



Convention and Tradeshow | March 18, 2025
Best Western Premier Calgary Plaza

Attendee Information

Where Rental Housing Thought Leaders Come
To Network, Learn, and Share.



Convention and Tradeshow | March 18, 2025
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If You're a Residential Property Manager, Don't Miss this Conference!

Keynote Speakers



Jeromy Farkas

Calgarian Mentor, Athlete & Community Mobilizer

A trailblazer in politics and philanthropy, Jeromy made history as Calgary's youngest councillor.



Brad Parry

President & CEO of Calgary Economic Development (CED)

Leads innovation and investment for CED and he Opportunity Calgary Investment Fund.



Courtney Cooper

Partner, Alate Partners Real Estate Tech Investors

Recognized by Maclean's as one of Canada's top 10 influential figures in real estate and housing.



CONFERENCE SCHEDULE

Tradeshow Floor Hours
10:00am - 5:30pm

Breakfast - Keynote Speaker
8:30am - 10:00am

Lunch - Keynote Speaker
12:00pm - 1:00pm

Keynote Speaker
3:00pm - 3:45 pm

Closing Comments
3:45pm - 4:00pm

Networking/Cocktail Reception
4:00pm - 5:30pm

3 Keynote Speakers

50+ Unique Exhibitors

Networking with Industry Leaders

Your All-in-One
Landlord's Guide to
Success!

About the CRRA

The Calgary Residential Rental Association (CRRA), established in 1959, is Alberta's largest residential rental association, representing over 600 members managing more than 100,000 rental units.

Our diverse membership includes private and non-profit property owners, property managers, and service providers.

As the leading voice for Alberta's residential rental industry, the CRRA provides landlords with advocacy, market insights, resources, education, and tools to effectively manage properties and foster positive tenant relationships.

Guiding Principles

Professional responsibility and integrity will guide our decisions and actions.

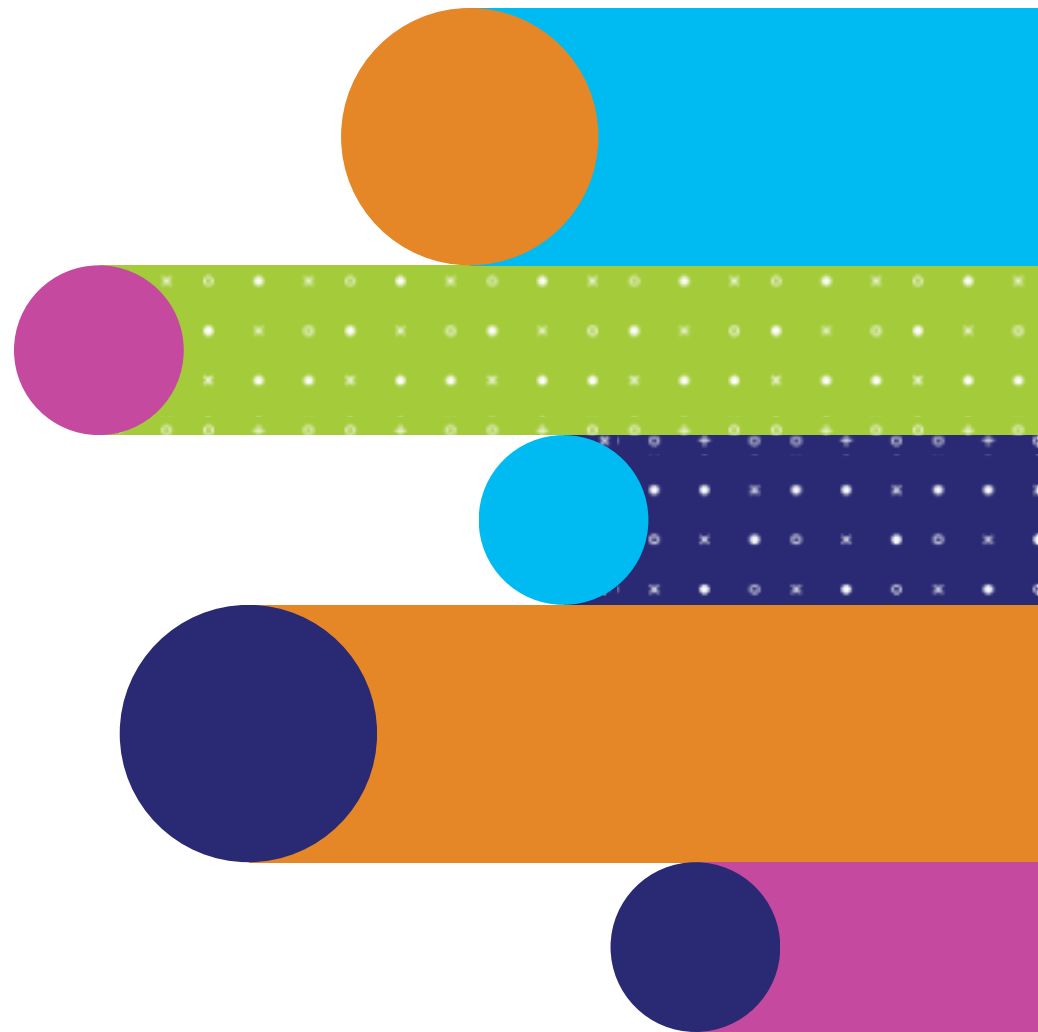
We support the industry's interests through appropriate representation, education and support services to our members.

