



2016 AppFolio Customer CONFERENCE

MONDAY Accounting & Reporting / Hands-On Workshop / Genius Bar / Welcome Reception

TUESDAY Smart Business Strategy, Industry Insider, Maximize AppFolio Property Manager
Hands-On Workshop / Genius Bar / Customer Appreciation Party

WEDNESDAY Smart Business Strategy, Industry Insider, Maximize AppFolio Property Manager / Genius Bar

DAY 1 AGENDA

ACCOUNTING & REPORTING | MONDAY, SEPTEMBER 19, 2016

12:30 - 5:30 PM	GENIUS BAR OPEN		
	MASTER MONTHLY ACCOUNTING Santa Ynez/San Rafael	BOOST YOUR FINANCIAL HEALTH Sierra Madre	HANDS-ON WORKSHOP Rodney's Grill
1:00 - 1:45 PM	AppFolio's Accounting Framework Jake Schlingman	Optimize Accounting Workflows Arezou Gholami & Sean Kelly	The Key to Property Management Problem Solving Beth Gilbert & Kate MacCorkle 1:15 - 3:45 PM *RESERVATION REQUIRED
2:00 - 2:45 PM	Master the Move In Workflow Kenna Edwards	Accounting Diagnostics Marc Duncan & Katelyn Bennett	
2:45 - 3:15 PM	BREAK / SNACK		
3:15 - 4:00 PM	Master the Move Out Workflow Colin McCoy	Troubleshooting Bank Reconciliation Michael Cotney & Breigh Cavender	
4:15 - 5:00 PM	Troubleshooting Payables Olivia Garcia & Morgan Shaw	Audit-Proof Your Business Michael McConnell	
6:00 - 8:00 PM	WELCOME RECEPTION Plaza Del Sol		

Free WiFi Login

SSID: PSAV_Event_Solutions
Password: appfolio2016

DAY 2 AGENDA

TUESDAY, SEPTEMBER 20, 2016

8:00 - 9:00 AM	BREAKFAST & NETWORKING Plaza Del Sol			
8:00 - 5:45 PM	GENIUS BAR			
9:00 - 10:00 AM	WELCOME Brian Donahoo, President & CEO			
10:00 - 11:00 AM	BROADCASTING HAPPINESS Michelle Gielan, Positive Psychology & Communications Expert			
11:00 - 11:30 AM	BREAK			
	SMART BUSINESS STRATEGY Santa Ynez	INDUSTRY INSIDER San Rafael	MAXIMIZE APPFOLIO PROPERTY MANAGER Sierra Madre	HANDS-ON WORKSHOP Rodney's Grill
11:30 - 12:15 PM	Keeping Up with Compliance: How to Sue-Proof Your Business Puneet Singh, Kimball, Tirey & St. John LLP	The State of the Economy Stephanie McCleskey, Axiometrics	10 Awesome Features You Need to Start Using Emma Medjuck	
12:15 - 1:15 PM	LUNCH Plaza Del Sol			
1:15 - 2:00 PM	Building a Brand with a Stellar Digital Reputation AppFolio Customer Panel Moderator: Matt Walton	Transform your Service, Transform Your Business Katelyn Surak	Mythbusters: Property Management Edition J.J. Kercher	Improve Vacancy Management in AppFolio 1:15 - 2:45 PM
2:15 - 3:00 PM	How to Handle "That One Resident..." Whitney Kopf & Laurie Lowe	The New Renters Are Coming... and They're Not Millennials Ronnie Regev	How to Win Sales and Influence Owners Joe Sidebotham	Lenka Keston, Kathleen Henning, & Brianna Koch *LIMIT 20 PEOPLE
3:00 - 3:30 PM	BREAK			
3:30 - varied end	Run a Smarter Business with Data-Driven Decisions 3:30 - 3:50 PM Part One Morgan Shaw 4:00 - 4:25 PM Part Two Chris Rovell	Data Security in the Digital World 3:30 - 4:15 PM David Shaw	Marketing and Leasing Performance: Handling New Leads and Winning Business 3:30 - 3:50 PM Part One David Gaultiere 4:00 - 4:25 PM Part Two Heather Munoz	Improve Vacancy Management in AppFolio 3:30 - 5:00 PM Lenka Keston, Kathleen Henning, & Brianna Koch *LIMIT 20 PEOPLE
6:00 - 10:00 PM	CUSTOMER APPRECIATION PARTY Plaza Del Sol			

