

# Onsite Program



# 2017 BROKER/OWNER RETREAT and TRADE FAIR

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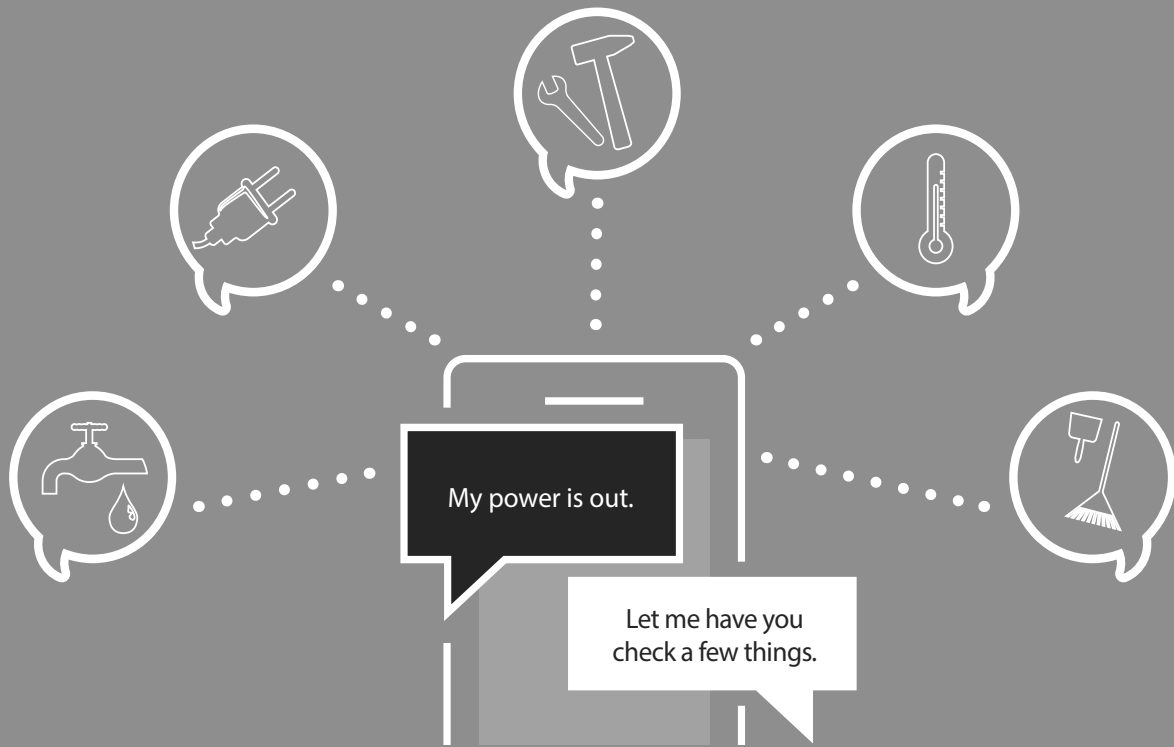


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**MONDAY, MARCH 20, 2017 – THEME FOR THE DAY “GROWTH”**

(Breakfast on own)

8:30 AM **Welcome and Opening General Session – #GetSocialSmart: Honing Your Social Media Strategy . . . . . Grand Ballroom A**  
In this keynote, social media strategist and author, Katie Lance, will cover some of the top social media trends for 2017 with actionable steps to take your business to the next level. She will also give you a sneak-peek into some of the social media strategies her clients have implemented that have propelled their businesses. You will be inspired, motivated, and armed with the best tools to implement a smart social media plan into your business.

**Speaker:** *Katie Lance, Katie Lance Consulting*

10:00 AM Break . . . . . **Foyer**

10:30 AM **Workshop Sessions**

**#1 – First 600 Homes Were Easy . . . . . Grand Ballroom A**

This session chronicles the fast growth achieved by Larsen Properties in San Antonio, Texas growing to over 600 homes under management in less than five years. Brad Larsen, RMP®, the Owner and Broker of Larsen Properties, will present some of the tips and techniques that he credits NARPM® with helping them achieve rapid growth, improve their systems, and build a highly profitable business. Learn where they achieved success, and also learn from their mistakes to coincide with the growing pains of a fast growth company having to transform itself several times over. This is a real world case study you will not want to miss.

