



**Brand x  
Residential**

# 2026 Agenda

**Tuesday, June 2  
New York Marriott Marquis, NYC**

Astor Ballroom, Floor 7

*Program in development:  
topics and timings may change*



# Why It Matters

**Branded residences have emerged as top-performing assets in the hospitality industry, offering strong financial returns and elevating mixed-use developments. Luxury hospitality giants and high-end consumer brands are capitalizing on this lucrative opportunity, while investors and developers focus on securing financing and maximizing asset value.**

BxR brings together industry leaders across the branded residential value chain, featuring in-depth interviews, compelling case studies, and interactive discussions. Explore the power of branding models, the financial and operational strategies behind their success, and how to unlock the full potential of mixed-use developments in urban or leisure markets.

Don't miss the opportunity to gain valuable insights and stay ahead in this fast-evolving market.

# Agenda

## 9:30 Registration & Badge Pickup

### 11:00am – 11:05am

#### Welcome to BxR NYU

Kick off the BxR with a program preview and meet your table mates.

Host

### 11:05am – 11:20am Data Dive

#### State of the Industry: Branded Residential Outlook

A data-driven update on the branded residential market in the United States and globally, highlighting key performance metrics, regional outperformance, and how evolving buyer demand is reshaping the market.

Speaker: TBA

### 11:20am – 11:35am Market Trends

#### Expansion to Execution: What the Next Phase of BxR Demands

Drawing on global experience across markets, this session will explore the key trends, operational realities, and market demands shaping the next phase of branded living — and what developers and brands must prioritize to remain competitive.

Speaker: TBA

### 11:40am – 12:10pm Development Panel

#### Branded Living from the Developer's Seat: Opportunity, Risk and Return

The branded residential market is advancing in the United States and globally. Join a panel of senior developers as they discuss how their decision-making strategies have changed as the sector evolves, where they see the most durable opportunities, and how they continue to create value for investors

Moderator: TBA

Speakers: TBA

### 12:15pm – 12:45pm Multi-perspective Panel

#### Aligning Brand Value with Investment Returns

How do you structure deals that support both value and long-term returns? Brand affiliation can unlock premiums and accelerate sales but only when the economics hold. This multi-perspective discussion will provide insights into how developers, investors and brands leverage brand power in deal structures to drive value and improve overall financial performance.

Moderator: TBA

Speakers: TBA

### 12:45pm – 1:45 Networking Lunch

### 1:45pm – 2:30pm Hosted Discussions

#### Pillars of Performance and Roundtable Exchange: Driving Performance in Branded Residential.

What separates projects that perform from those that merely look good on paper? This interactive session brings together experts across development, design, operations, valuation and sales to share focused, real-world insights on what is driving performance in today's branded residential market. Short presentations, followed by direct conversation giving you the opportunity ask questions and compare notes with your peers.

Pillar 1: Early Decisions That Shape Long-Term Value

Pillar II: Designing for Brand Credibility

Pillar III: Valuation, Pricing and Protecting your ROI

Pillar IV: Lifestyle and Services as Revenue Streams

Pillar V: Selling the Lifestyle and What Drives Demand

### **2:35pm – 3:00pm Conversation**

#### **Translating Luxury Brands into Residential Value**

Explore how non-hospitality luxury brands and design-led strategies are reshaping residential value from crossover partnerships to architecture and interiors influencing project development.

Featured Conversation #1: When Luxury Brands Enter Residential

Featured Conversation #2: Design Standards - Turning Brand into Place

**Moderator: TBA**

**Speakers: TBA**

### **3:05pm – 3:30pm Closing Panel**

#### **Lessons From the Field**

A candid conversation with seasoned industry leaders reflects on what they have learned in the branded residential market. From buyer expectations and brand premiums to project execution mishaps and where they've had some big wins, the discussion will surface real-world lessons, what they are embracing today and preparing for tomorrow

**Moderator: TBA**

**Speakers: TBA**

### **3:30 Closing Remarks**

End the day by continuing conversation over a drink at our reception.

## **For more information about BxR please contact:**

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