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to excellence



25th

ANNUAL CONVENTION
AND TRADE SHOW

OCTOBER 14-18, 2013
SAN DIEGO, CA

on-site program





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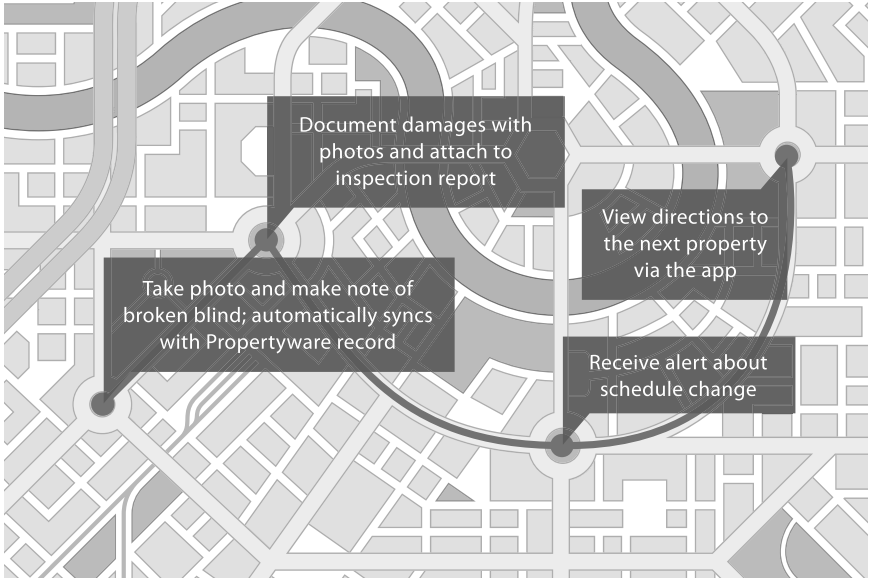
TABLE OF CONTENTS

WELCOME TO SAN DIEGO, CA (LA JOLLA)

- 5** President's Welcome
- 6** Past Presidents
 - 2013 Board Officers
- 7** 2013 Directors / RVPs
 - 2013 Committee Chairs
- 8** Convention Committee
- 10** Hotel Map
- 11** Convention Information
- 13** Monday Schedule
 - Tuesday Schedule
 - Wednesday Schedule
- 14** Thursday Schedule
- 19** Friday Schedule
- 23** Sponsors
- 24** Exhibit Hall
- 25** Exhibitors
- 29** Notes

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| 12 | Yardi | 35 | Zillow |
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| 29 | Anyone Home | 37 | Trulia |
| 29 | Contemporary Information Corp. (CIC) | 39 | National Tenant Network (NTN) |
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| 31 | Preferred Property Program | | |



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The Keys to Excellence

Dear NARPM® Members:

WELCOME to NARPM®'s 25th Silver Anniversary "Keys to Excellence" Convention. By attending, you are taking another step in your journey to be one of the best in our industry.

ARE YOU READY to take your keys and unlock the doors to networking and education? Your Convention Committee, led by Chair Dave Poletti, Co-Chair Lynn Sedlack, MPM® RMP®, OMG Convention Planner Carla Earnest, CMP, along with a team of dedicated volunteers, have planned a convention that is worthy of celebrating our Silver Anniversary.

NARPM®'s Business Leader Development Session will be conducted by Joe Quitoni from the world-renowned hotel chain Ritz-Carlton. You will learn new ideas and techniques to ensure that you are the best property manager/leader possible in your business and the community in which you serve. Remember, this session does require a separate registration.

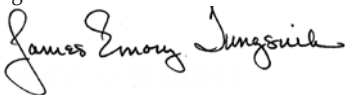
The 4th Annual NARPM® Past Presidents' Golf Tournament is led by Melissa Prandi, MPM® RMP®, Andrea Caldwell, MPM® RMP®, and Raymond Scarabosio, MPM® RMP®, and will be held at the Twin Oaks Golf Course in San Marcos. Our tournament will also include "Tunes on the Terrace" Lunch & Fun, as well as prizes. This year's charities are The Nice Guys®, which is a 100% volunteer-driven organization, and the American Cancer Society®.

NARPM®'s 25th Silver Anniversary "Keys to Excellence" Convention will kick off with the internationally known Raspyni Brothers juggling act and end with some serious comic relief from Jeff Havens, who will help us keep our lives in perspective. Both of our convention guest speakers are nationally known and have performed on *The Tonight Show* with Jay Leno, CNBC, CBS, and FOX.

The Offsite President's Celebration will be aboard the USS *Midway*. We have access to the entire aircraft carrier, which is docked at the Navy pier in San Diego Harbor. The museum docents, who volunteer and are retired Navy personnel, will give us tours of the exhibits, restored aircraft, "if you dare" flight simulators to ride, and a view like no other, as we look out across San Diego Harbor's shimmering lights. Please wear business dress for the occasion, as you are respectfully honoring the traditions of America's veterans who served aboard the USS *Midway*. When choosing attire, consider that a portion of this event will take place in the evening, outdoors on the flight deck.