DAY 3 AGENDA

WEDNESDAY, SEPTEMBER 21, 2016

8:00 - 9:00 AM	BREAKFAST & NETWORKING Plaza Del Sol		
8:00 - 2:00 PM	GENIUS BAR		
9:00 - 10:00 AM	MARKET TRENDS Nat Kunes, VP, Product Management		
10:00 - 10:30 AM	BREAK		
	SMART BUSINESS STRATEGY Santa Ynez	INDUSTRY INSIDER San Rafael	MAXIMIZE APPFOLIO PROPERTY MANAGER Sierra Madre
10:30 - 11:15 AM	How Do I [Fill in the Blank]? The Ultimate How-To Session for PM's AppFolio Customer Panel Moderator: Chris Casillas	Resident Retention: It's Not Them, It's You Jennifer Rapp	Managing a Mixed Portfolio, HOA Included! Lenka Keston & Molly Abbott
11:30 - varied end	Building a Solid Company Culture: Lessons Learned AppFolio Customer Panel Moderator: Aimee Miller 11:30 - 12:15 PM	Leasing by the Pool? Don't Mind if I Do! Amy Love 11:30 - 12:15 PM	Don't Be Shy: Enhance Your Communication with Your Investors, Owners, Renters, and Vendors 11:30 - 11:50 PM Part One Stacy Holden 12:00 - 12:25 PM Part Two Mike Blanchette
12:15 PM	SACK LUNCH / END OF CONFERENCE / GENIUS BAR WILL REMAIN OPEN UNTIL 2:00 PM		

Free WiFi Login
 SSID: PSAV_Event_Solutions
 Password: appfolio2016

DAY 1 SESSIONS

ACCOUNTING & REPORTING | MONDAY, SEPTEMBER 19, 2016

1:00 - 1:45 PM

■ AppFolio's Accounting Framework

Understand the basic accounting principles at the core of AppFolio Property Manager. Learn about property-based trust accounting and the structure holding it all together.

Speaker: Jake Schlingman, Training Manager

■ Optimize Accounting Workflows

Advance your knowledge of AppFolio's automated accounting features to eliminate errors and improve your staff's efficiency.

Speakers: Arezou Gholami, Customer Success Key Account Manager & Sean Kelly, Customer Success Account Manager

1:15 - 3:45 PM

■ Hands-On Workshop | The Key to Property Management Problem Solving

No one person makes all the decisions when it comes to AppFolio Property Manager; we use a variety of successful proven methods in our agile product development process. Property managers can apply these same concepts to their businesses to solve some of the most common challenges in the industry, like marketing vacancies and attracting new owners. In this interactive workshop, you'll learn about the different and fun approaches to problem solving that work for us, from "card" storming to dot voting to team retrospectives. Together in groups, you will use some of the methodologies to break down a larger business challenge into manageable tasks in order to solve it; and you will all leave the session with a plan for action.

Speakers: Beth Gilbert, Director, Customer Development & Kate MacCorkle, Senior User Experience Researcher

2:00 - 2:45 PM

■ Master the Move In Workflow

Learn how to complete the perfect move in, troubleshoot errors and handle unique tenant situations.

Speaker: Kenna Edwards, Sr. Customer Success Manager

■ Accounting Diagnostics

Learn about the Accounting Diagnostics page and how to resolve and prevent financial errors.

Speakers: Marc Duncan, Manager, Customer Success & Katelyn Bennett, Sr. Customer Success Manager

3:15 - 4:00 PM

■ Master the Move Out Workflow

Learn how to complete the perfect move out, troubleshoot ledger balances and handle move out adjustments.

Speaker: Colin McCoy, Manager, Customer Success

■ Troubleshooting Bank Reconciliation

Master the reconciliation process by learning steps to find and fix adjusted cash errors.