**Speaker:** *Brad Larsen, RMP®, Larsen Properties*

**#2 – How to Tell Your Story Online: Marketing – Content Marketing, SEO, Social Media . . . . . Grand Ballroom B/C**

In this breakout session, social media strategist and author, Katie Lance, will cover how to create a comprehensive content strategy and calendar that will drive more business and generate better leads in 2017. Katie will be teaching you how to think about a blogging strategy, video strategy, and how to incorporate new trends like Snapchat and Facebook Live into your overall plan.

**Speaker:** *Katie Lance, Katie Lance Consulting*

**#3 – The Changing Industry – Is Your Company Ready? . . . . . Grand Ballroom D/E**

It is all over the newswire. Large investment firm is planning to take its place in the single-family rental industry. Is this just the beginning and how will it impact the industry? Come share in updates on how these larger firms can change the industry in the near future.

**Panelists:** *Michael Francis, MPM® RMP®, Rollingwood Management, Inc.; Robert Way, Property Frameworks; Andrew Propst, MPM® RMP®, HomeRiver Group; Kirk McGary, Real Property Management, Inc.*

12:00 PM Lunch . . . . . **Grand Ballroom A**

1:30 PM **Hot Topic Open Room Networking Discussions**

Enjoy fast-paced conversations and lively debates on topics that are keeping you up at night. Peer-to-peer education is always valuable and interesting. Bring your topic/ideas to share and participate in the discussion.

**#4 – Small Companies – Moderator:** *Michael Francis, MPM® RMP®, Rollingwood Management Inc., CRMC® . . . . . Grand Ballroom B/C*

**#5 – Mid-size Companies – Moderators:** *Jennifer Newton, Walters Home Management and Lukas Krause, Property Management Business Solutions, LLC . . . . . Grand Ballroom D/E*

**#6 – Large Companies – Moderator:** *Chris Hermanski, MPM® RMP®, Mainlander Property Management, CRMC® . . . . . Grand Ballroom A*

3:00 PM Break . . . . . **Foyer**

3:30 PM **Workshop Sessions**

**#7 – Fear-Free Prospecting – Removing the Obstacles to Your Company’s Growth . . . . . Grand Ballroom B/C**

Prospecting for new business is the most important, dollar productive activity in which any business owner can engage. Yet, most owners of property management firms find that their daily duties and routines get in the way of their efforts to grow. In this fast paced, energetic training, participants will be introduced to the “Psychology of Sales Call Reluctance.”

Each Participant will learn:

- How they view self-promotion and how society’s views of self-promotion often make selling for yourself difficult
- The many types of Sales Call Reluctance
- How to identify one’s own forms of Sales Call Reluctance
- How Sales Call Reluctance can infect an organization’s culture
- Resources for further training in overcoming Sales Call Reluctance
- Three questions that will immediately transform your ability to grow your business today!

**Speaker:** *Laird Wynn, Cleveland Property Management Group, LLC*

**#8 – 7 Secrets to Leads and Growth. . . . . Grand Ballroom D/E**

This action-packed, fun and interactive workshop tackles every management company’s #1 Challenge: Leads and Growth. You will learn 7 key strategies to immediately implement without major cost. Find out why you are personally responsible for the gridlock on leads and growth. We will be sharing real, raw, and sometimes, hard to hear subjects that break through some old property management myths.

**Speaker:** *Jon Westrom, Westrom Group Company*

**#9 – 20 Ways Your Cash Cow Can Graze. . . . . Grand Ballroom A**

Most property management companies struggle to be profitable – but that should not be the case! With proper planning, you can use your property management business as a platform to create multiple streams of income. In this fun and inspiring session, we discuss over 20 specific income streams proven to increase income AND learn how to easily implement them.

**Speaker:** *Marc Cunningham, Grace Property Management & Real Estate*

5:00 PM Adjourn for the day

**TUESDAY, MARCH 21, 2017 – THEME FOR THE DAY “PEOPLE MANAGEMENT”**

(Breakfast on own)

