



Realty Services

The Massey Knakal Multifamily Summit

in conjunction with



September 21st, 2010

7 AM – 5 PM

The McGraw Hill Conference Center

1221 Avenue of the Americas, New York, NY

Click [here](#) to register or call (646) 862-6136 x1.

About this conference:

The multifamily sector is heating up. Transaction volume is growing and lenders are out in force. As noted in Michael Stoler's recent column in *The Real Deal*, numerous banks are active including Dime Savings, M & T, Capital One, Apple, Ridgewood, Flushing and Signature Bank. New York Community Bancorp and Sovereign plan to loan a combined \$8 billion in multifamily financing in 2010. Find out why the multifamily sector is poised to see new growth and learn about the rise of alternative multifamily property types. Find out where innovative investors are finding under-the-radar deals, and how others are taking advantage of today's real estate climate.

Featured Speaker:

Gary Barnett, President, Extell Development Company

As president of Extell Development Company, Gary Barnett, oversees a real estate portfolio exceeding 10 million square feet of residential, hotel, commercial and retail space as well as land and golf course developments.

Mr. Barnett has risen to become one of the preeminent developers in the real estate industry by discovering the hidden value in real estate properties through vision, research, assemblage and management. He is personally involved in all aspects of Extell's projects, from the acquisition and financing of a new property to the design, layouts and finishes. As a result, Extell has gained a reputation for its acute ability to acquire and turn around projects that consistently outperform in the marketplace.

The Agenda:

The Massey Knakal Multifamily Summit is an innovative day-long conference and networking event that will offer analysis and review of important key areas, including:

- Keynote: National Economy / Multifamily Market Trends and Outlook
- State of the NYC Multifamily Market: Opportunities and challenges
- Multifamily Financing: Banks versus Fannie & Freddie — the future of lending
- Active Investors Panel: Where are the opportunities? What are the risks?
- Owner / Operator Secrets: How top operators maximize cash flow and minimize vacancy
- Albany and The City 2010: Rent-stabilization, recession, and politics
- Keynote: Gary Barnett, President, Extell Development



Special Workshops:

- Online Marketing: Leasing up effectively without paying broker fees
- Multifamily Retrofit: Save money and get the government to pay for it
- Niche Investing: Student and senior housing as investment alternatives
- Neighborhood Focus: Opportunities in the Brooklyn market
- Affordable Housing: Special lunchtime discussion
- Deal Marketing: Active buyers and sellers meet [Accredited Investors Only]
- and more...

Speakers:

Over 40 speakers will be joining us on September 21 at McGraw Hill Conference Center, including:

- Ben Ashkenazy, CEO, Ashkenazy Acquisition Corp (tentative)
- Gary Barnett, President, Extell Development
- Sherwin Belkin, Partner, Belkin Burden Wenig & Goldman LLP
- Doug Bibby, President, National Multi Housing Council
- Faith Consolo, Chairman, Retail Leasing, Prudential Douglas Elliman
- Ralph Della Cava, EVP & Principal, R. A. Cohen & Associates, Inc.
- Peter Fine, President, Atlantic Development Group (tentative)
- Spencer Garfield, Managing Director, Hudson Realty Capital
- Larry Gluck, Founder, Stellar Management (tentative)
- Andrew Hoffman, Vice Chairman, Community Housing Improvement Program
- Ed Kalikow, President & CEO, The Kalikow Group
- Matthew Kasindorf, Chair, Real Estate Department, Meister Seelig & Fein LLP
- Robert Knakal, Chairman, Massey Knakal Realty Services
- Ken Krasnow, Managing Director – Brooklyn, Massey Knakal Realty Services
- Richard Mack, North America CEO, Area Property Partners
- Ron Moelis, Co-Founder / Principal, L+M Development Partners (tentative)
- Neil Rubler, President / CEO, Vantage Properties
- Barry Rudofsky, Principal, Bronstein Properties (tentative)
- Joe Sitt, Chairman & CEO, Thor Equities
- Scott Swerdlin, Senior Vice President, Capital One Bank
- Don Tallerman, President, Online Marketing Group
- David Unger, Chief Operating Officer, US Energy Group
- James Wacht, President, Sierra Realty Corp.
- Richard Wagman, Managing Director, Madison Capital
- Ofer Yardeni, Managing Partner, Stonehenge Partners

Networking:

We've designed this year's event to provide additional opportunities for investors, owners, and capital sources to mingle and get to know each other better. We've included two networking breaks, a full hour for lunch, cocktails, as well as a special deal marketing event for buyers and sellers.