Speakers: Michael Cotney, Customer Success Key Account Manager & Breigh Cavender, Customer Success Key Account Manager

4:15 - 5:00 PM

■ Troubleshooting Payables

Learn how to troubleshoot discrepancies for all payables. We'll show you how to diagnose and adjust management fees, owner payments and vendor bills.

Speaker: Olivia Garcia, Manager, Customer Success & Morgan Shaw, Manager, Customer Success

■ Audit-Proof Your Business

Discover reporting tips and tricks to better understand and explain your financials in the event of an audit.

Speaker: Michael McConnell, Manager, Customer Success

TRACKS

■ MASTER MONTHLY ACCOUNTING | Santa Ynez / San Rafael

■ HANDS-ON WORKSHOP | Rodney's Grill

■ BOOST YOUR FINANCIAL HEALTH | Sierra Madre

DAY 2 SESSIONS

TUESDAY, SEPTEMBER 20, 2016

11:30 - 12:15 PM

■ Keeping Up with Compliance: How to Sue-Proof Your Business

It's essential that your properties comply with all state and federal laws in order to avoid hefty fees or worse... lawsuits. Fortunately, we have lawyers with all of the answers! Check in with Puneet Singh for a brief on the newest changes to Fair Housing and Disabilities compliance and how you can insulate your properties against potential litigation.

Speaker: Puneet Singh, Managing Partner at Kimball, Tirey & St. John LLP

■ The State of the Economy

Where is the market going in 2017? How does it differ in your city? How will this impact your business? Can you prepare? Leading apartment market data analyst Axiometrics brings us the latest data and rental trends from top regions in the country. Find out where the housing market is today—both nationally and locally— and what they predict for the future.

Speaker: Stephanie McCleskey, Vice President, Research, Axiometrics

■ 10 Awesome AppFolio Features You Need to Start Using

Did you know AppFolio Property Manager releases new features and functionality every week? We know it can be hard to keep up! In this valuable session, we'll show you our list of top 10 features that you should start using today. From updates to invoicing, bulk charges, and new reporting capabilities, join this session to learn how these features can have a huge impact on your business.

Speaker: Emma Medjuck, Director, Product Management

1:15 - 2:00 PM

■ Building a Brand with a Stellar Digital Reputation

Your brand and online reputation can be your best friend or your worst enemy—a responsive website design, positive reviews, and providing consistent positive customer experiences are just some of the ways you can not only manage your reputation but create a brand for your business that keeps you competitive. Using real examples of how to create a seamless digital experience and build a brand with an excellent reputation, meet with a panel of Property Managers and Renters to identify what your customer is looking for and how you can build a brand for your business to ensure you're delivering on those expectations.

AppFolio Customer Panel | Moderator: Matt Walton, Director, Website Services

■ Transform Your Service, Transform Your Business

With the growing popularity of brands like Uber, Amazon, and Netflix, renters are beginning to expect instant service from their property managers too. This may sound intimidating, but if you can rise to the occasion and meet your renter's service expectations, the return on your investment will be greater than you can imagine. Join AppFolio Senior Manager of Training & Enablement Katelyn Surak for a presentation on how you can leverage your technology to transform your service experience.

Katelyn Surak, Sr. Manager, Training and Enablement

■ Mythbusters: Property Management Edition

If you find yourself stuck in the old ways of doing things (like from before computers were invented) then it might be time to get out of your old habits and embrace all of the evolutionary ways that technology can make you and your business more efficient. Join AppFolio Director of Customer Experience JJ. Kercher for the top 10 Property Management workflow myths, and how you can change your everyday processes to focus on the things that matter most to your business.

Speaker: JJ. Kercher, Director, Customer Experience

1:15 - 2:45 PM

■ Hands-On Workshop | Improve Vacancy Management in AppFolio

Come join us for a hands-on and interactive customer session— we will work together to come up with ideas on how to improve the way you fill your vacancies in AppFolio. Please plan to attend the full 90 minutes for this fun and collaborative workshop. (Also offered at 3:30-5:00 PM) Limit 20 people.

