

# 2022 REAL ESTATE MARKET FORUM AGENDA

February 15, 2022  
The Coeur d'Alene Resort

- 8:00-8:07 (7 min.) **Welcome & Introduction of Moderator – Katie Marcus,**  
2022 Chair, Spokane-Kootenai Real Estate Research Committee  
**Introduction by Moderator – Ali Taylor,**  
Executive Officer, Coeur d'Alene Assoc. of REALTORS®  
**Community Welcome – Mayor Jim Hammond,**  
City of Coeur d'Alene
- 8:07-8:32 **Regional Perspectives, Spokane and North Idaho**  
(25 min.) **Steve Scranton,** Chief Investment Officer  
and Economist, Washington Trust Bank
- 8:32-9:25 **Special Topic – Affordable Housing and Hospitality**  
(5 min.) **Introductions – Ali Taylor,** Moderator  
(14 min.) **Alternate/Generational Housing – Allen Dykes,**  
Managing Member, Village Homes LLC  
(14 min.) **Regulatory, Supply and Cost Challenges – Craig Smith,**  
VP of Land Acquisition and Development, Hayden Homes  
(14 min.) **Hospitality Industry – Kent Clausen,** President,  
Sterling Hospitality and KVC Developments  
(6 min.) **Questions & Answers**  
– **Ali Taylor,** Moderator
- 9:25-9:30 (5 min.) **Announcements – Katie Marcus,** Chair,  
and **Bank of America,** Sponsor
- 9:30-9:45 **COFFEE BREAK**
- 9:45-9:50 (5 min.) **Announcements – Katie Marcus,** Chair
- 9:50-10:45 **Residential Market in Spokane/Kootenai/Bonner Counties**  
(5 min.) **Introductions – Ali Taylor,** Moderator  
(15 min.) **Single Family: Kootenai/Bonner – Lindsay Allen,**  
2022 President, CdA Association of REALTORS®  
(15 min.) **Single Family: Spokane – Eric Johnson,**  
2021 President, Spokane Association of REALTORS®  
(15 min.) **Regional Apartment Market – Jim Lalonde,**  
President, Prodigy Property Management  
(5 min.) **Questions & Answers – Ali Taylor,** Moderator
- 10:45-10:53 **STRETCH BREAK and Sponsor Drawings**

## 2022 REAL ESTATE MARKET FORUM AGENDA – CONTINUED

### 10:53-12:23 **Investment Real Estate in Spokane/Kootenai/Bonner Area**

- (5 min.) **Introductions – Ali Taylor**, Moderator  
(15 min.) **General Commercial: Bonner – Ned Brandenberger**,  
President, Sandpoint Property Management, Inc.  
(15 min.) **General Commercial: Kootenai – Janna Scharf**,  
REALTOR®, KW Commercial  
(5 min.) **Questions and Answers (North Idaho) –**  
**Ali Taylor**, Moderator  
(15 min.) **Office: Spokane – Craig Soehren**, Broker, Commercial  
Sales and Leasing, Kiemle Hagood  
(15 min.) **Retail: Spokane – Devin Mecham**, Sales  
Manager, NAI Black  
(15 min.) **Industrial Market – Jamie Traeger**,  
Senior Vice President, Leavitt Capital  
(5 min.) **Questions and Answers (Spokane) –**  
**Ali Taylor**, Moderator

12:23-12:26 **Closing Comments – Katie Marcus**

12:26-12:35 **Education Credit Sign Out**

### 12:35-1:00 **LUNCHEON**

(Luncheon Head Table) **Lindsay Allen**, President, Coeur d’Alene Assoc. of REALTORS®  
**Keri Copley**, Editor, The Real Estate Report  
**Eric Etzel**, President, Spokane Assoc. of REALTORS®  
**Katie Marcus**, Chair, Spokane-Kootenai RERC  
**Brad Stevens**, Vice Chair, Spokane-Kootenai RERC  
**Dale Strom**, Administrative Officer, Spokane-Kootenai RERC  
**Ali Taylor**, Moderator, 2022 Market Forum  
**Sam Wolkenhauer**, Keynote Speaker

1:00-1:10 **Announcements – Katie Marcus, Dale Strom, Keri Copley,**  
**and Representative, STCU**

1:10-1:40 **KEYNOTE SPEAKER – Sam Wolkenhauer**, Regional Labor  
Economist, Idaho Department of Labor

**Topic: The current and forecast employment market in  
the Region**

1:40-1:50 **Questions and Answers/Closing – Katie Marcus**