NARPM®'s Gala on Friday night will be a Casino Night, where you will have the opportunity to play blackjack, craps, and roulette, while sipping on your favorite beverage, laughing with your friends, and feasting on delicious foods. Members will have the opportunity to win trips, national and regional convention registrations, along with many other gifts. All monies raised from this event will go to The Nice Guys®. Remember bring YOUR best style, whether that be wearing your 10-gallon hat from Texas, your luau dress, your black tie dinner jacket or your bobbles and shimmery dress.

ASK YOU AGAIN, ARE YOU READY? Hold that thought and let's go for a ride and have a good time...



James Emory Tungsvik, MPM® RMP®
2013 NARPM® President



Past Presidents

Ralph Tutor	1987-88
Susan Gordon, MPM® RMP®	1988-90
Steve Urie, MPM® RMP®	1990-91
Peggy Rapp, MPM® RMP®	1991-92
Ivan "Rocky" Maxwell, MPM® RMP®	1992-93*
Dave Holt, MPM® RMP®	1993-94
Kittredge Garren, MPM® RMP®	1994-95
Donna Brandsey, MPM® RMP®	1995-96
Robert A. Machado, MPM® RMP®	1996-97
Mark Kreditor, MPM® RMP®	1997-98
Denny Snowdon, MPM® RMP®	1998-99
Raymond Scarabosio, MPM® RMP®	1999-00
Melissa Prandi, MPM® RMP®	2000-01
Mike Mengden, MPM® RMP®	2002
Chris Hermanski, MPM® RMP®	2003
Andrea Caldwell, MPM® RMP®	2004
Marc Banner, MPM® RMP®	2005
Rose G. Thomas, MPM® RMP®	2006
Sylvia L. Hill, MPM® RMP®	2007
Betty Fletcher, MPM® RMP®	2008
Fred Thompson, MPM® RMP®	2009
Vickie Gaskill, MPM® RMP®	2010
Tony A. Drost, MPM® RMP®	2011
Jayci Grana, MPM® RMP®	2012

*Deceased

2013 Board Officers

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2013 Convention Committee

Thank you to these dedicated NARPM® members who have planned, worked, determined, and succeeded in bringing us a great 2013 convention.

Committee Chairs

Convention Chair: Dave Poletti

Convention Vice-Chair and First-Time Attendee Sub-committee Chair:
Lynn Sedlack, MPM® RMP®

**Casino Night Sub-committee Chair and Roomhost/Speaker Liaison
Sub-committee Chair:** Christine Goodin, RMP®

Member Services Committee Chair: Patrick “PJ” Chapman, MPM® RMP®

Affiliate Members Committee Chair and Raffle Sub-committee Chair:
Mike Mumford, MPM® RMP®

Trade Show Sub-committee Chair: Marty Hutchinson, MPM® RMP®

Committee Members

Shana Smith, RMP®
Program Sub-committee Member

Jorgette Krsulic
Program Sub-committee Member

Carrie Snyder, MPM® RMP®
Casino Night and Program Sub-committee Member

Leeann Ghiglione, MPM® RMP®
Northwest Region RVP, Casino Night and Program Sub-committee Member

Tammy Bryant
Roomhost/Speaker Liaison Sub-committee Member

Scott Bloom
Casino Night Sub-committee Member

Aaron Mottaghi
Raffle Sub-committee Member

Douglas Maschoff, RMP®
Program and Casino Night Sub-committee Member

Dandan Lee

T.J. Tompkins

Carla Earnest, CMP, NARPM® Meeting Planner

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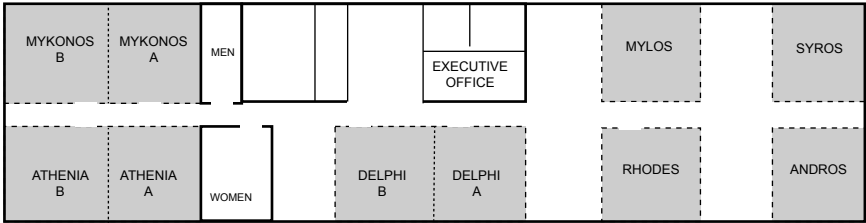