- 8:30 AM **Opening Remarks** ..... *Grand Ballroom A*  
Steve Schultz, MPM® RMP®, 2017 NARPM® President
- 8:45 AM **General Session – People Management Skills** ..... *Grand Ballroom A*  
In this session, Jim Roman will help you understand what it takes to be an effective leader and team manager. You will walk away with six specific skills that will help you create a high performance team that really gets things done, and much more.  
*Speaker: Jim Roman, Business Owners Institute*
- 10:15 AM Break ..... *Foyer*
- 10:45 AM **Workshop Sessions**
- #10 – Dealing with Difficult People** ..... *Grand Ballroom A*  
Jim Roman will build on his General Session discussion and give you tools to deal with difficult people. Specifically, how to maintain a positive attitude, deal with negativity, and communicate without conflict. You will walk away with a process to deal with difficult situations, and much more.  
*Speaker: Jim Roman, Business Owners Institute*
- #11 Hiring – How to Hire the Right Person** ..... *Grand Ballroom B/C*  
Nicole Machado is a trained professional who handles all aspects of Human Resources in Sacramento, California. During her session, you will learn what to look for and how to identify the right person for the job. You will also learn what is required to keep them once you have the best employees and how to track their accountability.  
*Speaker: Nicole Machado, PHR, SHRM-CP, Human Resources with Cares Community Health in Sacramento, Home Pointe Property Management, CRMC®*
- #12 – How to Accommodate Growth: A Personnel (pun intended) Touch** ..... *Grand Ballroom D/E*  
As property managers well know, growing from non-existence to 1,000+ rental units is not an easy endeavor. Even the Internet doesn't have a step-by-step prescription or outline that tells you “now is the time for change.” It is a tough road to hoe and you better have the right people and procedures in place to make your growth more streamlined. What better way to learn how to do something than to listen to all the mistakes someone else made – someone who didn't settle for small.  
*Speaker: Jeremy Aspen, Wistar Group (formerly Certified Property Management)*
- NOON **Lunch – Open Trade Fair** ..... *Grand Ballroom G/H*
- 1:30 PM **General Session Panel – Determining the Right Target Size for Your Company** ..... *Grand Ballroom A*  
Should you continue to grow your business to as many doors as possible, or pick a target size and stick with it? This panel of veteran management company owners, representing small, medium and large property management companies, will cover a wide range of topics related to the challenges and benefits of their various-sized operations. You will leave this session with better clarity about your target business size, and why you may or may not want to grow to a certain size.  
*Panelists: Steve Crossland, MPM® RMP®, Crossland Real Estate; Andrew Dougill, Hoffman Realty, LLC; Sherrie Featherly, MPM® RMP®, Missoula Property Management*  
*Moderator: Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®*
- 2:45 PM Break ..... *Grand Ballroom G/H*
- 3:15 PM **Workshop Sessions**
- #13 – Company Culture: Engagement or Endangerment?** ..... *Grand Ballroom A*  
Unengaged employees, wage pressure, burnout, office drama, employees quitting, and you going insane happens when culture and engagement are a priority in a growing property management business. Imagine how bad it could be if employee happiness and culture wasn't a priority. In this session, we will discuss the ever-changing needs of the current workforce with practical solutions and tools to build a thriving work environment.  
*Speaker: Andrew Propst, MPM® RMP®, HomeRiver Group*
- #14 – Call “Time Out!” Referee the Demands from Your Clients & Tenants with Confidence & Ease** ..... *Grand Ballroom B/C*  
In this session, Kellie Tollifson, MPM® RMP®, will take the student into the world of handling client demands, tenant requests, and vendor needs with confidence. We are called upon to make decisions all day long that affect our bottom line, customer service, and our attitudes. Learn how to referee the demands we are required to make each day with ease and come out a winner!  
*Speaker: Kellie Tollifson, MPM® RMP®, T-Square Properties*
- #15 – Staff Performance Reviews – What to Measure and Tools** ..... *Grand Ballroom D/E*  
Point and counterpoint, what is needed for Staff Performance Reviews as a company owner and as a Human Resource professional. Learn how to handle these reviews, what tools are available, and what do you really need to measure.  
*Speakers: Robert Machado, MPM® RMP®, Home Pointe Property Management, CRMC®; Nicole Machado, PHR, SHRM-CP, Human Resources with Cares Community Health in Sacramento, Home Pointe Property Management, CRMC®*
- 4:30 PM **Vendor Trade Fair and Reception** ..... *Grand Ballroom G/H*

**WEDNESDAY, MARCH 22, 2017 – THEME FOR THE DAY “BUSINESS MANAGEMENT”**

7:30 AM Full Breakfast in Trade Fair with Vendors . . . . . **Grand Ballroom G/H**

