

WEEKLY PODCAST

# INSIDE<sup>TM</sup>

THE VENDOR NETWORK

an EverResi<sup>TM</sup> Media  Original Series



It's not always  
black and white



Airing Weekly | on Wednesdays

A BrandLabs Co. LLC, Production





Dear Guest,

Thank you for committing to be a guest on *INSIDE The Vendor Network™*! I'm so excited to have you join me for a conversation that highlights the people and partnerships shaping the Single-Family Rental (SFR) and Build-to-Rent (BTR) & Multifamily industries.

In every episode, I explore the story behind each vendor, solution provider, or manufacturer — while uncovering the personal journey of the person I'm interviewing. Together, we'll talk about the challenges, the wins, and all the gray areas, because it's not always black and white.

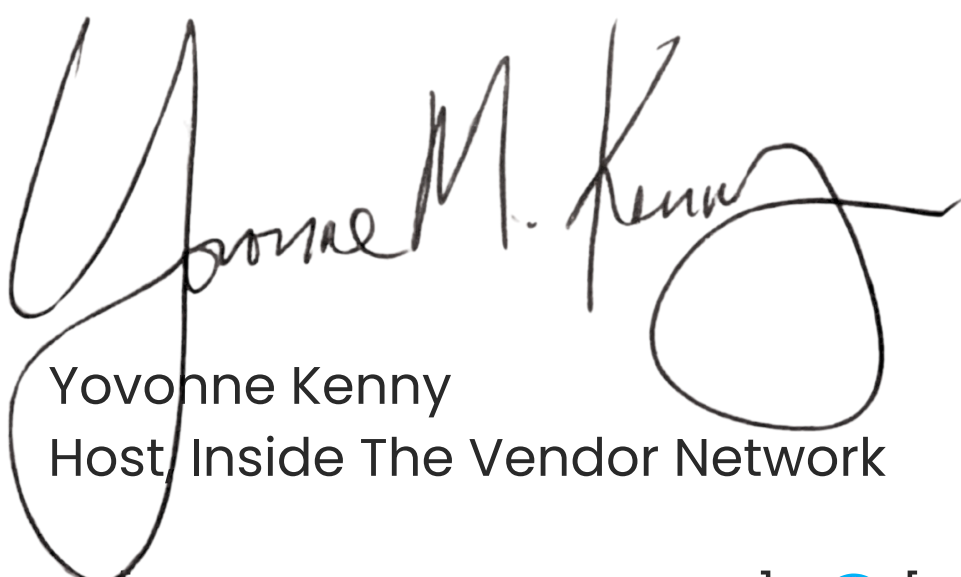
#### What to Expect

- Length: 46-55 minutes total record time
- Style: Conversational and solution-focused — not scripted
- Format: Riverside Virtual Studio or in-person if available
- Scheduling: We'll confirm your recording date and time directly with you

#### Why You're a Perfect Fit

The EverResi audience is made up of forward-thinking professionals across the Single-Family Rental (SFR), Build-to-Rent (BTR) and multifamily industries—including owner operators, brokers, investors, vendors, & ancillary providers. They are decision-makers and influencers who seek innovation, efficiency, and trusted insights to shape the future of rental housing.

I'm truly honored to feature your voice on the show and can't wait to share your story **INSIDE The Vendor Network™**.



Yovonne Kenny  
Host, Inside The Vendor Network

 [ykenny@acpideas.com] |  [www.thevendornetwork.org-coming soon]





# GUEST PREP TIPS

I am excited to feature your story and insights as part of our mission to spotlight the people and partnerships shaping the Single-Family Rental (SFR) and Build-to-Rent (BTR) & Multifamily industries.

All you need to do is relax and show up — we'll handle the rest if in person. From recording to editing to promotion, our goal is to make this an easy and enjoyable experience for you. If recording remotely, here are a few simple things you can do to make the experience smooth.

## ✓ Before Recording

- Tech Setup if virtual:
  - Use a computer with a reliable internet connection
  - We recommend earbuds (to avoid echo)
  - External mic if available (optional but preferred)
- Environment:
  - Quiet space with minimal background noise
  - Good lighting if video is included (lamp or natural light in front of you)
- Mindset:
  - This is a relaxed conversation. Bring your perspective, your stories, and your voice. Be your great self.

