



CRRRA Conference & Trade Show 2026



**Attendee
Registration
Information**

Tuesday, April 21st, 2026

BWP Hotel & Conference Centre

1316 33 Street NE
Calgary, AB T2A 6B6

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Max Graham
Chief Operating Officer,
Avenue Living

Breakfast Speaker: 8:30 am - 9:00 am

Mr. Graham brings over a decade of experience in real estate to his current role. Throughout his career, he has contributed to significant transactions and projects for a multi-family residential REIT and a major accounting firm.

As Chief Operating Officer, Mr. Graham leads strategic initiatives across the organization to maximize building performance, increase environmental sustainability, and improve the overall resident experience. He is also involved in capital deployment, revenue maximization, financing, stakeholder relations, funding requirements, risk mitigation, and policy review.

Mr. Graham holds a CPA, a CA, and an MBA from the University of Calgary.



Ann-Marie Lurie
Chief Economist,
Calgary Real Estate Board (CREB)

Breakfast Speaker: 9:15 am - 9:45 am

**Calgary's Housing Market Shift:
Supply, Demand & What It Means for Rental Housing**

Calgary's housing market is entering a new phase—marked by rising supply, shifting demand, and increasing variation across property types and locations.

In this highly anticipated session, Ann-Marie Lurie, Chief Economist at CREB®, will provide a clear, data-driven analysis of the economic forces shaping both the ownership and rental markets in Calgary.

Drawing on the latest market data and trends, Ann-Marie will explore:

- How increasing supply is reshaping market conditions
- Where demand is strengthening, softening, or shifting
- Key differences across asset classes, locations, and housing types
- What these changes mean for rental performance, pricing, and future development

Known for her ability to translate complex data into practical insights, Ann-Marie will help attendees understand not just what is happening—but what it means for your business and decision-making in today's evolving market.



Sarah Segal
CEO & Co-Founder,
simplydbs



Reid Hendry
Chief Housing Officer,
The City of Calgary

Lunch Speaker: 12:15 pm - 12:45 pm

What Renters Really Want in 2026: Data, Trends & Strategies for Alberta's Evolving Market

As Alberta's rental market continues to evolve, understanding renter behaviour is essential to maintaining occupancy, competitiveness, and long-term asset performance.

In this session, Sarah Segal, CEO & Co-founder of simplydbs, will present exclusive insights from national and Alberta-specific renter data, highlighting how local trends compare to broader Canadian benchmarks.

Key focus areas include:

- Shifting resident profiles, mobility patterns, and lifestyle preferences
- The growing role of technology in leasing, communication, and resident experience
- Data-driven advocacy insights impacting rental supply and development conditions

Attendees will leave with a clear understanding of emerging renter expectations, along with practical strategies and industry-informed talking points to support both operational decisions and policy discussions.

Afternoon Speaker: 2:45 pm - 3:15 pm

Reid Hendry is Calgary's Chief Housing Officer and a leading voice in the city's evolving housing conversation. A lifelong Calgarian with more than 15 years of experience in land development, Reid has led large-scale projects across Calgary and Edmonton, bringing a practical, results-driven approach to increasing housing supply.

Recently featured in the media for his candid perspectives on the urgency of Calgary's housing challenges, Reid has emerged as a key spokesperson on the need to accelerate supply, remove barriers, and align public and private efforts to meet growing demand.

In his current role, he is focused on unlocking land, capital, and partnerships to expand housing choice and affordability across Calgary. Reid holds an MBA from Heriot-Watt University and a B.Sc. from the University of Alberta.

2026 Conference Schedule

7:00 am – 9:00 am	Exhibitor Set Up
8:00 am – 10:00 am	Breakfast in the Conference Rooms <ul style="list-style-type: none">• Max Graham, Avenue Living• Ann-Marie Lurie, CREB
10:00 am	Tradeshow Floor Opens
11:30 am – 12:30 pm	Lunch in the Conference Rooms <ul style="list-style-type: none">• Sarah Segal, simplydbs
2:45 pm – 3:15 pm	Afternoon Presentation in the Conference Rooms <ul style="list-style-type: none">• Reid Hendry, City of Calgary
3:30 pm	Tradeshow Floor Closes
3:15 pm – 3:30 pm	Closing Remarks

Why Attend this event?

For anyone involved in residential rental properties, the CRRA Conference & Trade Show 2026 on April 21st 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.
- **Expert 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.



***“Where Rental Housing Thought Leaders
Come to Network, Learn and Share”***

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Conference Attendee Pricing

Pricing includes your entry, access to all keynote speakers, breakfast, & lunch and the full tradeshow floor with exhibitors.

Members: \$199 per attendee

Non-Members: \$249 per attendee



Company:

Name:

Phone #:

Email:

of Registrations: _____ TOTAL : \$ _____

Payment: (Visa or MasterCard)

_____/_____/_____/_____

EXP: _____ CVV: _____

First & Last Name of Attendees:

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Contact Us

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