



ULI SAN FRANCISCO DISTRICT COUNCIL
MULTIFAMILY LOCAL PRODUCT COUNCIL AGENDA
SPUR, 654 Mission St, San Francisco, CA 94105
Friday, March 13, 2026

Multifamily Local Product Council Leadership

Chair: Jeff Smith, Managing Partner, Sack Capital Partners
Vice Chair: Teresa Ruiz, TCA Architects
Vice Chair: Chris Moritz, Newmark
Vice Chair: Sal Saglimbeni, Institutional Property Advisors

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

8:20 – 8:40 AM – Introductions & Icebreakers

8:40 – 9:40 AM – Navigating Today’s Bay Area Rent Trends, Operations, and Growth Momentum

After years of rent stagnation in the Bay Area, apartment fundamentals have recently improved, though recovery remains uneven. San Francisco is leading with strong lease trade-outs, with support from the Peninsula and Silicon Valley, while the East Bay and North Bay continue to face softer growth. Expenses across all regions can be volatile and impact operating performance. Panelists will share on-the-ground insights, emerging trends, and where they see the strongest opportunities ahead.

Speakers: **Sal Saglimbeni**, Executive Managing Director, Investments, IPA (moderator)

Amanda Lindberg, Chief Investment Officer, Acacia Capital

David Friedkin, President, Friedkin Property Group

Justin Halada, Chief Operating Officer, Prometheus Real Estate Group

9:40 – 10:00 AM – Coffee Break & Networking

10:00 – 11:00 AM – Stalled No More: An Insider’s Look at Breaking Ground in the Bay Area

The development pipeline was robust going into the pandemic but has slowed to a fraction of its former pace. Now the industry is asking: What will it take to restart meaningful development activity? Where do LPs stand today as they recalibrate their risk tolerance? Have we finally found more effective ways to manage construction costs? Our industry veterans will breakdown these challenges and share their insights on what it really takes to get deals across the finish line.

Speakers: **Teresa Ruiz**, Principal & Vice President, TCA Architects (moderator)

Doug McDonald, President, SummerHill Apartment Communities

Greg Pasquali, Vice President, Carmel Partners

Scott Youdall, Regional Development Partner, Hanover Company

11:00 – 11:15 AM – Coffee Break & Networking

11:15 AM – 12:00 PM – Around the Horn

A moderated Q&A session with all LPC attendees, focused on addressing a broad range of topics impacting the multifamily industry in the Bay Area.

Speakers: **Chris Moritz**, Executive Managing Director, Newmark (moderator)

12:00 PM – Conclusion & Sign Out