gong, Senior Director of Product at Apartment List, and Debbie Sorkin, Senior Director of Design at Apartment List

Session Description: The Apartment List team will share an update on what we've learned from renters in 2020, alongside our plans for 2021 and beyond. We'll provide an inside look at the key challenges we're seeing in the rental marketplace, as well as data and consumer insights around what inform this knowledge, and a look ahead at what we're committed to solving together in the years to come.

Key notes and takeaway:

- At Apartment List, we aspire to bring order to people's chaos. *Our goal is help renters rent sight unseen, leaving them feeling like they got the best deal.*
- It's All About The Vibe. Location matters and a huge part of a location comes down to the vibe of a community, which is critical for searching for apartments online.
- Apartment Lists wants to create unique differentiators, including:
 - Richer listings with premium amenities
 - Concierge style product with pre-built touring itinerary and scheduler
 - A concierge product is what these renters need and want, and will help renters get through their rental journey, and ultimately finding a home they love.
 - We plan to strengthen our integrations with touring so we can help renters move to the next step stage of their rental journey.
- We want to help clients to nurture renters who aren't yet ready, so that when we do pass a renter to our partners, they're highly qualified and essentially ready to tour.
 - This comes down to three themes:
 - Help with the simple stuff
 - Keep the relationship warm
 - Be there, ready to close

An Inside Look at Successfully Navigating a Changing Industry, Erina Malarkey

Speaker: Erina Malarkey, Co-founder and Chief Executive Officer of Remarkably

Session Description: The digital revolution is profoundly changing multi-family. There is tremendous transformation across owners, managers and residents – in how the industry is being designed, optimized, automated, and deployed in new and exciting ways. But what should you think about these changes? How do you need to prepare? Remarkably Chief Executive Officer debunks 5 multi-family myths and shares her insight about how successful companies are navigating the opportunities that lie ahead.

Key notes and takeaway:

- The kind of change the multi-family industry is experiencing today comes down to: if we don't change, we're screwed
- The 5 myths of multifamily
 - Myth #1: More data = more power
 - Myth #2: Property management companies and owners are partners who get along
 - Myth #3: It's all about the building
 - Myth #4: You don't own your data
 - Myth #5: 50% customer churn is normal
- What should multi-family look like 5 years:
 - Powered by data, not my manual processes
 - Technology enabled into systems of intelligence
 - Machine learning powered asset management
 - Change in the power dynamics of the industry: more aligned between PMC and owner
 - Way less spreadsheets

A conversation with Facebook. Annelies Jansen, VP of Global Partnerships

Session Description: With over 2.4BB monthly users Facebook is the world's most popular social networking site. Driving connection is at the heart of all things Facebook. Connecting lost friends, family and even people looking for a place to call home. Learn from Annelies Jansen, VP of Commerce and Partnerships how Facebook lives their mission and vision internally to drive connections with users on their platform, and how these connections are changing how people Find Home as we know it today.

Key notes and takeaway:

- At Facebook, posters are a part of the culture. There's posters everywhere. When you join, you're encouraged to create a poster with your on-boarding team.
- 5 values at Facebook
 1. Build social value
 2. Move fast
 3. Be bold
 4. Be open
 5. Focus on impact
- We're trying to build a different kind of company... It's a journey, a marathon, not a sprint. We always remind ourselves that the job is never done, tomorrow we have to do even better.
- One of the greatest lessons I've had in business is to look at what other people are doing. Learn from the best.
 - There's so much greatness happening on the platform, there's no silver bullet, it's really just understanding the tools and of course, trial and error.
- There's always an opportunity to post in the marketplace. The direct offering is there and always will be. But working with partners like Apartment List consolidates that effort and makes your life easier.

Your Story is Worth Sharing, Dear World

Speaker: Robert Fogarty, Founder, Dear World

Session Description: Never before have we known more people in a less authentic way. In a world where neighbors no longer go door to door for sugar, close friends live across state lines, and people are becoming more and more isolated, connecting with others on a deeper level becomes increasingly important. Dear World's 3-part experience unlocks the powerful connection between an individual's stories and helps you discover your own story is worth telling by memorializing it with a professional portrait in our signature ink-on-skin style.

Key notes and takeaway:

- Mission: Create storytelling experiences for a world where we know people less.
- Your story is worth sharing. It may be a meaningful, sentimental moment that truly changed your life or it might be a lighthearted moment that makes you smile.