Speakers: Lenka Keston, User Experience Design Lead, Kathleen Henning, User Experience Researcher & Brianna Koch, Associate User Experience Designer

TRACKS

■ SMART BUSINESS STRATEGY | Santa Ynez

■ INDUSTRY INSIDER | San Rafael

■ MAXIMIZE APPFOLIO PROPERTY MANAGER | Sierra Madre

■ HANDS-ON WORKSHOP | Rodney's Grill

2:15 - 3:00 PM

■ How to Handle “That One Resident...”

This session takes a look at some common tenant profiles (think: delinquent or damage-causing tenants) and best practices for addressing them, or better yet, avoiding them altogether! AppFolio experts Whitney Kopf and Laurie Lowe will show you the best workflows from move-in to move-out and beyond, to protect yourself against virulent tenants, as well as give a sneak peek at some new features.

Speakers: Whitney Kopf, Director, Value Added Services & Laurie Lowe, Manager, Value Added Services

■ The New Renters Are Coming... and They're Not Millennials

Millennials are old news, welcome Generation Z to the rental market! The youngest round of renters has arrived, and they might not be what you expect. Join AppFolio Senior Product Manager Ronnie Regev for insights into the newest generation and what they want in the rental market.

Speaker: Ronnie Regev, Sr. Product Manager

■ How to Win Sales and Influence Owners

AppFolio makes the property management business easier for everyone involved; you benefit from streamlined reporting, leasing and marketing, and your renters benefit from online rent payments, transparent maintenance requests and an easy-access online portal. What do your owners and investors get out of the deal? From rental comparison tools to next day eChecks and web portals, there are a lot of things about AppFolio that will make them happy... you just need to know how to sell it.

Speaker: Joe Sidebotham, Manager, Sales Onboarding

3:30 - 4:15 PM

■ Data Security in the Digital World

Your customers trust you with their sensitive personal data. Are you doing everything you can to keep it safe? Check out this session for an overview of the latest online security best practices like two-factor authentication, and how you can maintain security for you and your renters in a connected world. Businesses of all sizes are liable for the personal data they store; leverage your partnership with AppFolio Property Manager to keep all of your data under lock and key.

Speaker: David Shaw, Chief Information Security Officer

3:30 - 4:25 PM

■ Run A Smarter Business with Data-Driven Decisions: Maximize AppFolio's Robust Reporting Infrastructure | 2-Part Session

Understanding your business through hard data has become an essential part of any company's survival. In these two 25-minute power sessions, we will equip you with the tools you need to process and understand the reporting capabilities that you already have with AppFolio Property Manager. **Part One** will address the numbers you need for your owners and investors (Gross Potential Rent, Budgeting and Performance Reporting) while **Part Two** is focused primarily on business intelligence for internal use, and what you can do as a business to make smarter decisions and increase your bottom line.

Part One Speaker: Morgan Shaw, Manager, Customer Success | **Part Two Speaker:** Chris Rovell, Product Manager

■ Marketing & Leasing Performance: Handling New Leads and Winning Business | 2-Part Session

In order to be a profitable property management business, you need to bring in new properties to manage as well as new renters to fill them. Maximize your profit potential with a streamlined marketing and leasing process. **Part One** will pinpoint key marketing features within AppFolio Property Manager that automate your advertising efforts and allow you to focus your time on securing new business. **Part Two** will address the top strategies in leasing performance management and tracking, so you spend less time on processing leases and more time exploring their value.

Part One Speaker: David Gaultiere, Product Manager | **Part Two Speaker:** Heather Munoz, Director, Customer Loyalty

3:30 - 5:00 PM

■ Hands-On Workshop | Improve Vacancy Management in AppFolio

Come join us for a hands-on and interactive customer session—we will work together to come up with ideas on how to improve the way you fill your vacancies in AppFolio. Please plan to attend the full 90 minutes for this fun and collaborative workshop. (Also offered at 1:15 - 2:45 PM) Limit 20 people.