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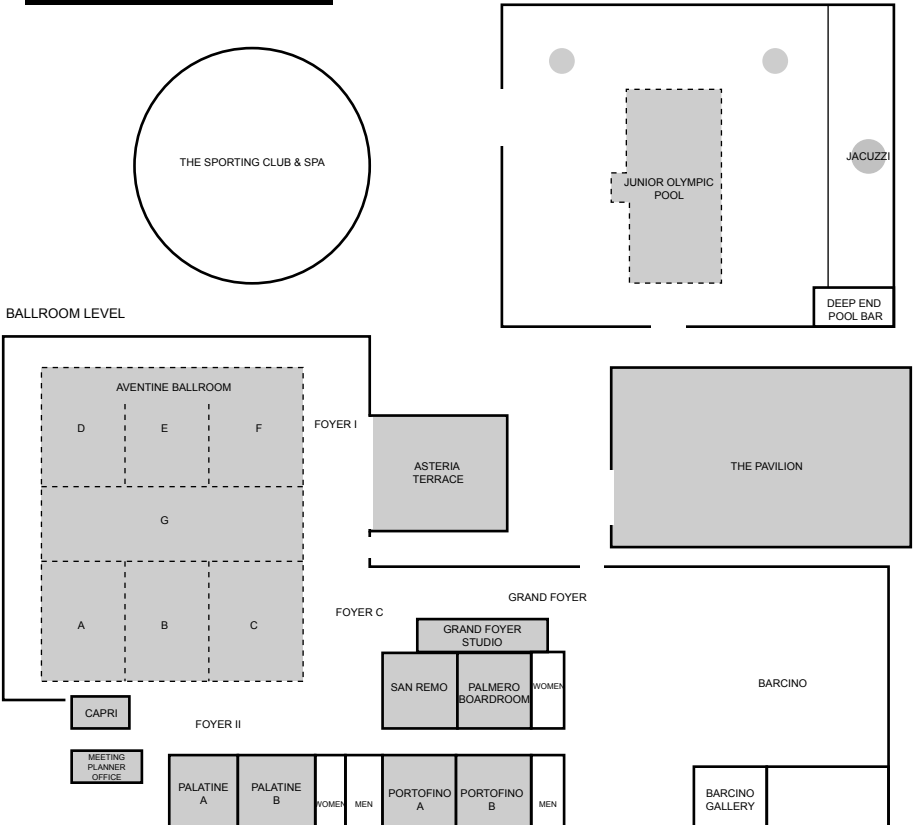
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Hotel Map

Hyatt Regency La Jolla SECOND FLOOR



Hyatt Regency La Jolla BALLROOM LEVEL



Convention Information

Location

Welcome to our 2013 Annual Convention and Trade Show. We are happy that you are here, and hope that this convention and your stay at the Hyatt Regency La Jolla is enjoyable, rewarding, educational, and fulfilling.

The Hyatt Regency La Jolla is a AAA 4-Diamond winner, full-service hotel that boasts a world-class fitness center, tennis courts, pool, and lots of great shopping and restaurants within walking distance. The Hyatt Regency La Jolla is situated in the upscale resort community of La Jolla, known as the “Jewel of the Pacific.” La Jolla offers a shopper’s paradise and boasts outstanding dining options. The hotel is close in proximity to the world famous San Diego Zoo, Sea World®, Balboa Park, the Stephen Birch Aquarium, and outstanding golf courses, and beaches. On Thursday evening, October 17, a complimentary shuttle will take interested attendees to and from the Historic San Diego Gaslamp Quarter and the Pacific Beach.

For a virtual tour of the hotel, visit their website at www.lajolla.hyatt.com. You can also check out all that San Diego has to offer by going to www.sandiego.org.

Convention Dress

Appropriate dress for all parts of the NARPM® Convention in San Diego is business casual, except for the event on Friday evening, which is your most elegant casino attire. Days are warm in the San Diego area, but evenings can be cool, so a light sweater or wrap is recommended. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good.

Endorsement

Inclusion in the convention program of advertisements and other material, including workshop presentations, does not reflect the endorsement of NARPM®.

Exhibits/Prizes

Many exhibitors will be donating door prizes. The door prizes will be given away at various times during the trade show, so stay close and listen for announcements and don’t forget you have to be present to win! The “Tickets of Opportunity” giveaway will be held after the closing general session – at 4:30 p.m. on Friday, October 18th. The “Guess the Keys” contest winner will be announced during Casino Night.

Please help make a comfortable convention experience for all

Smoking is prohibited at all convention events. Please turn off all cell phones and pagers or put them on vibrate mode during sessions. Thank you.

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Schedule of Events

MONDAY, OCTOBER 14, 2013

8 am – 3 pm	Habitability Class	Athenia A/B
8 am – 3 pm	Risk Management Essentials Class	Mykonos A/B
8 am – 3 pm	NARPM® 101 Class	Delphi A/B
8:30 am – 5 pm	Board Meeting	Palmero

TUESDAY, OCTOBER 15, 2013

7 am – 3 pm	Charity Golf Tournament <i>(Separate registration)</i>	Leave from Lobby at 7 am
8 am – 3 pm	Risk Management Advanced Class	Mykonos A/B
8 am – 3 pm	Owner Client Essentials Class	Athenia A/B
9 – 11:30 am	Registration Open	Grand Foyer
1 – 5:30 pm	Registration Open	Grand Foyer
6 – 10 pm	President's Celebration An Evening aboard the USS <i>Midway</i> <i>(Ticketed Event)</i>	Busses leave Lobby starting at 6 pm

WEDNESDAY, OCTOBER 16, 2013

7 – 8:30 am	Committee Meetings Member Services Communications Governmental Affairs	San Remo Athenia B Athenia A
7 – 10 am	NARPM® Ethics Class	Mykonos A/B

8:30 – 10 am First-Timers Welcome / Orientation Asteria Terrace

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Timers Welcome / Orientation. This is a great opportunity to have coffee with the NARPM® Leadership and get to know other first-timers. You will also get valuable tips on how to get the most out of your experience at the convention. If you are a first-time attendee to a NARPM® Convention and did not receive a ticket, please see a staff person at the registration desk.