## Conversation Flow

- 1.Intro (3-5 min): Standard Show Opening and Introduction
- 2.Main Conversation (35-45 min):
  - Your journey in the SFR/BTR industry
  - Dive into your company
  - Get INSIDE your business, the problem you solve, your why & differentiators
  - Where you see the industry heading and your company having an impact
- 3.Lightning Round: Rapid Fire Questions (3-5 min): Actionable takeaways for operators/vendors
- 4.Closing (2 min): Recap + how people can connect with you/your company & standard show outro

## After Recording

- Editing & Production: Our team edits for clarity and flow.
- Release Schedule:
  - A trailer will air during INSIDE SFR | BTR, the EverResi™ flagship series, and will be posted to LinkedIn, Instagram, and the EverResi™ YouTube channel on the Friday prior to the episode release. The same trailer will post independently on the EverResi™ LinkedIn page, also on Friday.
  - INSIDE The Vendor Network™ will also post the trailer to LinkedIn and Facebook on the Sunday before the episode airs.
  - A short will post on the EverResi™ Media LinkedIn page on the day the episode goes live, with a link to the episode in the comments.
  - The full episode will air on a Wednesday, approximately 2–4 weeks after your recording date, across YouTube, Apple Podcasts, and Spotify, and will be shared on the INSIDE The Vendor Network™ LinkedIn page and Facebook.
  - Eight shorts will be published on the INSIDE The Vendor Network™ YouTube channel (two will be provided to you for you and your company to post) with a recommended schedule. The remaining six will be a part of a 180-day echo campaign post-recording.

**Engagement** Your support is appreciated in liking, commenting and reposting helps maximize the reach and impact.

## Our Goal

To highlight the real stories, solutions, and people driving this industry forward. Thank you for lending your voice to the conversation and helping us show that in vendor-operator partnerships, It's Not Always Black & White.

Thank you for being a guest! Please send an email to [ykenny@everresi.com](mailto:ykenny@everresi.com) with the following so I can introduce you accurately and promote your episode.

### **Guest Information**

- Full Name:
- Title / Position:
- Company / Organization:
- Company Website:
- LinkedIn Profile URL:

### **Media & Branding**

- Headshot (attach file or link):
- Company Logo (optional):
- Any specific tagline/slogan you'd like mentioned:

### **About You**

- Personal Bio (Paragraph):
- One thing most people don't know about you (fun fact):
- Topics you're most passionate about in SFR/BTR:

### **Promotion & Exposure**

- Best link for listeners to learn more (website, product page, etc.):
- Social media handles (LinkedIn, Twitter/X, Instagram, etc.):
- Anything specific you'd like promoted during your episode?

 Please send this information to us as soon as possible before recording so we can adjust or prepare your intro, graphics, and promotional materials.

Thank you for being part of Inside The Vendor Network!





## **Inside The Vendor Network Powered by EverResi Media**

**Tagline: It's Not Always Black & White**

**Host: Yovonne Kenny**

### **About the Show**

Inside The Vendor Network is the first podcast dedicated to spotlighting the people, partnerships, and solutions driving the Single-Family Rental (SFR) and Build-to-Rent (BTR) & Multifamily industries.

Each week, host Yovonne Kenny sits down with vendors, solution providers, manufacturers, and operators to uncover the real stories behind the businesses shaping our industry. From scaling and hiring to branding, innovation, and building trust, these candid conversations explore the challenges, the wins, and all the gray areas in between — because it's not always just black and white.

This isn't a generic Q&A. Every episode brings clarity to vendor-operator relationships while adding color to the people behind them — their journeys, their lessons learned, and their impact on the industry.

Whether you're an owner, operator, vendor, or investor, Inside The Vendor Network gives you insider perspectives, practical insights, and authentic stories that inspire better partnerships and better results.

**New episodes air every Wednesday.**



## **Target Audience Profile**

### **Who Listens:**

Owners & Operators (SFR/BTR leaders, decision-makers)  
Vendors, Suppliers & Service Providers, Ancillary Providers  
Investors, Property Managers, and Industry Influencers  
National audience with concentration in top rental markets

### **Reach & Distribution**

Available on Apple Podcasts, Spotify, YouTube, and LinkedIn  
Promoted across EverResi Media's channels + host's  
LinkedIn Network  
Podcast LinkedIn Group  
Content repurposed into clips, graphics, and social  
promotions for extended reach  
Mentions across EverResi Programming  
Display Ads on Website

## **Sponsorship Opportunities:**

Episode Sponsorships include– Pre-roll, mid-roll, and outro  
mentions  
Linkedin Page Promotion – Sharable display ads about your  
company & solutions on our LinkedIn Page and logo in our  
header  
:60 second spots per episode  
Banner Ad on EverResi Media Podcast Page  
Live Mentions on Podcast  
Event Tie-Ins for Live recordings or conference features  
Remarketing Display

## **Why Sponsor?**

Align your brand with a first-of-its-kind vendor-focused  
podcast in the SFR/BTR industry  
Reach a highly targeted audience of decision-makers and  
industry leaders  
Showcase your solutions in a way that builds trust, authority,  
and visibility  
Become part of the conversations that shape tomorrow's  
rental housing industry

# Audience Personas

## **Persona: The Investor / Senior Executive**

Age Range: 40–70

Role: Senior executive or portfolio manager at an investment firm, REIT, or private equity group.