Speakers: Lenka Keston, User Experience Design Lead, Kathleen Henning, User Experience Researcher & Brianna Koch, Associate User Experience Designer

TRACKS

■ SMART BUSINESS STRATEGY | Santa Ynez

■ INDUSTRY INSIDER | San Rafael

■ MAXIMIZE APPFOLIO PROPERTY MANAGER | Sierra Madre

■ HANDS-ON WORKSHOP | Rodney's Grill

DAY 3 SESSIONS

WEDNESDAY, SEPTEMBER 21, 2016

10:30 - 11:15 AM

■ How Do I [Fill in the Blank]? The Ultimate How-To Session for PMs

The more you're able to automate in your business, the less time and resources you spend on daily tasks. "How do I grow my business? How can I go paperless? How do I get more residents paying rent online?" This peer led discussion will bring together AppFolio customers who have leveraged their technology to produce real results for their business. Don't miss this opportunity to learn from your peers' practical strategies and successes and leave with guidance for leading your team and business to exceed your goals.

AppFolio Customer Panel | Moderator: Chris Casillas, Director, Sales Development Team

■ Resident Retention: It's Not Them, It's You

Every time a good renter leaves, you spend precious time and money finding a new one to take their place. Why are your renters leaving in the first place? Is there anything you could have done to keep them? AppFolio Director of Value Added Services Jennifer Rapp checks in with the latest in resident retention strategies. Hint: It's not about your renters at all.

Speaker: Jennifer Rapp, Director, Value Added Services

■ Managing a Mixed Portfolio, HOA Included!

From residential to commercial to student housing or mixed portfolio, AppFolio Property Manager is designed to help you run a better business no matter what your property type. This session will walk you through tips and tricks for managing all property types with AppFolio. We'll also be unveiling updated functionality as well as a brand new portfolio type to AppFolio—HOA! If you are a high unit business or have a diverse portfolio, this is a session you won't want to miss.

Speakers: Lenka Keston, User Experience Design Lead & Molly Abbott, Product Manager

11:30 - 12:15 PM

■ Building a Solid Company Culture: Lessons Learned

Join AppFolio CMO Aimee Miller as she leads a customer panel discussion on what it takes to build an exceptional company culture and the lessons learned along the way. We'll share some of what we've learned about culture here at AppFolio and why it's so important to invest the time to plan yours. You'll also hear from your peers in the industry on how they have developed a company culture that drives real results for their business. Leave this panel with real world examples of how to build the best culture for your business.

AppFolio Customer Panel | Moderator: Aimee Miller, Chief Marketing Officer

■ Leasing by the Pool? Don't Mind if I Do!

In today's digital world where we have access to data 24-7 from any device with an internet connection, the idea of the conventional office space becomes less and less attractive. With the power of technology, Property Managers can sign leases, perform onsite inspections, and process all of rent week directly from a mobile device. Join AppFolio User Experience Design Lead Amy Love as she discusses the latest trends in Property Manager mobility and the emerging trend of the virtual leasing office.

Speaker: Amy Love, User Experience Design Lead

11:30 - 12:25 PM

■ Don't Be Shy: Enhance Your Communication With Your Investors, Owners, Renters and Vendors | 2-Part Session

At AppFolio, we want you to get the most out of the services we provide, so we have geared these two special power sessions towards the communication tools you should be using every day to make the most of our partnership. **Part One** will focus on your Owner, Investor and Tenant communication; did you know that we provide in-product texting and emailing features? Get the most out of your reporting and accounting features by sending them directly through AppFolio, and make communication tools a key driver toward continued success. **Part Two** will focus on AppFolio's Vendor and Maintenance management tools and how you can utilize them to accelerate requests and provide transparency throughout the maintenance process.

Part One Speaker: Stacy Holden, Project Director | Part Two Speaker: Mike Blanchette, Product Manager

