

26th Annual Convention and Trade Show

October 22 - 24, 2014*

Hyatt Regency
Minneapolis, MN

- * Education classes begin on October 20.
- * Other Pre-Convention activities begin on October 21.

EVENT REGISTRATION BROCHURE



THE
FOUNDATION
OF PROPERTY
MANAGEMENT

PRESIDENT'S INVITATION



Dear NARPM® Colleagues,

Welcome! It is my pleasure and honor to invite you to the 26th Annual NARPM® Convention and Trade Show in Minneapolis, Minnesota, from October 22 to October 24 at the beautifully renovated downtown Hyatt Regency Hotel. Come and participate in **The FOUNDATION of Property Management**. The lead architects of the 2014 Convention Committee are Lynn Sedlack, MPM® RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers. They have put together an amazing event to help you build more educational blocks for your foundation.

For those who arrive early, there are designation classes on Monday, October 20 and Tuesday, October 21. Be sure to sign up for these classes on the education registration form. Or, if you are curious as to what happens at our NARPM® Board of Directors' meetings, please join us on Monday. Remember, all of our Board meetings are open meetings.

During the day on Tuesday, October 21, you can join us at the 5th Annual Past Presidents' Charity Tournament to help raise funds for the Special Olympics. This year, we'll be curling, instead of golfing. Curling has been an official sport in the Winter Olympic Games since the 1998 Winter Olympics. Get out the brooms and stones. In true Minnesotan style, we'll see you on the ice!

After the curling event, **The FOUNDATION of Property Management** President's Celebration at Mall of America will be an evening of food, fun, and networking. Picture a covered major league baseball stadium and replace the field with the Nickelodeon Universe® amusement park. Replace the seating that completely surrounds the field with a three-level, upper-end mall. Mall of America is actually built where the Minnesota Twins baseball stadium used to be. You can zipline across the amusement park, play miniature golf, go to the Sea Life® Minnesota Aquarium, dine and laugh at the House of Comedy, attend one of 14 movie theaters, visit LEGO® Land, shop 'til you drop, and much more. For you Trekkies, *Star Trek: The Exhibition* will beam into the EMS Exhibit Center in Mall of America. It's an interactive, museum-style experience that boasts one of the largest collections of genuine "Star Trek" artifacts and information on public display. It will be a great time at Mall of America. Check out the link for more information on these attractions at <http://www.mallofamerica.com>.

For those of you who want to improve the health part of your foundation, the hotel hosts a 32,000-square-foot workout facility. The Fitness Center is complimentary for all hotel guests and features LifeFitness® cardio, free-weight and resistance equipment, stability balls, stretching mats, treadmills, and elliptical machines with individual flat-screen

TVs. There is also a basketball court and heated indoor pool. Also, we will be holding an exercise boot camp. We'll alert you with a date and time. Hope everyone gets a chance to check it out!

THE
FOUNDATION
OF PROPERTY MANAGEMENT

Wednesday morning, October 22, will start with a First-Time Attendee Welcome/Orientation. Immediately following will be the Business Leader Development session with author Mike Paton. This is a ticketed event, so be sure to register for it. The Opening General Session will feature bestselling author, actor, and international speaker, Scott Christopher. This will be followed by the Exhibit Hall Grand Opening/Trade Show and Reception.

You won't want to miss the General Session with HUD expert Donna Hanbery on Thursday, October 23 and General Session - Economic Forecast with Toby Madden on Friday, October 24. Also on Thursday and Friday, the committee has planned four different workshop tracks for you to choose from: All Members, Broker/Owners, Property Managers, and Support Staff. These Workshops are loaded with information **FOR** property managers **ABOUT** property management, and are **TAUGHT** by property managers. The Closing General Session will be presented by our own Mark Kreditor, MPM® RMP®.

Join us Friday evening, October 24, at the hotel for the Designation Awards Ceremony and Dinner, and the introduction of our 2015 NARPM® President, Andrew Propst, MPM® RMP®. Entertainment will follow provided by the Black and Whyte Dueling Pianos. This event will be entertaining for everyone in attendance.

The temperature in Minneapolis in October is historically in the 60s. What a great time to see the fall colors of this great city and state. **Come. Enjoy. Learn. Meet. Grow your FOUNDATION of Property Management.**

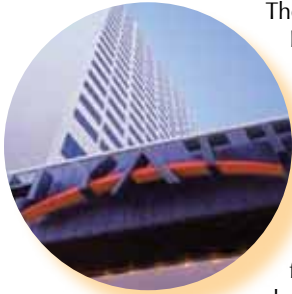
I hope to see you there!