9 am – 6:30 pm Registration Open Grand Foyer 10 am – 3:30 pm NARPM® Business Leader Development Pavilion

This year, NARPM® is partnering with Joe Quitoni of the Ritz-Carlton Leadership Center to bring you "The Fire Within – Igniting Passion for Excellence" based on the world-renowned performance excellence of the Ritz-Carlton. *(Ticketed event with working lunch)*

**Rooms subject to change.*

3:30 – 4:30 pm Virginia State NARPM® Chapter Meeting/Social West Pool
3:30 – 4:30 pm Professional Development Committee Meeting Athenia A

4:45 – 6 pm Opening General Session: Raspyni Brothers Pavilion

Barry Friedman and Daniel Holzman are the Raspyni Brothers. As one of the most sought-after acts on the corporate entertainment scene, they appear annually at more than 100 events across America and internationally. Since 1982, their intelligent mayhem has earned them two International Juggling Championships, multiple appearances on *The Tonight Show* with Johnny Carson and Jay Leno, and a place in the *Guinness Book of World Records*. In addition to the tremendous success they enjoy in the field of corporate entertainment, these two unrelated siblings also tour as an opening act for dozens of superstars, such as Robin Williams, Billy Crystal, Tony Bennett, Dennis Miller, and Tom Jones. Other audiences have ranged from the King of Spain and the Academy Awards, to the sequestered O.J. Simpson jury. Johnny Carson and Jay Leno have both done it (stood between blazing torches and razor sharp knives) on *The Tonight Show* – and now you can do it too!

6 – 9 pm Opening Reception/
Grand Opening of Trade Show Exhibit Hall -
Aventine Ballroom

Our Grand Opening of the Trade Show Exhibits and Opening Reception begins with the ribbon cutting for the Trade Show performed by 2013 NARPM® President James Emory Tungsvik, MPM® RMP®, and the 2012 Affiliate Member of the Year.

THURSDAY, OCTOBER 17, 2013

7 am – 2 pm Registration Open Grand Foyer
7 – 8:15 am Breakfast with Exhibitors Exhibit Hall -
Aventine Ballroom

8:30 – 10:15 am Workshop Sessions 1–5

**Use your Keys to Excellence to
Unlock Learning Power From
Your Past National Presidents!** Athenia A/B
Pavilion
Mykonos A/B
Portofino A/B
Palatine A/B

KEYS = KeeEd Educating Your Self! Mix and mingle...listen and learn with NARPM®'s finest as they share with you their business, NARPM®, and life experiences! This first-ever workshop promises to be exciting, lively and chock full of advice from 12 of NARPM®'s National Past Presidents! Each breakout room will have a past president serving as a moderator who will stay in the room for the entire session. The panelists will be the only people who switch rooms and each group of panelists will have 30 minutes in each room. While groups of panelists are switching rooms (and fooling around in the hallways!), the moderator will keep the questions flowing!

**Rooms subject to change.*

10:15 – 10:45 am Second Cup of Coffee with Exhibitors

**Exhibit Hall -
Aventine Ballroom**

10:45 am – Noon Workshop Sessions 6 – 10

6. Property Management Insurance and Liability Issues

Athenia A/B

Speakers: Suellen Eichman and Brett Wright

Join Suellen Eichman, of Eichman Insurance Agency, a Farmers Insurance Group and Brett Wright from the law offices of Owens & Wright, Attorneys, for this informative session about the appropriate insurance for tenants, owners, and professional property managers, as well as liability issues and ways to avoid going to court.

7. So You Think You Are Organized

Pavilion

Speaker: Jean Storms, MPM® RMP®, LandlordSource.

Are you skilled in organizing your property management tools and systems for yourself and your company? Do you spend most of your day “putting out fires”? Can you manage the workload in your “normal” day? Does clutter complicate your workspace/environment, not to mention your technology? No matter what your expertise in controlling your efficiency, this workshop can help and offers free forms, ideas and tips to help you review your work habits, tools, and the environment in your property management business. Come and investigate what steps you can take to make positive changes or add to your existing systems.

8. Internet Marketing in Plain English

Portofino A/B

Speaker: Alex Osenko, Fourandhalf.com

Learn about the four facets of Internet Marketing in a simple-to-understand format: Inbound Marketing (aka business blog); Business Reputation – Online Reviews; Social Media; and, Paid Ads and Pay-per-click (Google, Facebook). Many property managers report that almost all of their new business comes from referrals. But what about the thousands of people who search for information online? In this session you will be introduced to the “Thoughtful Consumer,” the one who is doing all of their research online and how you can develop an effective “Online Identity.”

