

SPEAKER · EDUCATOR · ENTREPRENEUR

Kayla Roeder

CPM® · ARM® · California DRE Broker · NAAEI Lyceum Faculty



Experience that leads.

Purpose that moves people forward.

25+

Years in Real Estate & Property Management

3

Founder-Owned Companies & Brands

NAAEI

Certified Instructor

About Kayla

Kayla Roeder, CPM®, ARM® is a founder, owner, educator, and entrepreneur with more than 25 years of experience in real estate and property management. As Founder and Owner of Cambridge Management Group, Inc. AMO®, Cambridge Maintenance and Property Services, Inc., and The Birchwood Real Estate Group, she has built and led businesses rooted in service, performance, and long-term value.

Kayla is passionate about helping people and organizations grow with purpose. She believes successful businesses are built through strong leadership, clear expectations, resilient teams, and a commitment to doing the work well — and that great results come from trust, adaptability, accountability, and leading through challenge with clarity and purpose.

Known for her warm, practical, and engaging style, she speaks on real estate, property management, leadership, entrepreneurship, team development, and operational excellence — combining real-world insight with encouragement.

KEYNOTES & SESSIONS

Speaking Topics

01

THE CORE PRINCIPLES OF PROPERTY MANAGEMENT

An approachable overview of the key principles that support successful property management — covering daily operations, resident communication, maintenance coordination, financial responsibility, compliance awareness, and the systems that keep properties running effectively.

02

PEOPLE, PROCESSES, AND PERFORMANCE

The best results happen when teams, systems, and expectations are aligned. This presentation covers how to connect daily operations with larger business goals through clear processes, strong team development, and a consistent focus on execution.

03

THE POWER OF PURPOSE-DRIVEN LEADERSHIP

When leadership is grounded in purpose, it has the power to transform teams, organizations, and outcomes. This motivational session explores how clarity, resilience, and intentional leadership can inspire success in business and beyond.

04

CUSTOM-TAILORED TOPICS FOR YOUR AUDIENCE

Each audience has different goals, challenges, and levels of experience. Kayla can develop a customized presentation tailored to your group — focused on real estate, property management, leadership, operations, and entrepreneurship. Sessions are relevant, practical, and immediately applicable.

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Book Kayla

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