

# Apartment Association Expo marks upturned market

By Alan Pentico  
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From SDCAA

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The San Diego County Apartment Association (SDCAA) is again hosting an event that has become a hallmark of the rental and real estate industry during the last 38 years.

SDCAA's annual Educational Conference and Expo, one of the largest in the country, attracts upward of 2,500 annually. The San Diego Convention Center will play host to this year's conference Wednesday and feature seminars on an array of issues, such as energy efficiency, investing and property management.

The 2013 Expo carries added significance, as many industry experts believe the housing market is in the midst of a sustainable recovery. Possibly as evidence of that trend, 180 companies will be on the exhibit floor trading business cards with attendees.

In recent years, conferences like the Expo faced plummeting real estate prices, building had stopped and no one was exactly sure where bottom was. That is not the story this year.

"We couldn't be more excited about this year's Expo," said Carroll Whaler, SDCAA's Board President. "Our members have been sending us overwhelmingly positive feedback about their businesses this year. They are making deals, buying and selling property, and Expo is an excellent venue for them to network, to bring them the most relevant education and forecasts about the market and our industry."

There are not many venues better equipped to accomplish those goals. Every year, Expo brings some of the biggest names in the rental housing industry to San Diego to lead educational seminars for first-time property owners, managers, seasoned professionals and individuals looking to broaden their knowledge. Everyone can find something of interest at Expo's breakout sessions.

If you're in the rental housing industry, it's a do-not-miss conference.

*Pentico is executive director of the San Diego County Apartment Association.*