9. Identity Theft and Your Business

Mykonos A/B

Speaker: Vicky Methven, LegalShield

Identity theft is a silent crime that is affecting one in three Americans. Thieves are targeting businesses now more than ever to garner the information they need, putting the personal information of you, your customers, employees and vendors at risk. In this session you will learn about the types of identity theft, the impact of identity theft, and how to address the “red flags rule” in your business to protect yourself, your clients, and employees!

****Rooms subject to change.***

10. Back to Basics with SEO 101

Palatine A/B

Speaker: Keith Brown, RealPage, Inc.

SEO 101 will cover the most important aspects of Search Engine Optimization and how it is relevant to your business' Internet marketing plan. From in-house marketing to outsourced agencies, this session will define the core parts of SEO and how they work together in today's customer-focused web to promote your business. Still feel like you don't fully understand SEO? These three little letters can mean huge growth for your business or a lot of smoke, mirrors and confusion. Fear not, in this session the veil will be pulled back on this highly competitive and widely misunderstood industry.

Noon – 12:30 pm Membership Awards Program

Pavilion

12:30 – 1:45 pm Lunch

Barcino

2 – 3:15 pm Workshop Sessions 11-15

11. NARPM® RVPs and Your NARPM® Chapter

Pavilion

Panel Moderator: Kellie Tollifson, MPM® RMP®, T-Square Properties

Panelists: Leeann Chiglione, MPM® RMP®, Dave Poletti & Associates CRMC®, Northwest Region RVP; Steve Schultz, RMP®, Blue Fox Properties, LLC, Southwest Region RVP; Bart Sturzl, MPM® RMP®, Bella Real Estate, Inc., South Central Region RVP; Richard Vierra, RMP®, Hawaii Reserves, Inc., Pacific Region RVP; Deborah Newell, MPM® RMP®, Real-Time Leasing, LLC, Northeast/Central Region RVP; John R. Bradford, III, MPM® RMP®, Park Ave. Properties, LLC, Southeast Region RVP

The NARPM® team of Regional Vice Presidents would love you to join them in a panel discussion to learn how the team can help support you as a member, chapter and a region. The RVPs are members of the NARPM® Board of Directors and represent each region on the board. They are your voice and they want to hear from you.

12. Tenant Screening - Avoiding Lawsuits & Regulatory Actions

Portofino A/B

Speaker: Rhonda Babcock, Director of Operations for Moco Inc

Rather than treating tenant screening as a discreet process, it will be presented within the broader context of an evolving legal, regulatory and property management environment. The speaker will demonstrate the connection between best practices and property management fundamentals, as well as legal and regulatory risk management. You will leave this workshop with greater knowledge of an increasingly hostile legal and regulatory landscape around tenant screening and steps you can take to mitigate that risk, without compromising property management fundamentals.

**Rooms subject to change.*

13. The Customer Experience –

Creating a Customer Service-Centric Organization

Athenia A/B

Speaker: Duke Dodson, RMP®, Dodson Property Management

Do you want to grow your business? Come to this session and learn how Duke used a “customer service-centric” business philosophy to grow from 0 to more than 1,000 units in just five years! Hear how some of the biggest and best businesses in the world (Amazon.com, Apple, Facebook) apply this philosophy every day. You can learn to adopt this mindset and grow your business-too!

14. What If Your Tenants Don't Have a Bank Account or Credit Card? Mykonos A/B

Speaker: Chris Volgenau, PayNearMe

More than 25% of US households and your residents are considered “under-banked.” They don't like bank accounts or credit cards, but they have the highest rate of smartphone usage of any socioeconomic group. They would like to use their smartphone to pay all their bills, including rent. This session will examine this demographic and introduce specific action items that you can do to address the needs of the “underbanked” group, while reducing costs and increasing the efficiency of your property management operation.

15. Advanced SEO Issues

Palatine A/B

Speaker: Alex Osenenko, Fourandhalf.com

Alex will build on the SEO 101 session (Workshop #9) by exploring more complex strategies for maximizing your SEO and techniques to improve your online visibility and stand out among your competitors.

3:30 – 4:45 pm Workshop Sessions 16 – 20

16. Fair Housing and Your Company –

Are You Up-to-Date on Regulations?

Palatine A/B

Speaker: Attorney Kathy Belville, Law offices of Kimball, Tirey & St. John, LLP

The world is always changing. For instance, it is more common than ever to see people with a companion or service animal. Other hot button issues crop up every day and HUD is constantly updating their regulations and rules to accommodate these issues and ensure that everyone has a fair housing opportunity. Are you up on all these changes? Attorney Belville will review the latest developments and help make sure that you are on the right track regarding fair housing.