Stephen D. Foster, MPM® RMP®
2014 NARPM® President



LOCATION



The 2014 Annual Convention and Trade Show will be at the Hyatt Regency Minneapolis. The address of the hotel is 1300 Nicollet Mall, Minneapolis, MN 55403.

The Hyatt Regency is 12 miles from the Minneapolis-St. Paul International Airport. You can take a taxi or shuttle bus from the airport to the hotel. However, the most inexpensive option is the light rail train system, which departs from the airport every 7–15 minutes. Tickets can be purchased for \$1.75 and are transferable to any bus to take you from the Nicollet Mall to the front door of the hotel. Please contact the hotel for additional transportation information.

The hotel is a 4-Diamond winner, full-service hotel that boasts a world-class health club and five on-site dining options. The hotel is located on the Nicollet Mall, and the city has a free shuttle service to take you from the hotel doors up and down the mall for free. In addition to the signature Grand Beds and Hyatt's hypo-allergenic rooms, if you book within the NARPM® room block, you will receive free Internet access in your sleep room. For a virtual tour of the hotel, visit the website at www.hyattregencyminneapolis.com.



Convention attendees will enjoy the special NARPM® rate of \$209 per night single/double plus tax. The special rate is available for up to three days before the start of the convention and three days after, on a space available basis – so plan now to stay a few extra days and experience “The Foundation of Property Management” in Minneapolis, the “Hippest” city of the Northwest!

To make your reservation, call the hotel directly at 888-421-1442 and tell the reservation agent you are with the National Association of Residential Property Managers, or click on our custom hotel registration link (<https://resweb.passkey.com/go/NARPM2014>). To get this great rate, **you must make your reservation by September 24, 2014**, so call now! Rooms are sold on a first-come basis. While the room block is active until September 24, 2014, **rooms at this rate will not be available when the room block is filled**. When you make your reservation, be sure to check with the hotel regarding deposits, cancellation policy, and the current check-in and check-out time.

ACTIVITIES

The Hyatt Regency Minneapolis is situated in the middle of an incredible array of Twin Cities' attractions, from shopping to sports, and everything in between. Getting to the many area attractions couldn't be easier. The hotel is along the Minneapolis-St. Paul Metro Transit System, making getting everywhere, from the Nicollet Mall to the famous Guthrie Theatre to the Mall of America to the airport, quick and affordable.

Go to <http://www.minneapolisnorthwest.com> to check out all that the Twin Cities has to offer.

FEATURED SPEAKERS



MIKE PATON

Wednesday, October 22 | 10:00 am – 2:30 pm

Mike Paton, certified EOS (Entrepreneurial Operating System) Implementer, has spent a lifetime learning from, and sharing with, entrepreneurs. The product of an entrepreneurial household who ran or helped run four growing businesses, Paton discovered EOS while trying to run a \$7 million marketing research company in Minneapolis. Drawn to its simplicity and usefulness, he quickly became a passionate advocate of the EOS system. Since then, he's conducted more than 700 full-day EOS sessions with leadership teams from nearly 100 companies, and helped thousands of other business leaders at dozens of well-attended, highly-rated learning events throughout North America. The goal is simple: to help others master EOS by implementing simple, practical tools proven to reduce frustrations, get better results, and get their lives back.



SCOTT CHRISTOPHER

Wednesday, October 22 | 3:45 pm – 5:30 pm

Scott Christopher is author of the best-selling *People People: Who They Are, Why They Win and How To Become One*, co-author of *The Levity Effect: Why It Pays to Lighten Up*, and contributing author of *The Daily Carrot Principle*, and *A Carrot A Day*. He has appeared on NBC's *Today Show*, Fox Business Channel, CNBC, National Public Radio, BBC, and has been quoted in the *New York Times*, *Washington Post*, *Boston Globe*, *New York Post*, *Newsweek*, *Economist*, *Ladies Home Journal*, and many other publications. As Vice President of Speaking and Training at The Culture Works and a consultant on strengthening work culture with recognition and fun, Scott has circled the globe entertaining and motivating thousands of audiences. Scott's unforgettable messages and off-the-cuff humor illustrate firsthand how levity, humor, and becoming a "people person" enriches lives at work and at home. Scott is also a television host, emcee, and actor belonging to the Screen Actors Guild (SAG). He has appeared on network television series *Granite Flats*, *Everwood*, *Touched by an Angel*, and in Disney Channel movies. Scott received a prestigious acting scholarship, the Irene Ryan Award.



