



## National Association of Residential Property Managers

### NARPM® Strategic Plan

#### **Mission:**

The mission of the National Association of Residential Property Managers is to support professional and ethical practices of rental home management through networking, education and designation.

#### **Vision:**

Indispensable to the residential property manager and integral in the governance, advocacy, and recognition of residential property management

#### **Core Values: Principles that guide NARPM®**

- Respect and integrity among members brought about by ethical, honest and credible behavior.
- Cooperation and sharing as colleagues, instead of competitors.
- Commitment and dedication to the profession of residential property management.
- Promotion of continual learning and professional designations.
- Visionary leadership for the industry.
- Service to the industry and the public.

#### **Themes: Central unifying themes our membership find compelling - what NARPM® does well**

- Networking
- Education
- Designations

#### **These are the four strategic themes and corresponding strategic principles:**

##### **• Sustain and broaden the membership**

NARPM® will be an industry specific and accessible association of residential property managers represented in all marketplaces.

##### **• Recognition/Visibility**

The value and contributions of NARPM® and residential property managers are universally recognized and essential in the governance of the industry.

- **Advocacy & Service**

The fundamental rights of the rental home industry will be preserved and enhanced on behalf of NARPM® members and the public.

- **Knowledge Source**

NARPM® will be a national leader in creating, expanding, refining and transferring the knowledge of rental home management.

## **Goals:**

### **MEMBERS**

- NARPM® has membership benefits, services, and procedures that are effectively conveyed to the members.
- Continual learning and achieving designations has been accepted, embraced, and supported by the members.
- Members have become integrated and involved in NARPM®
- NARPM® leaders are visionary and experienced professionals.
- Enhance Networking will be on the web.
- NARPM® has younger generation of Property Managers that will be future leaders of the organization
- NARPM® has services that make NARPM® member a dynamic property manager.

### **CHAPTERS**

- NARPM® has strong and successful chapters that support NARPM® members
- NARPM® chapters have a strong tie to the national organization and management staff.
- NARPM® chapters assist national in grooming future leaders on all levels of the organization
- NARPM® chapters assist in the educational offerings offered to the members
- The NARPM® virtual chapter provides support to those members who are not with a chapter.

### **MANAGEMENT STAFF**

- NARPM® has a professional staff that manages the organizations daily business
- NARPM® supports an environment conducive to professionalism, strong results, responsiveness, pride in a job well done, and high standards of expertise, dress, and decorum.
- NARPM® management staff takes pride on being part of the organization.

- NARPM® management staff works with members to provide outstanding programs, products, and services reflecting efficient, cost effective, and timely implementation of NARPM® plans and policies.

## **INDUSTRY**

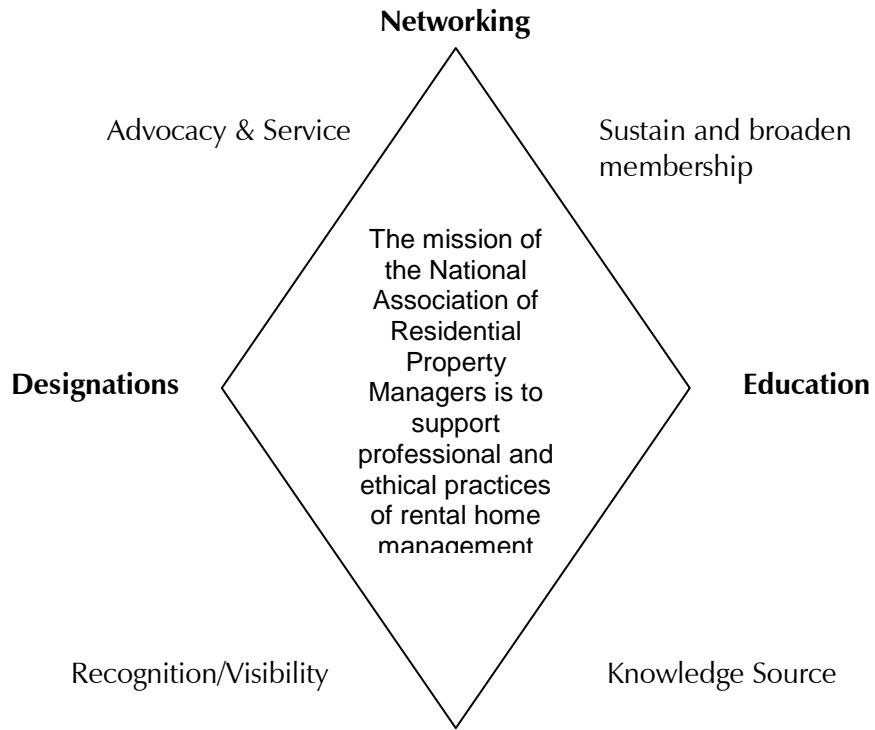
- NARPM® is the premier source for learning and advancement of the professional residential property manager.
- NARPM® is essential in the governance of the profession and recognized by peer organizations.
- NARPM® is represented in every state and internationally.
- NARPM® is the spokesperson for the home rental industry.
- NARPM®, through strategic alliances, will promote the benefits of the home rental industry to other outside entities
- NARPM® participates in alliances when it is beneficial, and it increases the leverage of the home rental industry.
- Future property managers will require the support of degrees in real estate,

## **PUBLIC**

- The NARPM® logo is universally recognized.
- NARPM® is the “Authority for the Residential Property Management Industry.”
- NARPM® designees are recognized by the general public as industry experts.
- The public recognizes NARPM® as the standard for residential property management.
- NARPM® will provide research on the market to the public and the media
- Property Management will be looked at as a viable career choice

# APPENDIX I

## The NARPM® Diamond Mine



**These are the Core Values of NARPM®**

## APPENDIX II

**STRATEGIC PLAN:** A document that culminates the dynamic process of positioning NARPM® for the future. It gives overall guidance and direction on agreed upon goals, yet charges the volunteer and management staff to deal with unknown, unexpected, and unpredictable issues. Regular reviews the strategic plan and actionplan will incorporate changes in the environment, shifting goals, and new ventures

**MISSION:** A statement that defines the the purpose for the existence of NARPM®.

**VISION:** A simple declaration of focus.

**GOALS:** An expressed end result to be accomplished over a period greater than one year.

**ACTION PLAN:** Enumerates what Strategies will be pursued in the current year to accomplish the Goals expressed in the Strategic Plan. Within the plan there are some expressed end results to be accomplished that will take a period greater than one year.

**ANNUAL BUDGET:** The Action Plan is used as a guide in preparation of the budget. Proposed strategies are compared to available staff and financial resources, priorities are set, and choices are made. Adjustments to the Action Plan are made as necessary.

**IMPLEMENTATION:** The Plan of Action and the Budget are approved by the Board of Directors and then given to the volunteer leadership and the Executive Director for implementation.