17. Tenant Retention –

The Data & Psychology Behind Tenant Behavior

Pavilion

Speaker: Dan Daugherty, RentBits

More than 50% of tenant turn-over can be controlled. It costs time, money and
***Rooms subject to change.**

potentially even lost owners when tenants leave. This session will describe techniques and best practices on how to retain tenants and owners in a scalable way. View the data and learn the psychology of tenant behavior to improve communication and satisfaction at all levels of the business.

18. Your Own Residential Property Management Brokerage For NGP (Next Generation Professionals) Members **Mykonos A/B**
Speaker: Gail Moncla, MPM® RMP® CPM®, Rental Home Management Service

We will evaluate organic growth and portfolio purchases, while reviewing the five best practices when opening your own property management business. Learn how to avoid the five biggest mistakes you might make, including: (1) No policies and procedures right from the start; (2) No plan for growth; (3) No realistic pay scale for people working in the business; (4) No absolute plan for profit; and (5) No reward plan for you!

19. Excellence – Making Sure You Stay on Top of Your Game **Athenia A/B**
Speaker: Melissa Prandi, MPM® RMP®, Prandi Property Management, Inc. CRMC®

In this high energy session, Melissa Prandi, MPM® RMP®, will be giving you a “shot in the arm,” a breath of fresh air, and the ability to look at your business through the eyes of your staff, vendors and customers. You will learn how to choose your team, motivate them, and work together. Motivation is a key to keeping your office alive and well. Let’s go from good to great using the “Keys to Excellence”!

20. How to Structure Your Growing Company **Portofino A/B**
Speaker: Doug Maschoff, RMP®, MyHomeSpot.com; Duke Dodson, RMP®, Dodson Property Management; Andy Propst, MPM® RMP® CPM®, Park Place Property Management, CRMC®

Panelists will explore the different types of company structures, including the “Specialized” or “Silo” structure, the “Property Manager” or “Portfolio” model, and several hybrid models. Each speaker gives a different view of the process based on their experiences, size of their company, and personal style. You will gain insight into how to structure your company now and position it for growth in the future.

4:45 – 6 pm	Afternoon Breather with Vendors	Exhibit Hall - Aventine Ballroom
4:45 – 5:45 pm	NARPM® RVP and Regional Conference Chair Meeting	Rhodes
5:30 – 6:30 pm	Supportive Services for Veterans & Families Information Session	Palatine A/B

**Rooms subject to change.*

FRIDAY, OCTOBER 18, 2013

7:30 am – 2 pm Registration Open
7:30 – 9:15 am Breakfast with Exhibitors

Grand Foyer
Exhibit Hall -
Aventine Ballroom

8 – 9:15 am Regional Meetings
Northeast/Central Region
South Central Region
Northwest Region
Southeast Region
Pacific Region
Southwest Region

Mykonos A/B
Athenia A/B
Delphi A/B
Portofino A/B
Palatine A/B
Pavilion

9:30 – 10:45 am General Session: Economic Forecast
Ivy Zelman, Zelman & Associates

Pavilion

As Chief Executive Officer of Zelman & Associates, Ivy Zelman has more than 20 years of experience covering housing and housing-related industries. Founded in October 2007, Zelman & Associates provides analyses across all aspects of the housing spectrum. Ivy's concept for the firm remains strongly rooted in the ability to perform thematic research overlaid with proprietary surveys to produce unparalleled differentiated, value-added research. Ivy continues to be frequently quoted in *The Wall Street Journal* and appears occasionally as a guest on CNBC. For the past 18 years, *Institutional Investor* has recognized Ivy as one of the most preeminent figures within the housing industry. Most notably, *Institutional Investor's* – America Research Team rankings placed Ivy and her team with 11 first-place rankings (1999 – 2004, 2006 –2007 and 2010 - 2012). Ivy achieved this record over the years, most notably when she called the top of the housing market in 2005. In addition, she reinforced her dominant reputation in the industry by calling the bottom of the housing market in January 2012 and is more constructive today than she has ever been in her 22-year career on Wall Street.

11 am – 12:15 pm General Session: Property Management –
America's Hot Industry

Pavilion

Speaker: Mark Kreditor, MPM® RMP®, Get There First Realty, CRMC®

The stars have aligned in the sky and property management is the new sun. This is as good as it gets and property managers need to be completely focused and prepared to take advantage of the current market opportunities. Learn how a personal and meaningful evaluation of your firm's "best practices" can naturally lead you to explosive profit and growth from one of the most profitable property managers in our industry. Real estate is often a series of cycles and the current cycle is one of the best we have ever experienced as an industry. Now is the best time to build the lasting systems, inventory, and relationships to carry you through the next cycle since "nothing ever lasts forever."

