



2019 HOUSING DESIGN SUMMIT

MARCH 12, 2019
MARCH 13, 2019

AGENDA

REGISTER NOW

DAY 1

MARCH 12, 2019

7:00 a.m. **Breakfast and Registration**

8:00 a.m. **Welcome Presentation**

John Burns welcomes attendees to the 2nd annual Housing Design Summit. After introductions, John will give a brief presentation on designing for the future.
John Burns | *CEO, John Burns Real Estate Consulting*

8:30 a.m. **Keynote: Key Trends for 2019 and Beyond!**

During this fast-paced keynote, Maxwell Luthy, Director of Insights & Trends at TrendWatching, will dive into five key consumer trends impacting housing design in 2019. With expectations climbing faster by the day, it feels impossible to keep up with the home buyer of tomorrow. You can harness consumer trends such as *sentient spaces* and *ambient wellness* to supercharge your strategy and delight your future customer.

Max Luthy | *Director, Insights & Trends, TrendWatching*

9:30 a.m. **How Do You Solve a Problem like Attainability?**

Three creative leaders will share how they designed more attainable solutions for younger, first-time buyers.

Moderator: Sidney Pell | *Manager, Consumer & Product Insights, John Burns Real Estate Consulting*

Carola Cherief | *Vice President, Sales & Marketing, Trumark Homes*

John Osborne | *Vice President, BMC*

Rhett Yeary | *Architect and National Design Manager, Pulte Group*

10:15 a.m. **Break**

10:30 a.m. **Creative Marketing: New Tools and Processes to Reach a New Kind of Buyer**


Industry marketing specialists speak to the importance of maximizing your marketing ROI by using new tools and processes to identify the buyers who will love your designs the most.

Moderator: Kristy Yule | *Vice President, Consulting, John Burns Real Estate Consulting*

Megan Eltringham | *Vice President, Marketing, The New Home Company*

Rebecca Anbardan | *Vice President, Sales and Marketing, Warmington Group*

Will Duderstadt | *Vice President, Digital Marketing, M/I Homes*



11:00 a.m. **Technology and Innovation: Disruptors in the Home Building Industry**

Moderator Margaret Whelan leads a panel of housing innovators who have implemented new technologies to improve the homeowner experience.

Moderator: Margaret Whelan | *Founder and CEO, Whelan Advisory*
Chris O'Bannon | *Account Manager, New Homes, Tesla Energy*
CR Herro | *Vice President, Innovation, Meritage Homes*
Manny Gonzalez | *Principal, KTG Architecture + Planning*

11:45 a.m. **Lunch**

12:45 p.m. **First-Time Buyer Innovation Lab**

Dave Kosco of Bassenian Lagoni Architects leads an interactive workshop where you will work with other attendees to create attainable housing solutions for millennials and multigenerational families.

Dave Kosco | *Senior Principal, Director of Design, Bassenian Lagoni Architects*

2:45 p.m. **Break**

3:00 p.m. **A Sit Down with an Industry Legend**

John Burns and Adrian Foley discuss how Brookfield Residential has changed with the times to create award-winning home and community designs their customers and their shareholders love.

John Burns | *CEO, John Burns Real Estate Consulting*
Adrian Foley | *President & COO, Brookfield Residential*

3:20 p.m. **Building Homes for Renters: 2019's Hottest Topic**

Three of the top build-for-rent developers share their stories and insights with moderator Don Walker. From for-rent townhomes to whole neighborhoods of detached for-rent houses inside masterplans, the panelists will share insight into this newer industry as well as look to its future.

Moderator: Don Walker | *Managing Principal and CFO, John Burns Real Estate Consulting*
Jonathan Ellenzweig | *Managing Director, Tricon Capital Group, Inc.*
Nick Lehnert | *Executive Director, Design Strategies, KTG Architecture + Planning*
Ryan Griffis | *Managing Director, NexMetro*

4:05 p.m. **Global Consumer Trends**

By popular demand, Susan Yashinsky from Sphere Trending returns to provide macro insights on shifting trends for where we work, play, and live.

