

Commercial/Multifamily Finance Convention and Expo

Sunday, February 9, 2025

9:00 AM - 7:00 PM

Registration

11:00 AM - 12:00 PM

Audit Committee Meeting (Committee Members Only)

12:00 PM - 5:00 PM

Headshot Café

12:00 PM - 5:00 PM

LinkedIn Profile Consultations

Sign up for a 15-minute LinkedIn Profile Consultation with an expert coach. Find out what your profile says about you and learn strategies to build and engage your network. Sign up: <https://calendly.com/dwcs/mbacref25> Sponsored by Goldman Sachs

2:00 PM - 3:30 PM

THE HUB EXPO is Open

2:00 PM - 3:30 PM

THE HUB EXPO: Tailgate Party

Come to THE HUB for our Super Bowl Tailgate Party. Visit with exhibitors, enjoy a beverage, and listen to an interview with Heisman Trophy Winner, NFL Quarterback, CFL Legend, and Philanthropist Doug Flutie during Sports Talk on THE HUB STAGE, followed by a souvenir football signing.

2:15 PM - 3:15 PM

THE HUB STAGE: Souvenir Football Signing with Football Icon Doug Flutie

Sponsored by Keybank Real Estate

Speaker

Doug Flutie, *Heisman Trophy Winner, NFL Quarterback, CFL Legend, Philanthropist & Advocate for Autism Awareness; Known for “Hail Mary” Pass at Boston College*

3:00 PM - 7:00 PM

Opening Reception: Super Bowl Watch Party

Join your colleagues and other CREF25 attendees for the big game during the Opening Reception - Super Bowl Watch Party. Enjoy live music, delicious food and beverages, and plenty of networking opportunities between the action. You may even see Doug Flutie mingling with the crowd. Sponsored by Keybank Real Estate.

Monday, February 10, 2025

7:30 AM - 4:30 PM

Registration

8:00 AM - 9:00 AM

Breakfast

8:00 AM - 4:30 PM

Headshot Café

8:00 AM - 4:30 PM

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8:00 AM - 5:00 PM

Press Room (Credentialed Media Only)

8:00 AM - 4:00 PM

THE COFFEE SPOT

8:00 AM - 4:00 PM

THE HOTSPOT

8:00 AM - 4:00 PM

THE HUB EXPO is Open

9:00 AM - 10:30 AM

OPENING GENERAL SESSION: A Conversation with Andre Agassi

Join us for a high-energy opening to CREF25. First, gain valuable industry updates and insight from MBA's President & CEO Bob Broeksmit and 2025 MBA Chair Laura Escobar. Then, be inspired by tennis legend Andre Agassi, whose success on and off the court has been chronicled in his best-selling autobiography, *Open*. During his 20-year tennis career, Agassi won 60 men's singles titles and was ranked World No.1 for 101 weeks. His leadership style — rooted in dedication, resilience, and authenticity—allowed him to successfully transition from elite athlete to philanthropist and savvy entrepreneur. After retiring from tennis, he pursued education reform through his foundation's charter schools and by launching a phonics-based learning platform. Expanding to real estate development, Agassi started a lifestyle brand, then later partnered to create the Turner-Agassi Education Facilities Fund, which has opened 122 schools in economically challenged neighborhoods. Hear Agassi's story and learn valuable lessons on adapting to change, overcoming adversity, and motivating others to strive to be their best, both in business and in life.

Speakers

Andre Agassi, *Tennis Champion, Philanthropist, Education Advocate, and Author*

Robert D. Broeksmit, *CMB, President & Chief Executive Officer, Mortgage Bankers Association*

Laura Escobar, *2025 MBA Chair; President, Lennar Mortgage*

10:00 AM - 10:30 AM

Refreshment Break

10:00 AM - 10:30 AM

THE HUB STAGE

11:00 AM - 12:00 PM

GENERAL SESSION: MBA's Economic and CREF Market Outlook

Join the industry's best deep-dive into the economy and commercial and multifamily real estate finance (CREF) markets– including the latest on originations, servicing, loan maturities, MBA's forecast, and more. Sponsored by Lument.

