

SCHEDULE

MONDAY, AUGUST 10

3:00 PM–4:00 PM
Opening Sessions

HIVOL

Honing Your Home Tech Merchandising Strategy

Historically, home technology has been an afterthought for builders. Packages are often thrown together mid-cycle, and the forethought required to maximize tech sales, to really leverage tech for sales lift and truly satisfy the homebuyer, is missing. A home tech merchandising plan fixes that. It gets builders thinking strategically in the unfamiliar turf of tech, gets that work done in time to leverage it in community marketing and ensure tech will be fully integrated in the options selection and purchasing processes. Developing a formal home tech merchandising plan is key to getting tech right for homebuyers and homebuilders! This session will share home tech merchandising process tools and insights from early adopter builders and show how they go about generating their product assortments and packaging.

LUX

Luxury Tech for Rich & Famous Millennials

Not only are millennials the biggest cohort of homebuyers, they're the biggest cohort of luxury homebuyers. And their lifestyles and tastes for tech are way different than boomers. In this session we'll profile the millennial luxury homebuyer and propose the tech products, packages and applications they will find to be totally "rad," "fire" and "sick"!

MULTIFAM

In-Unit & Public Space Tech for Different Buying/Renting Demographics

What's on the tech "must-have" and "nice-to-have" lists for key multifamily buyer/renter demographics? This session provides a look at what consumers in segments like Gen Z, Young Millennials, Older Millennials and Empty-Nest Boomers really want in tech.

MARKETING & SALES SOLUTIONS

The Online Buying Traits of Millennials

How do millennials buy online, from small ticket items to major durable goods purchases like cars? What cues do these decision factors give us into the online buying experience they expect for a new home? How can we up the game of the homebuilding online buying experience to beat the used home online buying experience for millennials? In this session, we'll tackle these, and other critical questions, regarding this most important of all homebuying cohorts!

4:00 PM–5:00 PM

General Sessions

HIVOL

Tech on the Horizon

You really can't take a year, or even a half year, off with tech. There's always a new wave of technology, products and applications coming to market that you can use to delight your customers and further differentiate the homes you build. In this session, we'll tackle developments with natural user interfaces, artificial intelligence, superfast fiber and 5G, cloud connectivity, advanced materials and more. We'll give special consideration to healthy home tech, which could be the next wave of hit home technology, following behind the smart home security boom. Experts will provide you the skinny on the latest tech, so you can fatten up your tech standards and options and boost the appeal of your homes.

LUX

Natural User Interfaces, AI & Curated Info and Content

A cool new lux tech user experience is emerging. It centers on natural user interfaces like voice and gesture control, artificial intelligence to improve home control and serving up AI curated information and entertainment content to users. It's the uber smart home, or thoughtful home, that's been envisioned since the Jetsons, but now is starting to take real shape. Learn more about it, who the reliable tech integrator partners are for this experience and whether it's time to start providing it to your clients.

MULTIFAM

Tech as the Cash Register in Multifamily Rental Properties

We're at the "end of the beginning" of tech in the multifamily rental market and now know enough to be really dangerous. In this session, we'll analyze the return on investment you can expect from tech—the initial and recurring revenue and profit opportunities, the recurring cost savings and the price increases and lease sales increases that can result. You'll get real world info on what's happening and a vision for even better performance from players with deep experience in the market.

MARKETING & SALES SOLUTIONS

Engagement & Response Doorbusters

Let's dive deep inside UX and find the ingredients and techniques that are driving engagement and response. Visualization, virtual tour and virtual reality; personalized content; retargeting and nurturing; appropriate hand-offs to inside and in-person sellers all are part of the equation. We'll cover what's working and what could work better and help you develop a shortlist for add-ons and improvements!

5:15 PM–6:15 PM

Combined Keynote

Game Changing TechHome Marketing

Now that tech is commonly included in builder offers and promotions, we can see the different strategies of builders and understand the sales lift strong tech messaging generates. In this session, we'll look at how top builders are marketing their standards and options and learn what's working. We'll also present a vision and concepts for ultimate tech marketing that could move the needle even farther!

6:15 PM–7:30 PM

Connections Reception

8:00 AM–9:00 AM

Breakfast Sessions

HIVOL

Tech Kitchens: The New Hotbed for Innovation & Extraordinary Customer Experience

The kitchen has always been a top focus for homebuyers and homebuilders. It's often the most used room and the heart of the home, where family and friends gather to cook, eat, drink, work and enjoy each other's company. And now technology and information services are arriving to enhance the kitchen experience, making cooking a more enjoyable and efficient adventure and leveraging controls, video displays and cameras to make the kitchen a virtual command center and social media broadcast outlet. This session will clue you in the tech that's here today and about to arrive soon, so you can develop tech-forward kitchens that will be homebuyer magnets and deliver wow experiences.

LUX

High Voltage Lux Tech

Maybe it's the star status of innovative entrepreneurs like Elon Musk or the seeming nobility of saving a world now literally set ablaze by climate change, but energy and electrical devices have suddenly become very sexy and LUX! In this session, we will look at how cool and sleekly designed energy and electrical tech like solar power generation and storage, high quality power distribution, elegant and clever electrical devices, tunable LED lighting and energy management, compose an ecosystem of luxury tech products you should be serving up to your clients. This session includes a deep dive on the possibilities for a new world of LED lighting and natural light control!

