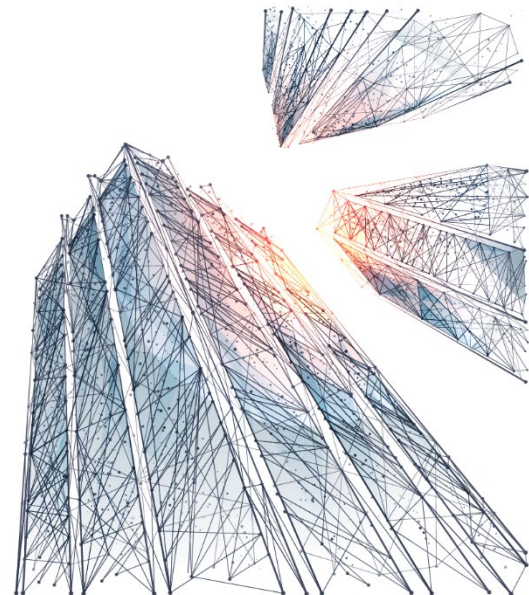
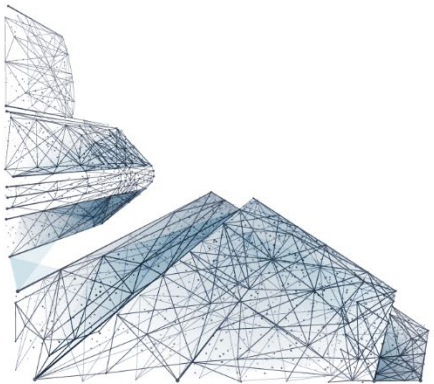


WELCOME TO AIM 2022

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**New Technology: This is cool! Or
will it make me look like a fool?**

Wednesday, April 27 • 9:15am - 10:00am PST

AIMCONF.COM STAY CONNECTED. GRAM. POST. SHARE #AIMCONF #MULTIFAMILY



NEW TECHNOLOGY: THIS IS COOL! OR WILL IT MAKE ME LOOK LIKE A FOOL?



How do I choose the best tech solutions?

- How do I evaluate need vs. what vendors tell me I need?
- How should the decision-making process work for best outcomes?
- What martech solutions are making a positive difference?
- What tech does multifamily need that isn't out there yet?

NEW TECHNOLOGY: THIS IS COOL! OR
WILL IT MAKE ME LOOK LIKE A FOOL?

- How do I evaluate which martech to pursue?



NEW TECHNOLOGY: THIS IS COOL! OR WILL IT MAKE ME LOOK LIKE A FOOL?

- How does (should) the martech decision-making process work?



NEW TECHNOLOGY: THIS IS COOL! OR WILL IT MAKE ME LOOK LIKE A FOOL?

- What martech solutions are making a difference at leading companies?



NEW TECHNOLOGY: THIS IS COOL! OR
WILL IT MAKE ME LOOK LIKE A FOOL?

- What Martech does multifamily need that we don't have yet?



THANK YOU

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