Goals:

- Seeks stable, scalable returns in SFR/BTR housing
- Wants to stay informed on market trends, policy shifts, and innovative products that reduce risk and improve NOI

Pain Points:

- Economic uncertainty, interest rates, and regulatory hurdles
- Evaluating vendor reliability and operational efficiency at scale

What They Value from EverResi™:

- Data-driven whitepapers, market research, and thought leadership that validate strategies and provide actionable insights
- Executive-level discussions with operators and vendors that surface real-world performance metrics
- Access to case studies that showcase innovation in reducing operating costs and driving returns
- Platforms that enhance industry credibility and connect capital with proven solutions

## **Persona: The Operator / Owner-Manager / Property Manager**

Age Range: 35–50

Role: Runs day-to-day property management and operations for a SFR/BTR/multifamily portfolio.

Goals:

- Improve resident experience while reducing operational costs
- Source reliable vendors and innovative solutions

Pain Points:

- Labor shortages and rising maintenance costs
- Managing technology integrations and vendor expectations

What They Value from EverResi™:

- Practical case studies with proven operational results they can replicate
- Vendor spotlights that surface trusted partners with measurable ROI
- Operations best practices they can apply immediately to streamline processes
- Peer-to-peer insights from other operators facing similar challenges
- Coverage of innovative technology and maintenance solutions that ease staffing and cost pressures
- A credible platform that validates vendor claims and reduces the noise of the crowded marketplace

## **Persona: The Vendor / Partner**

Age Range: 30–45

Role: Provides products or services (construction, technology, materials, maintenance solutions) to SFR/BTR owners and operators.

Goals:

- Build credibility and visibility with decision-makers in the industry
- Demonstrate ROI and value of their products/services

Pain Points:

- Breaking into established operator networks
- Differentiating from competitors in a crowded vendor marketplace

What They Value from EverResi™:

- PR opportunities and brand exposure through case studies and success stories
- Platforms to share thought leadership that strengthen credibility and position them as trusted partners
- Access to decision-makers via podcasts, events, and curated introductions
- A vendor directory or showcase that helps cut through the noise and highlights proven solutions
- Community-driven content that demonstrates how their products or services improve operations, resident experience, or NOI

## **Persona: The Emerging Leader**

Age Range: 28–40

Role: Rising manager, tech innovator, or policy professional entering the SFR/BTR/multifamily space.

Goals:

- Build a reputation and network in the industry
- Learn from seasoned experts and find opportunities for career growth

Pain Points:

- Limited visibility and influence in a competitive space
- Navigating a fragmented industry with evolving best practices

What They Value from EverResi™:

- Educational thought leadership and practical resources that accelerate learning
- Industry introductions and networking opportunities that help build credibility
- Inclusive platforms that amplify new and diverse voices in the SFR/BTR conversation
- Mentorship stories and career pathways shared by established leaders
- Visibility through panels, podcasts, and features that highlight their expertise and potential



YOVONNE KENNY – BIO

VP, STRATEGIC GROWTH – PALISADE™ | AN ACP, LLC BRAND

“SOUND IDEAS – PROVEN PRODUCTS”

YOVONNE KENNY IS A FORWARD-THINKING LEADER WITH OVER 13 YEARS OF EXPERIENCE SPECIALIZING IN THE SINGLE-FAMILY RENTAL (SFR), BUILD-TO-RENT (BTR), PRODUCTION BUILDER, AND MULTIFAMILY SECTORS. AS VICE PRESIDENT OF STRATEGIC GROWTH FOR PALISADE™, A BRAND OF ACP, LLC, YOVONNE IS DRIVING ADOPTION OF PALISADE™ WATERPROOF, GROUT-FREE LVT WALL PANELS—BRINGING INNOVATIVE SOLUTIONS TO NEW CONSTRUCTION AND RENOVATION STRATEGIES ACROSS THE COUNTRY.

KNOWN FOR HER RESULTS-DRIVEN MINDSET, YOVONNE PARTNERS WITH BUILDERS, OWNER-OPERATORS, AND DEVELOPERS TO RETHINK MATERIAL SELECTIONS WITH A FOCUS ON PRODUCTS THAT PROTECT SCHEDULES, REDUCE CALLBACKS, AND LOWER MAINTENANCE TICKET VOLUME AND TURNAROUND TIMES. HER PASSION LIES IN INTRODUCING SMARTER SOLUTIONS THAT SCALE, LEVERAGING DEEP OPERATIONAL INSIGHT TO SOLVE REAL-WORLD JOBSITE CHALLENGES.