MULTIFAM

Tech Energy & Water Efficiency for Units & Property Managers

Controlling energy and water consumption, while preserving comfort, is a huge issue for both multifamily building managers and unit occupants. In this session, we'll drill down on the latest applications and results, and provide specific tips for implementation in new construction, renovation and retrofit for both rental and owner-occupied properties.

MARKETING & SALES SOLUTIONS

AI in the New Home Digital Marketing & Sales Automation Realm

Artificial intelligence is all about analyzing complexity for insight and distilling it into action. And there is no more complex realm of consumer marketing and selling than the new home, so let's understand and start using the tools. This session provides a primer on the applications of AI to the homebuilding industry, a look at the results of some early efforts and "how-to" guidance on getting started and evolving your play.

9:10 AM–9:45 AM

Boardroom Presentations

9:55 AM–10:30 AM

10:40 AM–11:15 AM

11:25 AM–12:00 PM

12:30 PM–1:30 PM

Luncheon Sessions

HIVOL

Platforms First

The tech industry pleads guilty to coming at builders in pieces and parts, contributing to the confusion and fragmentation of home tech offers. A simple solution to this vexing long-term issue? Start with platforms to simplify and pare down merchandising choices and achieve great assurances of reliable connectivity and interoperability. In this session, we'll help you understand how and when to leverage platform providers, not only for product mix, but for the process supports that lend in categories like marketing, installation/production and customer care.

LUX

The Lux Tech Customer Experience from Sales Discovery to Initial Usage

Remember when the Infiniti car brand launched, and they touted their new age new car sales experience and new age cars. We need the same sort of stern to stern, high touch customer experience for luxury tech. In this session, see how it's done by some of the best in the lux tech game.

MULTIFAM

Connectivity Tech & Services that Make a Difference in Multifamily Housing

Connectivity is the lifeblood of effective technology in multifamily buildings, and with 5G arriving and fiber more broadly deployed, it's undergoing another massive change. In this session, we'll update you on changes in the wide area network and how they'll be affecting your hardwired and wireless infrastructure choices for your buildings.

MARKETING & SALES SOLUTIONS

Leveraging Tech to Maximize Options Sales

We're well past the inflection point of deploying tech to maximize option sales and drive downstream efficiencies. Now it's all about expanding, fine tuning and taking our game to the next level. In this session, we'll cover the current baseline of implementation and ROI, and vision the improvements that will drive even higher levels of sell-through and greater downstream efficiencies.

1:30 PM–6:00 PM

Exhibits Open for One-on-Ones

One-on-Ones start at 2:25 PM

4:00 PM–5:30 PM

Exhibits Happy Hour

8:00 PM–10:00 PM

After Hours

8:00 AM–9:00 AM

Breakfast Sessions

HIVOL

The Quantum New Home!

We all know how poorly new homes perform in the sales battle vs. used homes. More than half of homebuyers begin their search open to purchase of a new home, but only one in five make that choice. Unlike automobile manufacturers, builders are not incorporating technology aggressively enough to make the new home a quantum, and order of magnitude, better and cooler than used homes. In this session we'll cover the four techniques builders can use to achieve the quantum difference: 1) by leverage home tech to make new homes smarter, safer, healthier and more entertaining 2) by leveraging tech to make homes more efficient 3) by leveraging tech to make the new home asset easier and more cost-effective to maintain and 4) by leveraging tech to quickly deliver more affordable new homes and narrow the price difference with used homes. What if we got 20% or 25% of the homebuyer market instead of 10%-12%. Big difference for your bottom line and enterprise value!

LUX

Luxury Entertainment Tech: Indoor, Outdoor, Friends, Family, Kids and Adults

F. Scott Fitzgerald famously wrote the rich are different. They are. They have a lot more fun and a different kind of fun. In this session, we'll address tech than can drive a 21st Century version of Gatsby-esque entertaining and all kinds of permutations for big groups, small groups, friends, family and even kids. Getting entertainment on the drawing the board can help clients think in bigger, bolder terms about their homes in general, and it's a great way to get your clients to splurge.

MULTIFAM

Managing Your Building Perimeter with Tech

Online retailing and home delivery of goods of all kinds is driving the need for new and improved technology and systems to control the perimeter of multifamily buildings. From intercoms and surveillance to door and container control to implications for management of trash and recycling, we'll dig in on some of the best solutions, with a look at both the best new-built and retrofit options.

MARKETING & SALES SOLUTIONS

Optimizing Digital Listings & Social Media Platforms

Digital sales and marketing start out at the edge with your media partners and platforms, each with its own set of strategies and tactics required for success. In this session we'll cut across a wide range of common platforms, their strengths and weaknesses, and what creative strategies work best. We'll also address how to carry inquiries forward on your own sites and platforms and keep your sales traction and velocity growing and flowing.

9:10 AM–9:45 AM

Boardroom Presentations

9:55 AM–10:30 AM

10:40 AM–11:15 AM

11:25 AM–12:00 PM

12:00 PM–3:00 PM

Exhibits Open for One-on-Ones

One-on-Ones start at 12:45 PM