DONNA HANBERY

Thursday, October 23 | 8:45 am – 10:00 am

Donna Hanbery is the founding partner and President of Hanbery & Turner, P.A., a four attorney law firm representing property owners and managers on all aspects of rental housing. This includes fair housing training and defense, evictions, development of best leasing and rental practices, and day-to-day legal challenges for property owners and managers. Hanbery is a popular speaker and trainer and has conducted fair housing training for the Minnesota Multi Housing Association (MHA), crime-free classes, and other courses. She is the author of the monthly column "Trials & Errors" in the *MHA Advocate*. She has worked in the housing industry for over 37 years. Her session will be open to questions and will include, in Hanbery's words, "one part law and three parts practice and common sense."

FOR GENERAL SESSIONS



TOBY MADDEN

Friday, October 24 | 9:00 am – 10:00 am

Toby Madden is a regional economist in the Public Affairs Department at the Federal Reserve Bank of Minneapolis. In this position, he writes articles for bank publications and frequently speaks on the district economy. In addition, Mr. Madden is actively involved with the bank's economic education program. Madden joined the

Minneapolis Fed in 1995 as a management analyst in the automated clearing house area. Prior to joining the Fed, Madden worked for five years at TCF Financial Corporation in investments and management reporting and for five years at Ernst and Young as a senior consultant in the financial services industry group. A native of Minnesota, Madden has a bachelor's degree in accounting and a master's degree in finance from the University of Minnesota. He has taken over 20 masters- and Ph.D.-level courses in economics at the University of Minnesota. Madden is a certified public accountant and a certified management accountant. Madden is Past President of the Minnesota Economic Association and serves on the boards of the Minnesota Council on Economic Education, Saint Paul Academy of Finance, and the Institute for Financial Economics.



MARK KREDITOR, MPM® RMP®

Friday, October 24 | 3:30 pm – 4:45 pm

Mark Kreditor moved to Texas 26 years ago because his late Uncle Lou, a Dallas resident since 1944, always told him how nice the people were in Texas. While a student in Boston he took all of his elective classes in music and performed five nights a week at Boston's popular sing-a-long piano bar, Lilly's. His love of music began

as a fourth-grader in public school, where he learned to play the trumpet and proceeded to move through all the brass instruments. His love of music led him to take many music theory classes in high school. His sister taught him chords on the piano, and he began studying composition in the 10th grade with a local New York composer, Bob Harris, who was composer of the "Theme From Spider-Man" and for the movie "Lolita."

He is the owner of a Dallas-based property management company Get There First Realty, CRMC®, which manages over 1,500 residential rental properties. His mother, aunt, uncle, and sisters were all teachers, so preaching and teaching come quite naturally to Mark. He is also Past-President of the National Association of Residential Property Managers (NARPM®). Mark's first love is music, and he has always had a special passion for composers from the "Tin Pan Alley" age of the 1920s, 1930s, and 1940s. His personal connections to these standards and the stories associated with the composers are fascinating and informative. Mark has taught his "Songwriters of Tin Pan Alley" classes at the Dallas Community Centers and at Elderhostel for several years. He has given his lectures in New York, Atlanta, and all over Texas.

Over the years, he has provided musical accompaniment for his two daughters and their classmates at their day schools. He has written original music for the schools and served on their annual campaign for nearly 10 years.

SPECIAL EVENTS

TUESDAY • OCTOBER 21

FIFTH ANNUAL PAST PRESIDENTS' CHARITY TOURNAMENT - CURLING*

9:30 am – 2:00 pm (leave the hotel at 9:30 am and curling starts at 10:00 am)

**Special
Olympics**
Minnesota



Propertyware
A RealPage Company

The Past Presidents of NARPM® invite you to join them at their annual event to benefit local charities of their choice. Instead of golfing, you'll have the opportunity to learn about and compete in a unique sport – curling. This year's Tournament Chair, Dave Holt, MPM® RMP®, has chosen Special Olympics Minnesota as his charity. Dave's wife, Mary, has worked with special needs kids for many years. Together, they have helped with Special Olympics and other areas for special needs kids. Special Olympics is a global movement of people creating a new world of inclusion and community, a world in which every single person is accepted and welcomed regardless of ability or disability. We are helping to make the world a better, healthier, and more joyful place — one athlete, one volunteer, one family member at a time. This year's Charity Tournament Event Sponsor is Propertyware.

THE FOUNDATION OF PROPERTY MANAGEMENT PRESIDENT'S CELEBRATION AT THE MALL OF AMERICA!*

4:45 pm – 9:30 pm (leave the hotel at 4:30 pm)

Prior to the opening of the convention, attendees are invited to join NARPM® President Stephen D. Foster, MPM® RMP®, for a wild ride – an evening at the world renowned Mall of America! The Mall of America is the world's most visited tourist attraction with 520 stores and 50 restaurants. It is also home to the largest indoor amusement park – Nickelodeon® Universe.