**Rooms subject to change.*

12:15 – 12:30 pm Vendor Recognition Program

Pavilion

12:30 – 1:30 pm Lunch

Barcino

1:45 – 3:00 pm Workshop Sessions 21-25

21. Internal Affairs: Controlling and Securing

Your Client's Money

Pavilion

Speaker: Mike Mumford, MPM® RMP®, Bennett Property Management, CRMC®

Mike will review general trust accounting rules and the three-way reconciliations that are specifically required for property management companies. Many companies balance their bank statements monthly, but do not do a formal three-way reconciliation. Suggested standard policies and procedures for A/R, A/P, and trust accounting will be covered. Also covered will be common accounting “best practices” which will help identify or eliminate potential avenues for employee embezzlement. Some common theft schemes will be reviewed to give owner/brokers an idea of what they need to watch for and to learn from others’ mistakes.

22. Excellence – Making Sure You Stay On Top of Your Game –

Encore Presentation

Mykonos A/B

Speaker: Melissa Prandi, MPM® RMP®, Prandi Property Management, Inc. CRMC®

In this high energy session, Melissa Prandi, MPM® RMP®, will be giving you a “shot in the arm,” a breath of fresh air, and the ability to look at your business through the eyes of your staff, vendors and customers. You will learn how to choose your team, motivate them, and work together. Motivation is a key to keeping your office alive and well. Let’s go from good to great using the “Keys to Excellence”!

23. How to Structure Your Growing Company –

Encore Presentation

Athenia A/B

Speaker: Doug Maschoff, RMP®, MyHomeSpot.com; Duke Dodson, RMP®, Dodson Property Management; Andy Propst, MPM® RMP® CPM®, Park Place Property Management, CRMC®

Panelists will explore the different types of company structures including the “Specialized” or “Silo” structure, the “Property Manager” or “Portfolio” model, and several hybrid models. Each speaker gives a different view of the process based on their experiences, size of their company, and personal style. You will gain insight into how to structure your company now and position it for growth in the future.

24. Facebook Changes and What They Mean To You

Delphi A/B

Speaker: Michael Cunningham, RealPage, Inc.

No other social media platform owns consumer engagement like Facebook. This year, the social media giant announced two major changes to its platform

***Rooms subject to change.**

that could greatly impact the way rental housing professionals use Facebook: the introduction of Graph Search and a major overhaul of News Feed. On the surface, the changes seem like a win-win for users, but they could end up being a mixed bag for marketers and rental housing professionals. This session will explain what these changes are and how they impact the property manager. You will also learn several steps you can take to optimize your Facebook page for Graph Search and News Feed.

**25. International Investor Compliance 101 -
From Sales Support to Property Management
Compliance and Beyond!**

Palatine A/B

Speaker: Chris Picciurro, CPA; Brent Green, CPA and Bobby Samborsky, Nonresident Tax Advisors CPA

Are you unclear how you should handle international clients? Do you worry about entity structuring or keeping all your sales, while addressing investor responsibilities? In this session, you will learn how to avoid and protect yourself from an IRS audit when managing international clients; what your responsibilities are for collecting the proper information for IRS reporting; what information your international clients will need from you; managing your rent payments, and much more. The speakers will be discussing these issues and answering questions that will help keep your organization compliant with the government laws and increased enforcement of regulations while providing great management services.

3:15 – 4:30 pm Closing General Session With Jeff Havens Pavilion

A Phi Beta Kappa graduate of Vanderbilt University, Jeff began his career as a high school English teacher before following his father, Rex Havens, into the world of stand-up comedy, where he worked with some of the brightest lights in American comedy and honed the art of engaging audiences through laughter. But his impulse to teach never faded, and soon he began looking for an avenue to combine both of his passions into entertaining and meaningful presentations. The results are *Uncrapify Your Life!*, *How to Get Fired!*, *Unleash Your Inner Tyrant!* and *Becoming a More Annoying You!* Since their introduction, Jeff has brought his unique, side-splitting, message-based presentations to General Electric, Ford Motor Company, USBank, McDonald's, and hundreds of other corporations in the United States and Canada. Original, informative, hilarious and powerful, Jeff's ability to help people achieve success in leadership, customer service, communication, generational issues, corporate culture and more by talking about what they should and shouldn't do guarantees that his audiences manage to laugh and learn at the same time. His stated goal? To provide all the content of a traditional presentation with all the entertainment value of a comedy show. Because improving your business doesn't have to be boring.

4:45 – 5 pm Designation Orientation Pavilion
6 – 11 pm The NARPM® Keys To Excellence Pavilion/Barcino
Casino Night and Dinner

