

MEET OUR SPEAKERS!



Jeff Faller, President, Apartment Owners Association (AOA)

Topic: Wealth-Building Habits for Rental Property Owners

Jeff Faller grew up in the apartment industry. He was the first American to start a wholly foreign-owned company in one of the most restricted communist countries in the world. At that time, he and his team's primary goal was to give locals a hand-up instead of a handout. After 16 years of working abroad, he returned home and worked in one of the leading Entrepreneurship Departments in the United States. Since then, Jeff has succeeded his father, Dan Faller, as the president of the Apartment Owners Association.



Tom Freeley, California Association of Community Managers (CACM)

Topic: Uncover Common Interest Community Management

Tom Freeley is the Chief Executive Officer of CACM. He has more than 35 years of experience in executive management and hands-on condominium and homeowner association management from small associations to luxury high-rise condominiums, to the extra large-scale homeowner association consisting of 7,600 units, 30,000 residents and 11 sub-associations. Tom is also an experienced veteran in customer service, managing and leading management teams across the US. He has held leadership roles on several industry boards of directors and legislative committees in addition to previously holding Real Estate Brokers licenses in New York and Virginia and a sales license in California.



Yvonne Wu, RT Property Management

Topic: All Essentials for Smart, Compliant Property Management

Yvonne Wu is the co-founder and owner of RT Property Management, with over 11 years of experience in the residential real estate industry. What began with the management of just 30 units has grown into a portfolio of over 500 residential properties across Southern California. She oversees day-to-day operations, ensures strict compliance with local and state regulations, and manages overseas support teams to maintain service efficiency. She also specializes in helping real estate agents strengthen their client relationships by offering dependable, high-quality residential property management that enhances the agent's reputation and client satisfaction.



Sue Chong, Acazza Management

Topic: The Future of Rentals: How Short and Mid-Term Stays are Solving Today's Housing Challenges

With over a decade of experience in hospitality, real estate, and consulting, Sue has helped property owners increase revenue by 15–20% through effective short and mid-term rental strategies. She is a Premier Host on VRBO, a Superhost and Superhost Ambassador on Airbnb, and proudly partners with Airbnb.org and 211 LA to provide emergency housing for families displaced by disasters. Known for her hands-on approach and passion for hospitality, Sue treats every property like it's her own and takes pride in helping both owners and guests feel at home.



Chris Carlson, Marshall & Reddick Realty
Topic: Buying Out-of-State Investment

Since 2012, Chris has dedicated himself to the real estate industry and takes great pride in serving hundreds of clients throughout his career. Chris has a deep love for helping others accomplish their personal & financial goals through real estate. He has helped clients purchase their first home, acquire & liquidate REO properties, complete complicated 1031 exchanges, & manage large renovations.



Vince Tomich, Marshall & Reddick Realty
Topic: Buying Out-of-State Investment

Vince started investing in Real Estate in 2016 and owns multiple rental properties. After graduating from Cal State San Marcos, Vince spent 4 years as a residential mortgage lender before getting his real estate license and joining the team at Marshall Reddick. He is a firm believer in the value that Marshall Reddick brings to each client and is grateful to be part of that process.



Paul P. Cheng Esq., Law Office of Paul P. Cheng & Associates

Topic: 2025 Updated Landlord/Tenant Laws

Trial Attorney | Former Prosecutor & Mediator | Former Mayor of Arcadia | Current Arcadia City Councilmember | Community Advocate

Paul P. Cheng is a distinguished trial attorney, former prosecutor, and civic leader whose career spans the intersection of law, governance, and community empowerment. A proud Chinese American and lifelong public servant, Mr. Cheng has served as Mayor and is currently a City Councilmember in Arcadia, California — one of Southern California’s most diverse and dynamic cities.

With a legal career rooted in justice and mediation, Paul’s experience includes roles as a Mediator, Deputy City Attorney, and Prosecutor, where he honed his ability to resolve complex legal disputes and uphold the public interest. Today, he leads a respected litigation firm in Pasadena, specializing in business, real estate, and labor compliance. His success in the courtroom has earned him membership in Los Angeles’ exclusive “10-Million Club,” recognizing attorneys who have secured individual case judgments exceeding \$10 million.

As Mayor, Paul Cheng championed policies that reinforced Arcadia’s reputation as a safe, fiscally sound, and inclusive suburban community. His leadership encouraged civic engagement, progressive governance, and balanced growth — values that continue to guide his work on the City Council. Paul remains a strong advocate for public safety, youth opportunity, and economic vitality.

Beyond public service, Paul is a thought leader and educator. He has lectured at esteemed institutions such as Peking University’s School of International Studies and Cal State University, Dominguez Hills, sharing insights on law, leadership, and international affairs. He is also a regular legal commentator on television and in the press, known for his ability to communicate complex legal issues with clarity and integrity.

His community engagement includes past presidencies of the Arcadia Kiwanis Club and the San Gabriel Chamber of Commerce, where he forged partnerships to uplift local families, businesses, and civic institutions.

Paul holds a B.A. in Philosophy from UCLA and a J.D. from Southwestern University School of Law. As a barrier-breaking Chinese American leader, Paul P. Cheng exemplifies service, excellence, and resilience — committed to building stronger communities through law, leadership, and legacy.



Raymond Zakari, Liddle & Liddle, APC
Topic: Eviction Considerations in the Modern Day

Raymond Zakari has been a local landlord/tenant attorney for more than twenty years. He works at the Law Offices of Liddle & Liddle. Mr. Zakari is an accomplished trial and appellate attorney - he has argued cases at all appellate levels including the California Supreme Court. Mr. Zakari's is a leading expert in landlord tenant law, he is an adjunct professor at Mt. Sac College, and he is also the co-director of the San Bernardino/Riverside County Landlord/Tenant Bar Association. For nearly twenty years, Mr. Zakari has been volunteering his time with the Beverly Hills Police Department's Disaster Communication Services (DCS) as a licensed Radio Operator.



Ali Talai, Esq., Talai Law Offices
**Topic: Estate Tax Strategies - How to Preserve Wealth and
Transfer Assets to the Next Generation Tax-Efficiently**

Ali Talai is the founder and principal attorney at Talai Law Offices, a boutique law firm known for its personalized approach to estate and asset protection planning, probate, and business planning. With a

commitment to providing compassionate and attentive service, Ali has built a reputation as a trusted legal advisor who genuinely cares about his clients' success.

Ali earned his Juris Doctor (J.D.) from the Southern California Institute of Law and advanced his expertise with a Master of Laws (LL.M.) in Taxation from Villanova University Charles Widger School of Law. He is a licensed California attorney and maintains his real estate broker license, combining sharp legal insight with practical real estate experience. His unique blend of legal and real estate knowledge allows him to deliver tailored strategies for asset protection and estate planning, helping real estate investors and high-net-worth individuals build solid legal foundations to safeguard their assets and legacies.

In addition to his legal practice, Ali is a leading expert in his field. He regularly speaks at Apartment Owners Association conventions, sharing practical insights on estate planning and asset protection strategies. Ali further demonstrates his deep understanding of estate planning through his book, *Estate Planning for Real Estate Investors*, which simplifies complex strategies and empowers investors to preserve their real estate assets through LLCs, trusts, and advanced planning techniques.

Ali's dedication to excellence was recognized in 2023 when he was honored as a Top Attorney in Southern California Rising Stars. His professional achievements and genuine client-first approach make him a sought-after expert and speaker in the fields of estate planning and asset protection.