Speakers

Reggie Booker, *Associate Vice President, Commercial/Multifamily Research, Mortgage Bankers Association*

Mike Fratantoni, Ph.D., *Chief Economist, Senior Vice President, Research and Business Development, Mortgage Bankers Association*

Jamie Woodwell, *Vice President, Head of Commercial Real Estate Research & Economics, Mortgage Bankers Association*

12:00 PM - 1:00 PM

Networking Lunch in THE HUB EXPO

12:15 PM - 1:00 PM

THE HUB STAGE

1:00 PM - 1:30 PM

THE HUB STAGE

1:30 PM - 2:30 PM

COMMERCIAL/MULTIFAMILY POLICY TRACK: Life After the Election: What MBA Is Monitoring 21 Days into the Trump Administration

With a new administration in place, the Mortgage Bankers Association (MBA) and external political analysts are closely monitoring key policy shifts and their potential impact on the mortgage and real estate finance industry. Attend this session for an in-depth analysis of the top regulatory, legislative, and economic

developments shaping the market, an update on policies to watch, and recommendations for addressing emerging challenges and opportunities.

Speakers

Megan H. Booth, *Associate Vice President, CREF Policy, Mortgage Bankers Association*

Bill Killmer, *Senior Vice President, Legislative and Political Affairs, Mortgage Bankers Association*

Jeffrey A. Weidell, *CMB, Chief Executive Officer, Northmarq*

1:30 PM - 2:30 PM

INNOVATIVE OPERATIONS TRACK: Green Lending Compliance: Balancing Costs and Opportunities in a Sustainable World

As sustainability takes center stage in the financial industry, green lending has become a niche area with unique opportunities and challenges. This session explores the complexities of green finance, including the involvement of some insurance companies now offering lending solutions, and the importance of compliance with evolving SEC regulations and ESG standards. The discussion covers the costs and reporting requirements for various property types, the nuances of green servicing, and the strategies needed to stay competitive. The session also highlights the role of FHA and the GSEs in promoting green lending, focusing on the pricing benefits offered for meeting specific sustainability criteria. Gain valuable insights into balancing financial and compliance challenges while leveraging green initiatives and incentives to create new avenues for growth.

Speakers

Gary T. Amey, *Managing Director, MAP Underwriting, Dwight Capital LLC*

Kevin Fagan, *Senior Director & Head of CRE Economic Analysis, Moody's Analytics CRE*

Christopher Hoeffel, *President, Counterpointe Sustainable Advisors LLC*

Cory Jubran, *Senior Director, Originations, Nuveen Real Estate*

1:30 PM - 2:30 PM

MARKET OPPORTUNITIES TRACK: Navigating CRE Valuations, Asset Management, and Special Servicing Amid Market Stress and Rising Defaults

As the commercial real estate (CRE) market faces increased pressure from rising defaults, the need for effective asset management and special servicing has never been more critical. Speakers explore the challenges and opportunities presented by the current market stress, including the impact of the looming maturity wave. Hear about the complexities of the valuation process, particularly in a volatile market where fluctuating interest rates, economic uncertainties, and sector-specific risks can significantly impact property values. Gain strategies for proactive asset management and specialized servicing approaches to handle distressed assets. Leave with insight into navigating these complexities and implementing effective practices to maximize value in today's challenging market environment.

Speakers

Brian L. Hanson, *Managing Director, CWCapital Asset Management LLC*

Matthew Rocco, Sr., *2023 MBA Chairman; President, Colliers Mortgage*

3:00 PM - 4:00 PM

COMMERCIAL/MULTIFAMILY POLICY TRACK: HUD and FHA Challenges in Multifamily

Join HUD officials and industry experts for an in-depth exploration of the latest challenges and opportunities in HUD and FHA financing for the multifamily sector. This session will cover key issues affecting borrowers and lenders, including regulatory changes, processing timelines, and evolving requirements for HUD and FHA programs. Panelists will discuss strategies to navigate the complexities of these financing options, address common pitfalls, and provide insights into optimizing deal structures for multifamily and healthcare properties. Whether you're a lender, borrower, or service provider, this session offers essential knowledge to successfully manage HUD and FHA financing in today's market.