At this event, you'll enjoy dinner with your NARPM® colleagues/friends, unlimited access to the amusement park, and a ticket to Moose Mountain

Miniature Golf Park or the SEA LIFE® Minnesota Aquarium. You'll also be able to indulge all of your inner shopping desires. Once you factor in no sales tax on clothing or shoes, you'll agree you can't pass up this event. This is a ticketed event, and the early bird price is \$95 per person. The fee includes transportation to/from the event, access to the mall and certain activities and dinner. Space is limited, so register now for this popular event.

Visit www.mallofamerica.com for more information on this uniquely American icon!



* **Additional fee to attend.**

WEDNESDAY • OCTOBER 22

FIRST-TIME ATTENDEE WELCOME/ORIENTATION

8:30 am – 10:00 am

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee 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. This is a special "invitation-only" event for first-time attendees to the convention and is included in your convention registration, so plan to be there!

NARPM® BUSINESS LEADER DEVELOPMENT SESSION WITH MIKE PATON, AUTHOR OF "GET A GRIP – AN ENTREPRENEURIAL FABLE"*

10:00 am – 2:30 pm

This year, NARPM® is partnering with well-known author and speaker, Mike Paton, to bring you "Get a Grip on Your Business," a workshop session based on the principles of EOS – the Entrepreneurial Operating System. We are sure you'll agree that the \$99 per person registration fee for NARPM® members (including lunch) is a great deal. Register for this exciting experience now; the price goes up to \$150 after the early-bird deadline date of September 22, 2014.

EXHIBIT HALL GRAND OPENING/TRADE SHOW AND RECEPTION

5:30 pm – 8:30 pm

Join us for the Grand Opening of the Trade Show Exhibits and Reception, where you'll be able to visit vendor booths and learn about the latest advances in property management. The ribbon cutting for the Trade Show will be performed by 2014 NARPM® President Stephen D. Foster, MPM® RMP®, and 2013 Affiliate Member of the Year RentPath (aka Rentals.com).

FRIDAY • OCTOBER 24

THE NARPM® FOUNDATION OF PROPERTY MANAGEMENT DESIGNATION AWARDS CEREMONY AND DINNER*

6:00 pm – 10:00 pm

Friday evening, convention attendees will gather at the hotel for a relaxing evening of fun, dinner, networking, and honoring your hardworking colleagues, who have recently earned a certification or designation. This is a special event where 2015 NARPM® President Andrew Propst, MPM® RMP®, will announce the theme for the year. In addition to recognizing your deserving NARPM® colleagues, we have very special entertainment planned – dueling pianos! Black & Whyte Dueling Pianos is a headline rock n' roll, sing-a-long, comedy, dueling pianos act that invites audience participation.



We have reduced the fee for this event, so everyone can take part in the fun. We think you'll agree that the ticket price of \$45 per person is well worth it. Register today, because the price will rise after the early-bird deadline date of September 22, 2014.

*** Additional fee to attend.**

SCHEDULE OF EVENTS

MONDAY, OCTOBER 20, 2014

8:00 am – 3:00 pm	NARPM® Owner/Client Essentials Class *
8:00 am – 3:00 pm	NARPM® Habitability Standards and Maintenance Class *
8:00 am – 5:00 pm	NARPM® Board Meeting (<i>all attendees invited to meeting</i>)

TUESDAY, OCTOBER 21, 2014

9:30 am – 2:00 pm	Past Presidents' Charity Curling Tournament (<i>leave hotel at 9:30 am and curling begins at 10:00 am</i>) *
8:00 am – 3:00 pm	NARPM® 101 Class *
8:00 am – 3:00 pm	NARPM® Risk Management Advanced Class *
9:00 am – 11:30 am	Registration Open
1:00 pm – 5:30 pm	Registration Open
4:45 pm – 9:30 pm	Offsite President's Celebration – An evening at the iconic Mall of America – ticketed event (<i>leave hotel 4:30 pm</i>) *

WEDNESDAY, OCTOBER 22, 2014

7:30 am – 8:30 am	Committee Meetings
7:00 am – 10:00 am	NARPM® Ethics Class *
8:00 am – 6:00 pm	Registration Open
8:30 am – 10:00 am	First-Time Attendee Welcome/Orientation & Coffee
10:00 am – 2:30 pm	NARPM® Business Leader Development Session with Mike Paton * (<i>includes lunch</i>)
2:30 pm – 3:30 pm	State Chapter Meetings (Virginia, Florida, CALNARPM)
3:45 pm – 5:30 pm	Opening General Session with Scott Christopher
5:30 pm – 8:30 pm	Exhibit Hall Grand Opening/Trade Show and Reception