Susan Yashinsky | *Vice President, Innovation Predictor, Sphere Trending*

4:45 p.m. **Day 1 Wrap Up**

5:00 p.m. **Dinner & Networking**

DAY 2

MARCH 13, 2019

7:00 a.m. **Breakfast**

8:00 a.m. **Welcome**

John Burns | CEO, John Burns Real Estate Consulting

8:05 a.m. **Keynote: Design Insight from the Remodeling Industry**

Nino Sitchinava, Principal Economist at Houzz, will share what Houzz has learned about the major forces shaping consumer renovation behavior and design attitudes. Sitchinava will comment on the latest home design trends observed, based on Houzz's 40 million monthly users browsing and saving more than 17 million home design photos and shopping more than 10 million products.

Nino Sitchinava | *Principal Economist, Houzz*

8:30 a.m. **Masterplan Lessons from the Experts**

Learn the latest masterplan design trends from the Houston-based developers who have dominated our national sales rankings for years.

Moderator: David Jarvis, *Senior Vice President, John Burns Real Estate Consulting*
Doug Goff | *Co-President and COO, Johnson Development Corporation*
Heath Melton | *Vice President, MPC Residential, Howard Hughes Corporation*
Ted Nelson | *President and COO, Newland Communities*

9:10 a.m. **Keynote: Designing Architecture, Interiors, and Landscaping for the New Decade**

Renee Labbe, an architectural design researcher and design trends forecaster from Broadside Studios, returns to share the highlights from her latest research on the future of living. She will address the what and the why by discussing key cultural and consumer influences underlying the architectural and interior design shifts presented.

Renee Labbe | *Director, Foresight Strategy, Broadside Studios*

9:45 a.m. **Break**



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10:00 a.m. **The New 55+ Shoppers and the Communities That Have Responded**

Executives from some of the new and fresh 55+ communities from around the country discuss how age-qualified communities are changing and how these developers are staying ahead of the game.

Moderator: Ken Perlman, *Principal, John Burns Real Estate Consulting*
Bill Bullock | *President, Latitude Margaritaville, Minto Communities*
Matt Sauls | *Vice President, Marketing and Product Development, Pardee Homes, A Member of the TRI Pointe Group*

10:40 a.m. **First-Time Buyer Innovation Lab Part 2**

Leaders from each group will discuss the top ideas they saw at the workshop from Day 1. What were the top plan designs? Why did they work so well? What are the key takeaways from the workshop?

11:15 a.m. **The Future of Residential Architecture**

Architectural experts share what they see coming down the road and photographs of how they are designing for it.

Moderator: Jenni Lantz, *Manager, DesignLens, John Burns Real Estate Consulting*
Bill Hezmalhalch | *President, William Hezmalhalch Architects*
David Copenhaver | *Partner, BSB Design*
Paul Brady | *Principal, Godden Sudik Architects*

11:55 a.m. **Lunch**

12:40 p.m. **Insights from Building Products Design Leaders**

Building products design leaders share the results of their research and how they approach innovation and new product development.

Moderator: Steve Basten | *Manager, Consulting, John Burns Real Estate Consulting*
Dan Clements | *Global Director, Advanced Design, Whirlpool*
Katie Rogers | *Business Development Manager, Builder/Multi-Family, Mohawk Industries*
Shane Allis | *Director of Marketing, Kohler Brand Fixtures, Kohler*

1:20 p.m. **Game Changing Takeaways Roundtable Discussion**

In this session, you and your table mates will share the biggest takeaways from the Design Summit and plan how you are going to implement what you learned in your business. This is a session you won't want to miss, as it will give you the most take-home value.

1:50 p.m. **Day 2 Wrap Up and Adjourn**