YOVONNE IS ALSO A ADVISORY BOARD MEMBER OF EVERRESI™ MEDIA AND THE HOST OF INSIDE THE VENDOR NETWORK™ A EVERRESI™ MEDIA ORIGINAL SERIES PODCAST, THE FIRST PODCAST DEDICATED TO SPOTLIGHTING THE PEOPLE, PARTNERSHIPS, AND SOLUTIONS SHAPING THE SFR AND BTR INDUSTRIES. EACH WEEK, SHE BRINGS VENDORS, OPERATORS, AND SOLUTION PROVIDERS TO THE TABLE TO UNCOVER AUTHENTIC STORIES, SHARE LESSONS LEARNED, AND HIGHLIGHT THE INNOVATIONS REDEFINING HOW THE INDUSTRY WORKS TOGETHER.

PRIOR TO JOINING ACP, YOVONNE HELPED GROW PREFERRED FLOOR & TILE CO. FROM A SUB-MILLION-DOLLAR RETAILER INTO A NATIONALLY RECOGNIZED, EIGHT-FIGURE BRAND— DEMONSTRATING HER STRENGTH IN BRAND DEVELOPMENT, TEAM BUILDING, AND MARKET EXPANSION. TODAY, AT PALISADE™, SHE CONTINUES TO BRIDGE INNOVATION WITH EXECUTION— DELIVERING PROVEN PRODUCTS BACKED BY SOUND IDEAS TO THE INDUSTRY’S FASTEST-GROWING ASSET CLASSES.



Experience

VP, Strategic Growth

Palisade™ Waterproof, Grout-Free Shower, Tub, Backsplash & Wall Systems · Full-time

Apr 2025 - Present · 5 mos

Founder

BrandLabs Co. · Full-time

Aug 2006 - Present · 19 yrs 1 mo

United States · Remote

Formerly know as One Stone Consulting, LLC.

WMN National Committee Member & Co-Chair

National Rental Home Council · Full-time

Jan 2023 - Mar 2025 · 2 yrs 3 mos

National Committee · Remote

During my time as a member and Co-Chair of the Women in SFR Committee, I had the privilege of helping shape conversations around the evolving Build-to-Rent and Single-Family Rental landscape through the lens of collaboration, innovation, and inclusion. I worked closely with industry leaders to create educational content, facilitate panel discussions, and build cross-sector connections that elevated visibility for women driving change in the SFR space.

Our committee focused on empowering women in SFR through networking, mentorship, and actionable insights—paving the way for greater equity and leadership in an industry that’s rapidly transforming.

Preferred Floor & Tile CO.

Full-time · 12 yrs

- Executive Vice President

Jan 2022 - Mar 2025 · 3 yrs 3 mos

Visionary executive with a proven track record of transforming PF&TCO, a family-owned flooring business generating under \$1M in annual revenue into a nationally recognized, eight-figure industry leader. Spearheaded strategic growth initiatives across the SFR (Single-Family Rental), BTR (Build-to-Rent), Multifamily, and Production Builder markets. Played a pivotal role in scaling the company's operational footprint and market presence while establishing a best-in-class team of professionals.

Strategic Growth & Revenue Expansion:

Led the company from <\$1M in annual revenue to a robust eight-digit revenue stream through a combination of operational excellence and customer-focused problem solving.

Team Development:

Recruited, hired, and developed one of the most talented and respected teams in the flooring industry. Cultivated a performance-driven culture anchored in accountability, craftsmanship, and customer satisfaction.

National Expansion:

Grew the company’s physical presence from a single location to **six strategically placed locations** in the U.S., enabling access to key regional markets and national accounts.

Sector Penetration & Market Leadership:

Expanded services and tailored offerings to meet the unique needs of the SFR, BTR, Multifamily, and Production Builder sectors, positioning the company as a preferred partner in each vertical.

Operational Excellence:

Implemented scalable systems, standardized processes, and performance metrics that supported rapid growth while maintaining high-quality service and installation standards.

Brand Evolution & Client Relationships:

Revitalized brand identity and deepened relationships with national builders and developers, contributing to long-term contracts and repeat business.

- Vice President Sales & Operations

Apr 2013 - Apr 2022 · 9 yrs 1 mo

1921 Freedom Drive, Charlotte NC 28208

A relentless pursuit to increase annual revenue without sacrificing quality. Driven by Herculean effort of a handful of people until we could afford to recruit skilled professionals and construct a formidable flooring team.











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