THURSDAY, OCTOBER 23, 2014

7:00 am – 2:00 pm	Registration Open
7:00 am – 8:45 am	Breakfast with Exhibitors (Continental buffet)
8:00 am – 8:45 am	Regional Meetings – assigned to breakout rooms
8:45 am – 10:00 am	General Session with HUD Expert Donna Hanbery
10:00 am – 10:30 am	Coffee break with Exhibitors
10:30 am – 11:45 am	Workshop Sessions 1–4
	① True Colors ■
	② Post-Move Out Collections – Rent Recovery ■ ■
	③ The What, Why and Hows of NARPM® Designations ■ ■
	④ Reacting to a Changing Sales Market ■
11:45 am – 1:15 pm	Luncheon with Membership Awards Program & Vendor Recognition

Suggested Tracks: ■ All Members; ■ Broker/Owners;

■ Property Managers; ■ Support Staff

* Additional fee to attend.

1:30 pm – 2:45 pm

Workshop Sessions 5–8

- ⑤ Five Ways to Grow Your Company ■
- ⑥ It's All About The Team! ■ ■
- ⑦ Attracting the Modern Renter ■
- ⑧ The World is Going Mobile ■

3:00 pm – 4:15 pm

Workshop Sessions 9 -12

- ⑨ Taking the Trouble out of Security Deposits ■
- ⑩ Business Development Strategies – Tips for Closing New Clients ■
- ⑪ Make Your “One in a Million” Count ■
- ⑫ Are You a NARPM®
Next Generation Professional (NGP)? ■

4:15 pm – 5:45 pm

Coffee & Snack with Exhibitors

FRIDAY, OCTOBER 24, 2014

7:30 am – 2:00 pm

Registration

7:30 am – 9:00 am

Breakfast with Exhibitors

9:00 am – 10:00 am

General Session – Economic Forecast with Toby Madden

10:00 am – 10:30 am

Coffee with Exhibitors

10:30 am – 11:45 am

Workshop Sessions 13-16

- ⑬ Back To Business Basics ■
- ⑭ Don't Turn Away Those Foreign Dollars ■
- ⑮ Managing with Metrics – What Numbers Can Tell You About Your Business ■
- ⑯ Smart SEO for Smart Property Managers ■

Noon – 1:45 pm

Lunch with NARPM® Annual Business Meeting & Swearing in of the 2015 NARPM® Board of Directors

1:30 pm

Trade Show closes

2:00 pm – 3:15 pm

Workshop Sessions 17-20

- ⑰ - ⑳ Build your FOUNDATION of Property Management by Building your Learning Power with your Past National Presidents! ■

3:30 pm – 4:45 pm

Closing General Session – Mark Kreditor, MPM® RMP®

4:45 pm

50/50 Tickets of Opportunity

6:00 pm – 10:00 pm

Dinner and Designation Program and

Introduction of the 2015 NARPM® President*

Suggested Tracks: ■ All Members; ■ Broker/Owners;

■ Property Managers; ■ Support Staff

* Additional fee to attend.

WORKSHOPS

1 - 4

Suggested Tracks: ■ All Members; ■ Broker/Owners; ■ Property Managers; ■ Support Staff

1 TRUE COLORS ■

It has long been understood that our industry is less about property management and more about people management. The brick and mortar “is what it is,” but the dynamics of the people in our business can make our work feel daunting at times. This True Colors workshop promises to shed light on how your owners, tenants, vendors, staff, and most importantly, you interact with each other. You will leave this workshop with improved interpersonal skills that will give your entire staff a shared understanding and language of how people are wired. These fun, easy-to-learn, easy-to-apply techniques can be utilized in your office on day one and will be applicable to all relational aspects of your business, from a newly hired staff person to your long-standing property owners.

Speaker: Kathy Boyes, 33rd Company Inc., CRMC®

2 POST-MOVE OUT COLLECTIONS – RENT RECOVERY ■ ■

Property managers are well trained on collecting rent while the tenant is living in the property because the power of eviction can be used to apply pressure to pay. Once the tenant moves out, that tool is gone, and often property managers do not pursue unpaid charges – until now. In this workshop, you explore the issues of rent recovery, such as the rules of the “Fair Debt Collection Practices Act” and strategies to make collections friendlier and more profitable for the property manager.

Speaker: Robert Locke, MPM® RMP®, Crown Realty & Management, CRMC®

3 THE WHAT, WHY AND HOWS OF NARPM® DESIGNATIONS ■ ■

This workshop is designed to look at the importance of NARPM® designations and certifications. The content will surround “WHAT” NARPM® designations and certifications there are, “WHY” you and your staff should earn a designation or certification, and “HOW” this is done. Professional designations from NARPM® have an impact on your company and clients. The results translate directly to the bottom line. Add the credibility of a NARPM® professional designation or certification to your name and to your company!

