

ULI SAN FRANCISCO DISTRICT COUNCIL
RESIDENTIAL LOCAL PRODUCT COUNCIL AGENDA
Wells Fargo: 333 Market St, 3rd Floor
Wednesday, October 16, 2024

SF Local Residential Council Leadership

Co-Chair: Lydia Tan, Principal, Tan Consulting
Co-Chair: Gregg Miller, Partner, Coblenz, Patch, Duffy and Bass LLP
Vice-Chair: Kim Diamond, Principal, KD Shae Development
Vice-Chair: Ann Silverberg, CEO, NorCal NW Affordable, Related California

8:00 - 8:20 AM – Registration, Breakfast, & Networking

8:20 – 8:25 AM – Welcome & Introductions

8:25 – 9:10 AM – Zillow Economist

Skylar Olsen, Chief Economist for Zillow, will kick off our day with an economic overview to set the context of the market. She will share her perspective about how macroeconomic dynamics are impacting the housing market in the U.S. and the Bay Area, and what trends are emerging from buyers and renters using the Zillow platform.

Speakers: **Skylar Olsen**, Chief Economist, Zillow

9:10 – 9:55 AM – Senior Living

With the U.S. demographic continuing to age, the senior living market has increasingly evolved to be more segmented across the continuum of care. A relatively new segment, active adult living, bridges the gap between traditional senior housing models and mainstream multi-family and has opened the door to multi-family developers and operators entering the senior living market. This panel will review the drivers of the growing demand for housing geared toward the senior population and the consumer and development trends across housing types, with a special emphasis on active adult living.

Speakers: **Frank Rockwood**, Co-Founder & President, Rockwood Pacific (**moderator**)
Mitch Brown, Principal, Senior Housing Consultant
Soo Im, Principal, Perkins Eastman
David Latina, Chief Business Development Officer, Sequoia Living

9:55 – 10:15 AM – Coffee Break & Networking

10:15 – 10:25 AM – Council Updates

10:25 – 10:55 AM – Breakout Session

What's keeping you up at night? What's giving you hope?

10:55 – 11:40 AM – Current Market Conditions

Bay Area residential market experts will share and compare observations of current trends and factors expected to shape the future of the Bay Area.

Speakers: **Tim Cornwell**, Principal, The Concord Group
Miles Garber, VP of Research, Polaris Pacific

11:40 AM – 12:00 PM – Networking

12:00 PM – Conclusion & Sign Out

Local Product Council membership and meeting attendance are non-transferable. Members are expected to stay for the duration of the program.