

Afternoon

“The Deal Dynamic: An Integrated Case Discussion”

- 12:45 **Design and Construction: *Costs and Causation***
(Construction/Rehabilitation Costs; Value Engineering; Integrating Sustainability;
Design Issues & Challenges)
- Allan McDonnel, The McDonnel Group LLC;
Paula Peer, Trapolin-Peer Architects**
- 1:15 **Regulatory Realities: *Codes, Zoning and Historicity***
(Zoning, Variances, Building Code Issues & Historic Issues)
- Leslie Alley, Deputy Director, City Planning Commission
Ed Horan, NO Safety & Permits;
Alison Saunders, Tax Incentives Director, Division of Historic Preservation**
- 1:55 **In Search of Income: *Rents, Returns and the Dance of Supply & Demand***
(Fair Market Rents; Occupancy; Supply/Demand; Yield Expectations)
- Rick Haase, Latter & Blum; Townsend Underhill, Stirling Properties;
John Moss, Retail Specialists**
- 2:25 ***Break***
- 2:45 **Project Operation: *Overhead, Risk Management and Sustainability***
(Operating Costs Control Issues; Insurance Costs; Elevation & Flood Insurance;
Managing Sustainability)
- Joe Pappalardo, Latter & Blum Property Management; Prisca Weems, Future
Proof**
- 3:15 **Marketing Your Project: *From Demographics to Social Media***
(Marketing Issues, Target Niches)
- Mi Mi Montagnet, M2 Brokerage; Austin Lavin, Corporate Realty**
- 3:50 **Got Appraisal?: *Value According to Your Appraiser***
(Financing & Impact; Highest & Best Use; Value Elasticity; Market Metrics)
- Geoffry Lutz, Tulane University**
- 4:25 **Final Comments *& Sign Out***