Speaker: Brian Birdy, MPM® RMP®, Birdy Properties, LLC, CRMC®

4 REACTING TO A CHANGING SALES MARKET ■

This workshop deals with how property managers should react to the changing sales market. From 2007-2009, “reluctant landlords” flooded the market. People were upside down on their homes, and their only reasonable option was to rent out their homes. Now, with the sales market improving and the abundance of property managers in the game, what is a property manager to do? Duke Dodson will help you hedge against this change by showing you how to focus on the long-term investor; consider managing small multi-family properties; add a sales division to your business; and, consider purchasing other property management companies.

Speaker: Duke Dodson, MPM® RMP®, Dodson Property Management

Suggested Tracks: ■ All Members; ■ Broker/Owners; ■ Property Managers; ■ Support Staff

5 FIVE WAYS TO GROW YOUR COMPANY ■

This workshop session is designed to give you five solid ways to grow your property management company in 2014/2015 and beyond. You will learn: how much you should be willing to pay to acquire a new property under management; how to market effectively; understanding your client and their pain; how quality content will reduce client acquisition costs; how Google Ads work; and, three things you can do this week to start booking more business.

Speakers: Alex Osenenko and John Bykowski, FourandHalf.com

6 IT'S ALL ABOUT THE TEAM! ■ ■

As property management companies continue to grow and expand, the team environment becomes an important component of the company's culture and success. The team environment can create dynamics that are distracting to daily tasks and ultimately affect the success of the company. This workshop will cover the most common issues impacting team environments: managing/stopping office gossip; how teams work; and, daily coaching/mentoring.

Speaker: James Wagley, Real-Time Leasing, LLC

7 ATTRACTING THE MODERN RENTER ■ ■

Did you know it is estimated that about 80 million Gen Y Renters/Millennials will hit the rental market in the near future? But it is not just the Millennials; all of your customers are increasingly mobile and expect you to be as well. It can be challenging to meet the changing needs of owners and residents while you stay ahead of the competition, grow your business, and become more profitable... all in less time every day! Businesses that aren't maximizing technology will fall behind – it is just that simple. This workshop will focus on the modern renter and examine the best practices and real world examples of how web-based software can help you improve your business and appeal to the modern renter.

Speaker: Brian Deignan, AppFolio

8 THE WORLD IS GOING MOBILE ■ ■

Within the next five years, there will be more mobile devices than people in the world! In this ever-changing landscape it is important to understand how this will impact your property managers. This workshop session will explore how you can take advantage of a range of technology and take your business to the next level. You will be provided with practical advice and tips on getting the most out of your smartphone or tablet.

Speaker: Jindou Lee, Happy Inspector



Suggested Tracks: ■ All Members; ■ Broker/Owners; ■ Property Managers; ■ Support Staff

9 TAKING THE TROUBLE OUT OF SECURITY DEPOSITS ■

How often do you end up with an angry tenant and a heated disagreement after you have sent out the security deposit disbursement letters? This workshop will teach you how to thoroughly and completely document the condition of a home prior to tenant move in; examine the key areas tenants dispute most often; and, learn how to make sure the benchmark at move-in is clearly relayed to the tenant. Key points in this workshop are a step-by-step process you can use to neutralize a potentially hostile situation and help you conclude your property manager/tenant relationship on a positive note.

Speaker: Kellie Tollifson, MPM® RMP®, T-Square Properties

10 BUSINESS DEVELOPMENT STRATEGIES – TIPS FOR CLOSING NEW CLIENTS ■

Let's face it. Business development is always on your mind, and a key part of building new business is closing the deal. There are three main ways to close new clients – telephone contacts, email contacts or face-to-face. This session will review the pros and cons of each and provide strategies for overcoming distance so you can close the deal.

Speaker: Jennifer Stoops, RMP®, Park Avenue Properties, LLC

11 MAKE YOUR "ONE IN A MILLION" COUNT ■

You are "one in a million" when it comes to rental listings in the U.S. alone; so, how do you stand out from the crowd? How do you entice prospective residents to look at your rental and take action? This session will provide a deep dive into new ideas and tried-and-true practices on what you should be doing to make sure your rental marketing content engages consumers. From tips on content and photographs to best-in-class examples of rental listings, this workshop will provide the top 10 things you need to implement today to make your content pop.

Speaker: Michael Cunningham, RealPage, Inc.

12 ARE YOU A NARPM® NEXT GENERATION PROFESSIONAL (NGP)? ■

If you are a NARPM member under 40 years of age, then you can answer, "yes" to this question, and should attend this session. A panel of NARPM®'s youngest, upcoming members will be discussing such issues as what a young professional can do to advance their career in the property management industry, and how and why a young person should start to get involved in NARPM®.