Speakers

Mike Bisanz, *Senior Vice President and Chief Operating Officer - FHA/HUD, Colliers Mortgage*

Karen Wipper, *Executive Vice President, Chief Underwriter, Dwight Capital LLC*

3:00 PM - 4:00 PM

INNOVATIVE OPERATIONS TRACK: Property Insurance Brokerage: Essential Insights for Lenders, Closers, and Servicers

Property insurance is a critical topic that continues to evolve, making it essential for lenders, closers, and servicers to stay informed. Recent natural disasters have significantly burdened the affordability and

availability of property insurance, creating new challenges for the industry. This session offers a fresh perspective on insurance, focusing on what lenders need to know to navigate the complexities of property insurance brokerage effectively. Experts will dive into key considerations, including coverage essentials, risk management strategies, and the latest trends that impact loan closings and servicing portfolios. Attendees gain valuable insights on how to approach insurance differently, manage risks, and adapt their strategies to this ever-relevant aspect of the real estate market.

Speakers

Gretchan Francis, *Managing Director, InsureMAC Financial Insurance Services*

Frankie T. Jones, *Vice President & Managing Director, Lincoln Financial Group*

Jim King, *Insurance Servicing Manger, Q10 Capital, LLC*

3:00 PM - 4:00 PM

MARKET OPPORTUNITIES TRACK: Navigating Diverse Deal Structures to Adapt to Market Needs

In a shifting commercial real estate (CRE) landscape, lenders and servicers must adapt to a wide array of deal structures and evolving market needs. Learn how various types of lenders, from traditional banks to alternative financing sources, are adjusting their strategies to meet borrower demands and manage risk. Additionally, hear how servicers are pivoting to support complex deals, including increased surveillance, handling transfers and assumptions, and navigating carve-outs. Speakers share the latest trends, challenges, and best practices for successfully managing loans from origination through servicing in today's dynamic market environment.

Speakers

Jeff Davis, *SVP, Director, Northmarq*

Melissa A. Farrell, *Managing Director, PGIM Real Estate*

Drew Fung, *Managing Director, Portfolio Manager, Clarion Partners*

David A. Harrison, *Chief Operating Officer, PNC Real Estate*

Stefanie Stewart, *SVP, Voya Investment Management*

4:00 PM - 5:30 PM

CREF25 Capital Connections Networking Reception

Location: 4th Floor Pool Deck, Manchester Grand Hyatt

We're excited to add an all-attendee networking reception to CREF25 designed to foster connections between capital providers and those seeking and facilitating financing for commercial real estate and multifamily properties. Set against a beautiful outdoor backdrop, this event promises to be an evening of networking, collaboration, and inspiration. Kick your night off and drop by to enjoy food, drinks, and entertainment while connecting with your industry peers and potential partners. Don't miss this chance to engage and celebrate the potential of our industry together! Sponsored by JLL, CBRE, Nuveen, Northmarq, and Mortgage Bankers Association.

Tuesday, February 11, 2025

7:30 AM - 5:00 PM

Registration

8:00 AM - 1:00 PM

Bookstore

8:00 AM - 9:00 AM

Breakfast

8:00 AM - 5:00 PM

Press Room (Credentialed Media Only)

8:00 AM - 1:00 PM

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9:00 AM - 10:30 AM

GENERAL SESSION: Multifamily Leadership Perspectives

Key leaders share their insight on the multifamily finance ecosystem and ongoing policy priorities that shape the way forward for the industry and communities.

