

ALIS Law 2026

Presented by Northstar

January 25–26, 2026

Frank Arado, Southeast Real Estate Investment and Finance lead partner, will speak on the "Brand, Owner, & Manager Alignment – Navigating Conflicts & Finding Common Ground" discussion at 11:15 a.m. on Monday, January 26, during ALIS Law 2026. Panelists will discuss questions including:

- Why do brands, owners and managers often view execution details so differently: what one sees as essential, another sees as optional?
- What are the legal implications of those different views and how can all parties better share their perspectives on priorities, solutions and non-negotiables to foster mutual understanding and satisfaction?
- What can be done to encourage learning from shared experiences across brands, owners and operators?
- How can stakeholders gain a clearer understanding of competing perspectives early in the relationship or project?
- What strategies can help identify and resolve issues before they escalate into larger problems?
- What improved processes can ensure alignment and problem-solving happen at the speed required by modern business and contracting?

[Learn more about ALIS Law 2026.](#)

CONTACTS

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