Mission Statement

The Calgary Residential Rental Association provides a voice for the residential rental industry and provides professional services and learning opportunities for our members.

Vision Statement

The Calgary Residential Rental Association is committed to promoting and enhancing the residential rental industry by providing quality, professional leadership.



Why attend the CRRA EXPO 2025?

For anyone involved in residential rental properties, the 2025 CRRA EXPO on March 18th is an unmissable opportunity to gain a competitive edge in the industry.



- **Industry Insights:** An excellent opportunity to stay updated with the ever-evolving legislation and local market conditions. It's crucial for property professionals to stay informed to ensure compliance and remain competitive.
- **Networking:** Attendees can connect with key players in the Calgary rental market, including landlords, property managers, service providers, and experts in various related fields.
- **3 Keynote Speakers:** Gain insights from industry leaders, experts, and influential voices who are shaping the future of the rental market and Alberta overall.
- **Meet the Exhibitors:** A variety of exhibitors offering cutting-edge products and services are showcased, from property management software and maintenance tools to security systems and tenant screening solutions. Explore new technologies and innovations that can help them work more efficiently, reduce costs, and provide better service to their tenants.



Topic:

Resilience, Leadership and Overcoming Obstacles: Lessons for Building Stronger Communities & a Sustainable Housing Future

Jeromy Farkas

Calgarian Mentor, Athlete & Community Mobilizer

Jeromy "Pathfinder" Farkas is a trailblazing leader, fundraiser, and adventurer who inspires change. As Calgary's youngest councillor and first openly LGBTQ2+ municipal official, he sparked bold conversations. Beyond politics, Jeromy completed a 4,300-kilometer trek from Mexico to Canada in 2022, raising \$250,000 for Big Brothers Big Sisters Calgary, and climbed 25 peaks in 25 days in 2023, raising \$100,000 for The Alex Community Health Centre. Now CEO of the Glenbow Ranch Park Foundation, Jeromy leads conservation efforts while motivating audiences to turn challenges into transformative opportunities.





Topic:

Innovative Urban Renewal: Housing and Beyond

Brad Parry

**President & CEO of Calgary Economic
Development (CED), CEO of Opportunity
Calgary Investment Fund**

Brad Parry is the President and CEO of Calgary Economic Development (CED) and CEO of the Opportunity Calgary Investment Fund. Appointed in 2022, Brad brings over 20 years of leadership experience across public, private, startup, and non-profit sectors. Known for fostering inclusive, high-performing teams, he excels in strategy, innovation, and digital transformation.

Previously, Brad held executive roles at Atlarge Consulting, Intertainment Media, and E! Television Network. A recipient of the Queen Elizabeth II's Platinum Jubilee Medal in 2023, Brad also serves on multiple boards, including the Calgary Film Centre Ltd.





Topic:

PropTech and the Future of Rental Housing: Innovations for Affordability and Sustainability

Courtney Cooper

Partner, Alate Partners

Courtney Cooper, recognized on Maclean's Power List in 2023 and 2024 as one of Canada's top 100 influential figures, is a Partner at Alate Partners, a venture firm investing in early-stage real estate and construction technology companies. With over a decade of experience at the intersection of real estate, technology, and operations, she drives start-up growth, conducts market analysis, and fosters industry partnerships.

Previously, Courtney led digital transformation initiatives at leading companies like Dream and Great-West Life. She also co-founded Proptech Collective, Canada's largest community of real estate and proptech innovators.





Conference Pricing

Early Bird Pricing (valid until February 28th, 2025)

Members: **\$149 per attendee**

Non-Members: **\$199 per attendee**

Regular Pricing (March 1st to 11th, 2025)

Members: **\$199 per attendee**

Non-Members: **\$249 per attendee**

Pricing includes registration for all keynote speakers, breakfast, lunch, admission to the tradeshow, and Networking/Cocktail Reception.