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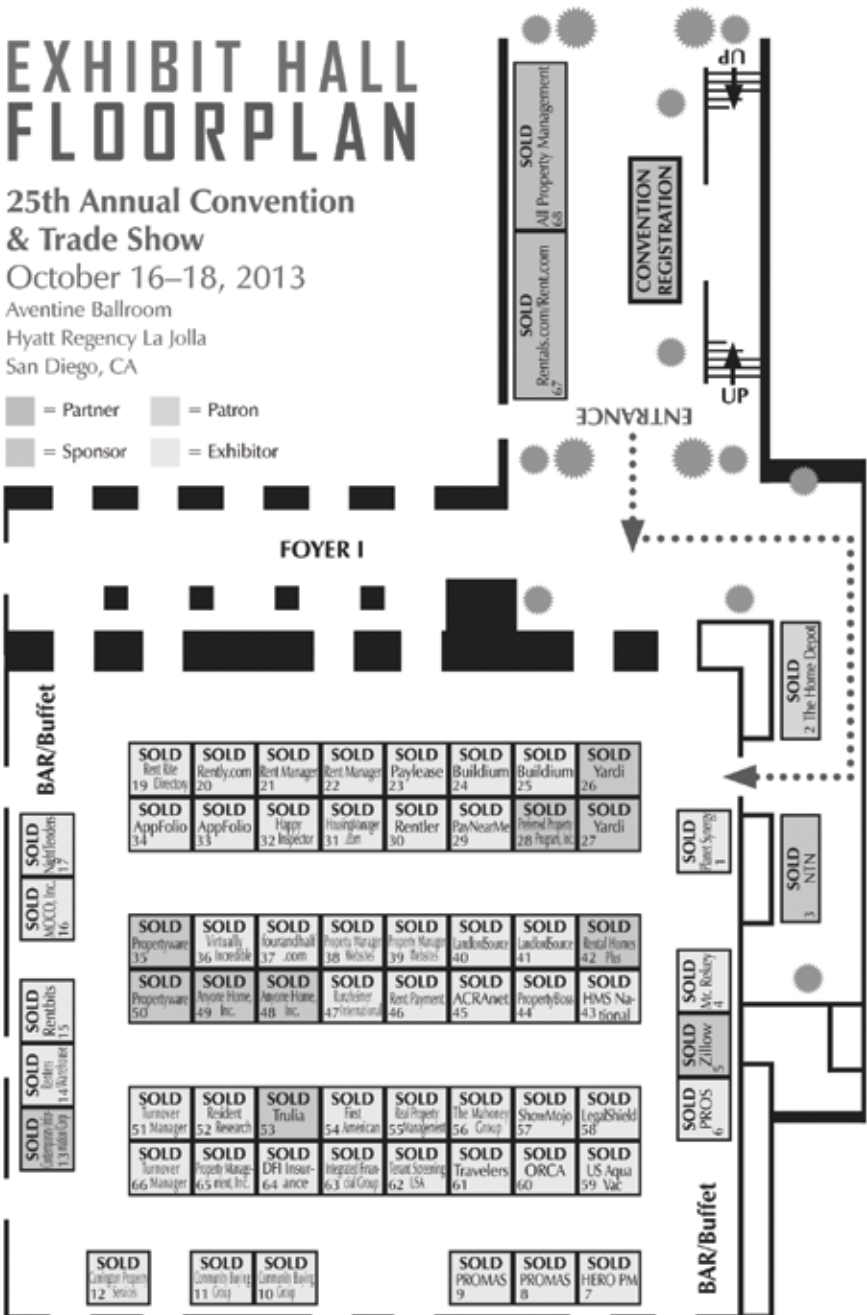
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SOLD AppFolio 34

SOLD RentDirect 17

SOLD ACCO, Inc. 16

SOLD RentDix 15

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SOLD RentDix 14

SOLD Turnover 51

SOLD Turnover 66

SOLD Rent Direct 19	SOLD Rentby.com 20	SOLD Rent Manager 21	SOLD Rent Manager 22	SOLD Paylease 23	SOLD Buildium 24	SOLD Buildium 25	SOLD Yardi 26
SOLD AppFolio 34	SOLD AppFolio 33	SOLD Hager 32	SOLD Housinglayer 31	SOLD Rentler 30	SOLD PayNearMe 29	SOLD Personal Assets 28	SOLD Yardi 27

SOLD Propertyware 35	SOLD Virtually 36	SOLD Fourandhalf 37	SOLD Procs Therap 38	SOLD Procs Therap 39	SOLD LandSource 40	SOLD LandSource 41	SOLD Rental Homes 42
SOLD Propertyware 50	SOLD Anore Home 49	SOLD Anore Home 48	SOLD Luncheis 47	SOLD Rent Payment 46	SOLD ACRAnet 45	SOLD PropertyBox 44	SOLD HMS National 43

SOLD Resident 52	SOLD Trulia 53	SOLD First 54	SOLD Real Property 55	SOLD The Highway 56	SOLD ShowMejo 57	SOLD LegalShield 58
SOLD Property Manager 65	SOLD DFI Inter- 64	SOLD Inquest Franchise 63	SOLD Tenant Sourcing 62	SOLD Travelers 61	SOLD ORCA 60	SOLD US Aqua 59

SOLD The Home Depot 2

SOLD Rent, Syng 1

SOLD NTN 3

SOLD McRisky 4

SOLD Zillow 5

SOLD iPROS 6

SOLD Chicago Property 12

SOLD Lamps Plus 11

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