Panelists: Tia Vincent, RMP®, Walter Williams Property Management
Tim Wehner, RMP®, Dodson Property Management
Duke Dodson, MPM® RMP®, Dodson Property Management



Suggested Tracks: ■ All Members; ■ Broker/Owners; ■ Property Managers; ■ Support Staff

13 BACK TO BUSINESS BASICS ■

This session will focus on the basic business principles on how to sell yourself, your services, and your company. These are the same basic fundamental sales rules used by companies like IBM Corporation. This session will help teach business development to property managers who will, in turn, build business for their brokers and companies.

Speaker: John Bradford, MPM® RMP®, Park Avenue Properties, LLC

14 DON'T TURN AWAY THOSE FOREIGN DOLLARS! ■

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; owner classification; what information your international clients will need from you; managing your rent payments; year-end reporting; and much more. Panelists from Nonresident Tax Advisors, CPA will be discussing these issues and answering questions that will help keep your organization compliant with the government laws and increased enforcement of these regulations, while providing great management services. This interactive session will ensure that you will not only walk away with answers, but also valuable resources to utilize in the future. Learn from real world case studies and examples.

Panelists: Christopher J. Picciurro, CPA, MBA, PFS, ARA, Nonresident Tax Advisors, CPA
Brent M. Green, CPA, Nonresident Tax Advisors, CPA

15 MANAGING WITH METRICS – WHAT NUMBERS CAN TELL YOU ABOUT YOUR BUSINESS ■

This session will help you understand the importance of tracking numbers in your business, what numbers you need to be tracking, and then understand how the data you collect can help build your business. Starting with even a few simple numbers, the business manager or owner can learn how to make better decisions that will aid in the growth and success of the company. If you are tracking the right numbers, you will know when you need to adjust your staff, what types of new customers to target, when to “fire” a customer, when to invest in new technology, and much more.

Speaker: Eric Wetherington, RMPC, Carolina One Property Management

16 SMART SEO FOR SMART PROPERTY MANAGERS ■

In this workshop, you will learn the most recent strategies to help your business compete for search-engine rankings that will help you grow. Dave Borden will cover website fundamentals, content marketing strategies, social media strategies, and reputation management. No matter the size of your company, you will walk away with a realistic approach to growth through organic web search.

Speaker: David Borden, Property Manager Websites

WORKSHOPS

17 - 20

Suggested Tracks: ■ All Members; ■ Broker/Owners; ■ Property Managers; ■ Support Staff

17 - 20 BUILD YOUR FOUNDATION OF PROPERTY MANAGEMENT BY BUILDING YOUR LEARNING POWER WITH YOUR PAST NATIONAL PRESIDENTS! ■

Listen and learn with NARPM®'s finest as they share their business, NARPM®, and life experiences! This session was so popular last year, we just had to bring it back. Each breakout room will have a Past President, who will stay in the room for the entire session as a moderator. The panelists will be the only people who switch rooms, and each group of panelists will have 20 minutes in each room. While groups of panelists are switching rooms, (and fooling around in the hallways!) the moderator will keep the questions flowing!

Panelists: Your NARPM® National Past Presidents

THE FOUNDATION OF PROPERTY MANAGEMENT

OTHER INFORMATION

CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention in Minneapolis is business casual except for the Dinner on Friday, which is business attire. Remember, hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are encouraged. The average high temperature in Minneapolis in October is 60 degrees, and the average low is 45 degrees, so you should be fine with a sweater and light jacket.

REGISTRATION POLICIES

Team discounts are offered when two or more NARPM® members from one office register for the entire convention at the same time. The second and each additional registration receive a \$50 discount. All forms with payment must be received by National at the same time; online registration is not available for this discount. Cancellation policies are outlined on the registration form, but it is important to remember that there are no refunds given 1 – 14 days prior to the start of the convention on October 22, 2014. The no-refund policy begins October 8, 2014. **Walk-in registrations are accepted, but at a much higher rate. Walk-ins are not guaranteed access to meals at the convention due to space restrictions.**



LET'S GO CURLING!

Reservations are filling up fast! Sign up to play in the
5TH ANNUAL PAST PRESIDENTS' CHARITY TOURNAMENT.
This year, all donations will benefit Special Olympics.

**Special
Olympics**
Minnesota



Registration form is available at <http://www.narpm.org/conferences/index.htm/2014charity.htm>
Curling not your thing? You can still sign up to attend the NARPM® Party on Ice and Lunch at the arena.



Thank you to our Curling Tournament
Event Sponsor for their support!

EDUCATION CLASSES

There is a separate registration form and fee needed to take classes. (See next page.)