8:30 AM **General Session – Issues in Property Management: The Economic and Market Environment for Rental Housing.** . **Grand Ballroom A**  
The great recession brought many changes, the most fundamental of which is perhaps the one in which the housing market works. Foreclosures, the ruination of investment portfolios, and emergence of the millennial generation into a world where economic uncertainty seems normal, all mean that the landscape of property investment and management has also changed dramatically. By pointing out economic trends, demographic trends, and trenching the rental market specifically, we will look at how the market has changed, how property managers need to adjust to it, and what the future holds for the industry.  
**Speaker:** *John Iuccillo, Economist, Consultant and Author*

9:45 AM Break with Vendors . . . . . **Grand Ballroom G/H**

10:15 AM **Workshop Sessions**

**#16 – Help, I Feel Out of Control (Time Management Matrix)** . . . . . **Grand Ballroom B/C**  
Learn The Time Matrix (The four Quadrants of everything for business), tricks of the trade for you and your staff to improve focus and productivity, developing a schedule and sticking to it, prioritizing your day, the “24 hour wait” rule and how to use it, and how to identify and handle “time-sucks” in your day. The reality is that you know what can help you with your work day, but it always seems hard to implement and stick to it. This workshop will break strategies down and help you identify the small things you can do to drastically improve your productivity and focus.  
**Speaker:** *Tino Peabody, RMP®, Peabody Residential*

**#17 – Mastering Online Checklists – Successful Online Tools and Checklists to Stay Connected and Productive** . . . . . **Grand Ballroom D/E**  
In this session, the speakers will share their strategies for successfully working away from the office. Kellogg Agency, Inc. is a property management company in New Mexico, founded in 2003, and Jennifer Kellogg, MPM® RMP®, has been working remotely from Boston, Massachusetts since September 2014. Their Maintenance Coordinator has been working from Houston, Texas since June 2011. One of their key strategies is to use Asana, a free app. Jennifer and Courtney will demonstrate how they use Asana to create online checklists, and more.  
**Speakers:** *Jennifer Kellogg, MPM® RMP®, Kellogg Agency; Courtney Warnock, Kellogg Agency*

**#18 – Systematizing for Success: Running Your Business on Autopilot through Systems** . . . . . **Grand Ballroom A**  
The most successful companies don’t rely on people for their success, they rely on systems. Systems are simply road maps or instructions that allow your processes to be repeated, duplicated, and run by anyone. Systems will make your property management business scalable, increase the value of your company, take pressure off your team members, protect you from liability, reduce the dependence on any one employee, create clarity, and give you a way to hold your team members accountable. We will walk through the step-by-step process of how to create and implement a System Manual specific to each position in your company. System Manuals changed our business, and they can change yours, too.  
**Speaker:** *Marc Cunningham, Grace Property Management & Real Estate*

11:45 AM **Lunch (Trade Fair closes after lunch)** . . . . . **Grand Ballroom G/H**

1:00 PM **General Session Panel - Legislative Changes and Regulatory Issues that Impact Your Business** . . . . . **Grand Ballroom A**  
HUD will be going through changes with the new administration and discuss how these changes will impact your business. What is happening with current policies that govern criminal records, background checks, and comfort animals? Learn these things plus a great deal more as we do a rerun of the HUD discussion from 2016.  
**Speakers:** *Lynn M. Grosso, Director of the Office of Enforcement at HUD’s Washington DC Fair Housing Headquarters; Harry J. Kelly, Esq., Nixon Peabody LLP, Amici counsel for NARPM® and other housing organizations in Supreme Court litigation.*  
**Moderator:** *Scott Abernathy, MPM® RMP®, Reliant Property, Inc.*