Speaker

Christine Chandler, *2025 MBA Chair-Elect; Executive Vice President, Chief Credit Officer & Chief Operating Officer, M&T Realty Capital Corporation*

9:30 AM - 2:00 PM

THE HOTSPOT

10:00 AM - 10:30 AM

THE HUB STAGE

10:30 AM - 11:00 AM

Refreshment Break

11:00 AM - 12:00 PM

mPower - The Leadership Edge: Mastering Body Language & Emotional Intelligence for Women in Power (Closed to Media)

Join us for an insightful and entertaining networking event featuring Janine Driver, a New York Times bestselling author and international trainer who also has 17 years of experience in federal law enforcement. Janine introduces you to innovative, science-based communication strategies that elevate your leadership skills in negotiation, help you manage your emotions, and understand human behavior. Learn to master body language, harness your emotional intelligence, and stay ahead in negotiations—essential skills for driving

results, building trust, and achieving long-term success. Don't miss this opportunity to become a leader who intuitively reads people, anticipates their moves, and confidently closes deals. The future of your business depends on it! RSVP by January 28: <https://mbaforms.mba.org/mPowerCREF25>

Speakers

Kelli Burke, *Vice President, Commercial Real Estate Finance | Policy & Strategic Industry Engagement, Mortgage Bankers Association*

Janine Driver, *New York Times Bestselling Author and International Trainer*

11:15 AM - 12:00 PM

THE HUB STAGE

12:00 PM - 1:00 PM

Networking Lunch in THE HUB EXPO

1:00 PM - 2:00 PM

COMMERCIAL/MULTIFAMILY POLICY TRACK: Housing Affordability in the US: Market Rate Versus Affordable - Where are the Opportunities?

Explore the current state of housing affordability in the United States and the opportunities that exist in both market-rate and affordable housing sectors. This session examines key trends, policy impacts, and investment strategies for developers, investors, and lenders. Discover where the greatest potential lies for growth and how to navigate the challenges in this evolving market. Gain valuable insights into balancing risks and rewards while addressing the nation's housing affordability challenges.

Speakers

Rania Galan, *Partner, Ballard Spahr LLP*

Lopa Kolluri, *Head of Affordable Housing Lending, M&T Bank Corporation*

Tony Love, *Senior Originator, BWE*

Vince Toye, *Head of Community Development Banking & Agency Lending, JP Morgan Chase*

Daron Tubian, *Head of Affordable Housing Investments, Barings*

1:00 PM - 2:00 PM

INNOVATIVE OPERATIONS TRACK: Leveraging Technology and Generative AI for Deal Decision-Making in CRE Loan Origination and Servicing

The rise of generative AI and advanced technology is transforming decision-making processes in commercial real estate (CRE) loan origination and servicing. This session will explore how AI-powered tools can streamline deal analysis, improve underwriting accuracy, and enhance efficiency in loan servicing operations. Industry leaders will discuss the adoption of AI in the sector, as well as the challenges it brings, including information security, data protection, and reliability. Attendees will leave with practical strategies for integrating AI into their operations, addressing these challenges, and unlocking greater value in their deal-making processes.

Speakers

Bryan Doyle, *Managing Director, CBRE Capital Markets*

Tina Lichens, *General Manager, Capital Markets, LightBox*

Aaron Perlis, *EVP & Chief Information Officer, Walker & Dunlop, LLC*

L.D. Salmonson, *Founder, Cherre*

Ben Schweitzer, *Newmark*

1:00 PM - 2:00 PM

MARKET OPPORTUNITIES TRACK: Location, Location, Location: Expert Insights on Industrial, Hospitality, Multifamily, Office, and Retail Markets

Join leading researchers in commercial real estate (CRE) as they provide a deep dive into the latest market trends across key sectors, including industrial, hospitality, multifamily, office, and retail. Speakers present a comprehensive analysis of each segment, highlighting regional variations, emerging opportunities, and potential challenges in today's evolving landscape. Gain valuable insights into the factors shaping demand and investment trends, enabling more informed decisions. Whether you are looking to refine your strategy or explore new opportunities, this session is a must for those seeking to understand the forces driving the CRE market.