TRACKS

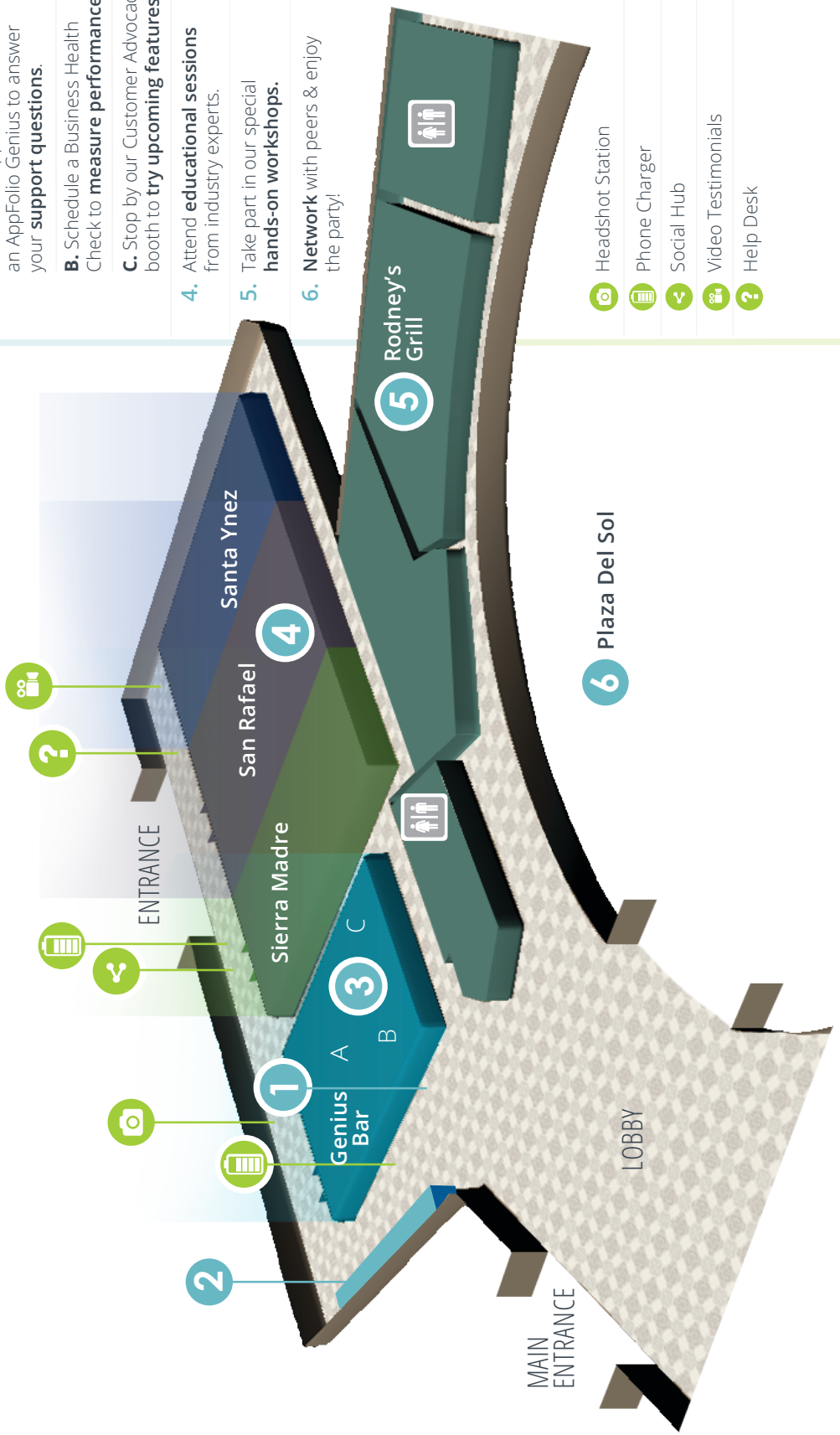
■ SMART BUSINESS STRATEGY | Santa Ynez

■ MAXIMIZE APPFOLIO PROPERTY MANAGER | Sierra Madre

■ INDUSTRY INSIDER | San Rafael

KEYS TO A GREAT CONFERENCE

1. Register!
2. Visit the Welcome Wall.
3. **A.** Make an appointment for an AppFolio Genius to answer your **support questions**.
B. Schedule a Business Health Check to **measure performance**.
C. Stop by our Customer Advocacy booth to **try upcoming features**.
4. Attend **educational sessions** from industry experts.
5. Take part in our special **hands-on workshops**.
6. **Network** with peers & enjoy the party!



- Headshot Station
- Phone Charger
- Social Hub
- Video Testimonials
- Help Desk