2:30 PM **BarCamp Sessions.** . . . . . **Various**  
What is BarCamp? Well here is what several professionals have said after attending a real estate BarCamp: “Come teach and learn... No egos... Leave your brand, leave your ego, but when you walk out, you will be a better professional for it...” “A birthing place of new ideas... a renewal of what you have been doing for a long time... just the synergy is really interesting to watch and witness and be a part of...” “It’s a place to share... people come with their egos parked and willing to participate... competitors share ideas tools and tactics...”  
**In a nutshell, a BarCamp works like this:**  
1. Topics will be created on the spot by attendees who fill out a topic form (a giant “post it” note), indicating the suggested title / topic and if they are volunteering to facilitate a discussion or want to make a presentation on a topic. The more specific and niched a topic is, the easier it can be applied and the more interest people will have.  
2. Each sticky topic note will be displayed on a wall and attendees vote for each topic, making tally marks on the sticky itself. Attendees are limited to 3 votes each and can’t vote more than once for a single topic.  
3. Based on number of votes, conference organizers will arrange the topics visually on a grid of time slots and rooms.  
4. Attendees show up at the appointed time for the discussions / presentations in which they are most interested.  
5. Attendees are encouraged to exercise the “law of 2 feet” and leave their current discussion and move on to another if they find it was different than they expected.  
Group sizes can be as large as several hundred to as little as two people. There will be multiple easels set out in the hallway for smaller, networking-style discussion groups to meet and discuss niche topics of narrower interest. Topics with lots of votes will get larger venues with appropriate audio and visual support. This is a unique learning experience we are sure you will find thought provoking and fun!

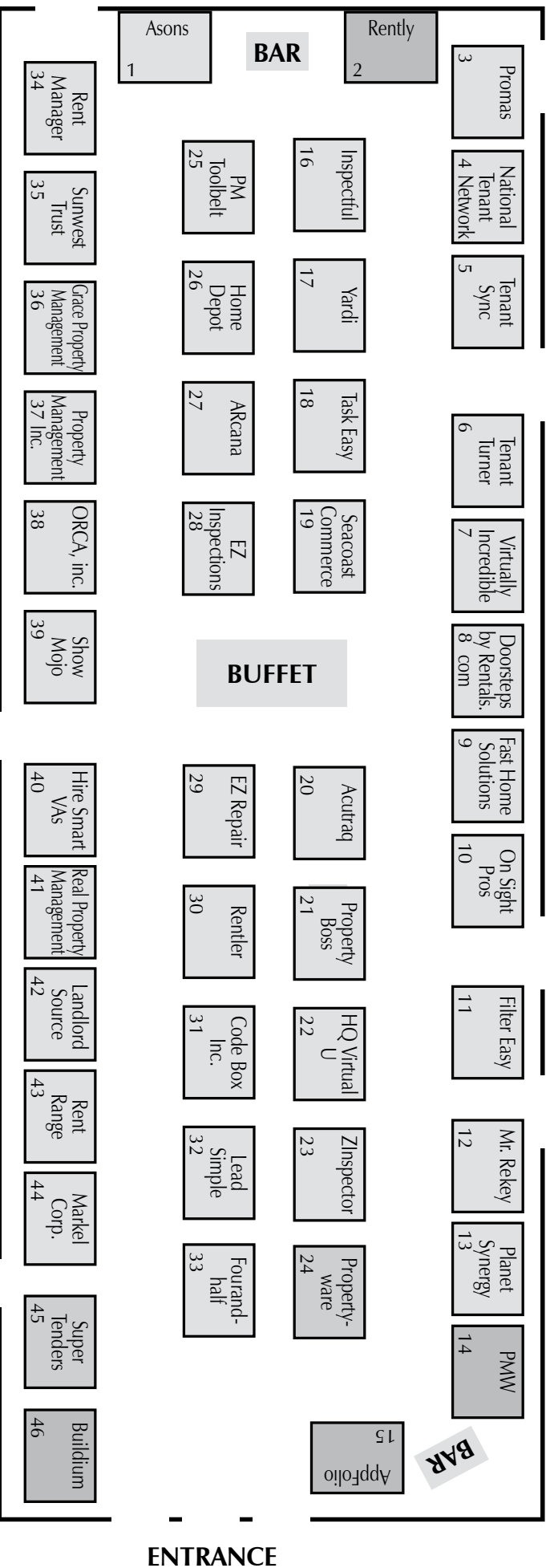
5:00 PM **Closing Comments / Conference Closes**

**Note: Education classes are being held on March 23, 2017. Visit <https://www.narpm.org/education/course-schedule/>**

# NARPM® 2017 Broker/Owner Trade Fair Exhibit Hall Floorplan

## March 20-22, 2017\*

\* (The Trade Fair opens Tuesday, March 21, 2017 at Lunch and closes Wednesday, March 22, 2017 after Lunch.)



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ENTRANCE

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# SCALABILITY

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# NARPM® 2017 Annual Convention and Trade Show

October 18 - 20, 2017  
Rosen Shingle Creek • Orlando, Florida

Education classes are on October 16 & 17  
Pre-Convention activities begin October 17