Speakers

Lonnie Hendry, *Chief Product Officer, Trepp, Inc.*

Joe Pella, *Head of National Real Estate, Truist - Commercial Real Estate*

Stephanie Wiggins, *Head of Production, Agency Lending, PGIM Real Estate*

Joanie Wilson, *Senior Vice President, Chief Underwriter for Affordable and Bridge, M&T Realty Capital Corporation*

2:15 PM - 3:15 PM

COMMERCIAL/MULTIFAMILY POLICY TRACK: Healthcare Lending: Opportunities and Challenges in Senior Living

Explore the evolving landscape of healthcare lending for senior living facilities, including assisted living, skilled nursing, and independent living. This session will dive into current market trends and challenges such as staffing shortages, Medicare and Medicaid funding dynamics, and regulatory pressures. Gain insights into lending opportunities through FHA, GSE, and private financing programs, and discover how lenders can adapt to meet the growing needs of America's aging population. Ideal for industry professionals seeking to understand the complexities and opportunities in this critical sector.

Speakers

Ritchie Dickey, Jr., *Managing Director, White Oak Healthcare Finance*

Doug Harper, *Managing Director, Lument*

Roger M. Lukoff, *Deputy Assistant Secretary, FHA Office of Healthcare Programs, U.S. Department of Housing and Urban Development*

2:15 PM - 3:15 PM

INNOVATIVE OPERATIONS TRACK: How Fraud is Shaping Deals: Navigating Risks in Today's Market

Fraud has become a critical factor reshaping business operations and decision-making in the commercial real estate market. This session delves into how fraudulent activities influence transactions, disrupt traditional deal structures, and impact business strategies. Industry experts share real-world examples of fraud's effects on business operations, discuss red flags to watch for, and provide actionable strategies for minimizing risk. Gain a deeper understanding of how fraud is transforming the way businesses approach deals and learn strategies to mitigate the threat.

Speakers

Adam Fox, *Senior Director, Fitch Ratings*

Cory Gabriel, *Chief Technology Officer, BWE*

Jessica Price, *Deputy Chief Underwriter and Managing Director for MFC, Wells Fargo Bank, N.A.*

2:15 PM - 3:15 PM

MARKET OPPORTUNITIES TRACK: Building Smarter: Expert Insights from Construction Consultants on How and Where to Develop

As the demand for new developments evolves, understanding where and how to build has become more crucial than ever. This session brings together leading construction consultants to dive into the nuts and bolts of construction, providing guidance on choosing prime locations, navigating zoning regulations, and optimizing construction strategies. Attendees learn about critical factors like contractor selection, labor costs, and how these vary across different regions and market sizes. The discussion includes a large market vs. small market cost analysis, highlighting regional differences that can significantly impact project budgets, along with considerations for adaptive reuse construction and its potential to reduce costs and environmental impact. Whether you're planning a new development or looking to refine your current projects, this session offers valuable insights to help you make informed construction decisions in today's competitive market.

Speakers

Ernest Benjamin, Jr., *Principal, BVRE Consulting & Advisory*

Rob Hazelton, *CEO, Dominion Due Diligence Group*

Terry W. Wellman, *Chief Underwriter, Berkadia*

Wednesday, February 12, 2025

8:00 AM - 10:00 AM

Registration

8:30 AM - 10:30 AM

Breakfast and Closing Super Session

Join your colleagues at the Closing Super Session for a round-up of the week's learning. It's been a busy week, and the ideas are flying! Bring your comments and questions and join an energetic and interactive discussion. Expert speakers from the program will be on hand. Casual attire at this session is welcome; come for as long or little as your schedule allows. Sponsored by Bank of America.

Speakers

Stacy G. Ackermann, *Partner, K&L Gates, LLP*

Victor Calanog, PhD, CRE, FRICS, *Global Head of Research and Strategy, Manulife Real Estate Finance Group*

Kevin Fagan, *Senior Director & Head of CRE Economic Analysis, Moody's Analytics CRE*

Drew Fung, *Managing Director, Portfolio Manager, Clarion Partners*

Jan Sternin, CMB, *Senior Vice President, Managing Director, Berkadia*