

MARKET DISRUPTION

Its affect on the multifamily and healthcare housing industry

This next presentation will have some interactive polling

text EDFOULON984 TO 22333, or
type PollEv.com/edfoulon984
to join the polling





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- **Trissie Copses Farr, PA**
Managing Director, Quality In-Cite



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- **“An innovation that creates a new market by providing a different set of values, which ultimately overtakes an existing market and values.”**
- **Tends to be produced by outsiders and entrepreneurs, rather than exiting market-leading companies.**
- **Not a new phenomenon.**
- **Not all innovations are disruptive, even though could be revolutionary.**



What was the most significant market disruptor in the multifamily and healthcare housing industry within the last few years?

Development of
the MAP
Guide/Lean
Handbook

Global Positioning
System (GPS)/
Satellites/Navigation
Systems

Search Engines
(Google, Bing,
Yahoo)

Cell Phone
(iPhone, Android,
Blackberry)

Social Media
(Facebook,
LinkedIn, Twitter,
Instagram)

Environmental
Consciousness
(Green, Smart,
Sustainable)

What is the most significant market disruptor in the multifamily and healthcare housing industry today?

A

Multifamily Transformation/MAP Pilot Program/Lean Thinking

B

E-Commerce (Amazon, eBay, Alibaba)

C

Ride share Services (Uber, Lyft, Car2go)

D

Digital Media/Streaming (Netflix, Hulu, Spotify)

E

Home Automation (Alexa/Echo, Siri, Latch)

F

Generational/Age (Millennials, Baby Boomers, Acuity Levels)

What is the most significant future market disruptor in the multifamily and healthcare housing industry?

Federal Government
(shutdowns, staffing,
brain-drain)

Autonomous
Cars/Drones

Healthcare Service
Delivery (Outpatient,
CVS/Walgreens/Rite
Aide, Home

Fintech

Machine Learning/Bo
ts/Artificial
Intelligence

Immigration

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PANEL DISCUSSION: CURRENT MARKET DISRUPTORS

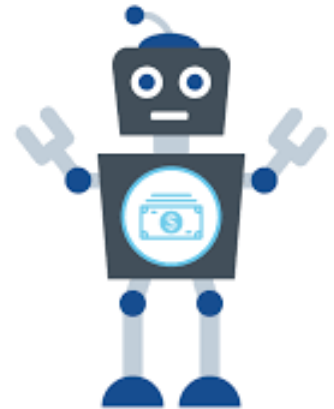
amazon



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PANEL DISCUSSION: FUTURE MARKET DISRUPTORS



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QUESTIONS
&
ANSWERS



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La Cite Development

The text 'thank you!' is rendered in a playful, multi-colored font. The word 'thank' is on the top line and 'you!' is on the bottom line. The letters are in various colors: 't' is yellow, 'h' is green, 'a' is blue, 'n' is red, 'k' is yellow, 'y' is orange, 'o' is yellow, and 'u!' is blue. The exclamation point is also blue.