1 OWNER/CLIENT RELATIONS ESSENTIALS

This course will deal with managing the prospect, securing the client and the property, servicing your client, and closing out the relationship well.

Instructor: Brian Birdy, MPM® RMP®

2 HABITABILITY STANDARDS AND MAINTENANCE

Course materials will cover specific information from the Uniform Housing Code concerning basic habitability standards that govern local codes, policies of insurance companies, and our own Standards of Professionalism. Participants will learn what to look at when taking properties into property management and what questions to ask property owners about their buildings. Class participants will learn how to identify and differentiate the various kinds of molds, and what remediation steps need to be taken to protect residents and the property. Maintenance techniques regarding the handling of service requests, maintenance coordination, and implementing preventive and corrective maintenance will also be covered.

Instructor: Kitt Garren, MPM® RMP®

3 NARPM® 101

This course is The Basics of Property Management in residential property management. It includes personal views and opinions of the authors and instructors based on experience, research, and conversations with other property managers.

Instructor: Robert Locke, MPM® RMP®

4 RISK MANAGEMENT ADVANCED

This is a risk-management course for business owners and CEOs that will provide managers and CEOs with advanced tools and theory of risk management. The key points to be covered will be insurance, liability/torts/negligence, company policies and procedures, anti-trust and preparing for court.

Instructor: Vickie Gaskill, MPM® RMP®

5 ETHICS *(required for all members every 4 years)*

Are you ethical? You may be surprised at the pitfalls. This course will cover the basics of ethical behavior in your property management business. The NARPM® Code of Ethics will be reviewed as well as the entire grievance process. The case-study method makes an interesting course.

Instructor: Brian Birdy, MPM® RMP®



26th Annual Convention Education

Location: Hyatt Regency Minneapolis, 1300 Nicollet Mall, Minneapolis, MN 55403
 Location Phone: 612.370.1234

SELECT COURSE(S)

OCTOBER 20, 2014

- Owner/Client Relations Essentials**
 October 20, 2014 | 8 am – 3 pm
 Instructor: Brian Birdy, MPM® RMP®



- Habitability Standards & Maintenance**
 October 20, 2014 | 8 am – 3 pm
 Instructor: Kitt Garren, MPM® RMP®



OCTOBER 21 & 22, 2014

- NARPM® 101**
 October 21, 2014 | 8 am – 3 pm
 Instructor: Robert Locke, MPM® RMP®



- Risk Management Advanced**
 October 21, 2014 | 8 am – 3 pm
 Instructor: Vickie Gaskill, MPM® RMP®



- Ethics**
 October 22, 2014 | 7 am – 10 am
 Instructor: Brian Birdy, MPM® RMP®



Full course descriptions are available on the reverse side of this flyer
 or at www.narpm.org/education/courses.htm

CLASS FEES	6-Hour Course		Ethics	NARPM® 101
	Before Sept 22	After Sept 22	----	----
Member	\$195	\$250	\$45	\$99
Non-member	\$295	\$350	\$95	\$99
Retake	\$75	\$150	\$45	\$99
RMP®/MPM® Designee	\$100	\$150	\$45	\$99
Designee Candidate	\$180	\$250	\$45	\$99

CANCELLATION POLICY

Cancellations must be received in writing. If received by **September 22, 2014**, registrant will receive a full refund less a \$25.00 processing fee. If received **after September 22, 2014**, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class, with a \$25.00 transfer charge.

If course is cancelled because a minimum of 10 registrations have not been met or for any other reason, tuition paid will be fully refundable. All courses are subject to cancellation by NARPM®.

REGISTRATION

Name _____
 Company _____
 Address _____
 City/ST/Zip _____
 Phone _____
 Email _____

METHOD OF PAYMENT

Check enclosed for \$_____ Chk # _____
 Charge my credit card \$ _____
 VISA MC AMEX Discover
 Name on card _____
 Signature _____

----- All information below this line will be shredded. -----

Card # _____ Exp Date _____

FAX or MAIL REGISTRATION FORM TO:

638 Independence Parkway, #100, Chesapeake, VA 23320
 P: 800-782-3452 | F: 866-466-2776 | www.narpm.org



National Association of Residential Property Managers

National Association of Residential Property Managers

26TH ANNUAL CONVENTION REGISTRATION • OCTOBER 22–24, 2014 • MINNEAPOLIS, MN

(Education classes begin on October 20 and other Pre-Convention activities begin on October 21.)

1 REGISTRATION INFORMATION *(please type or print - one registration form per person)*

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Are you a Vendor or Affiliate Member: Yes No

(If yes, you may only attend if exhibiting at the Trade Show)

2 REGISTRATION FEES IREM® members check this box to receive NARPM® member pricing.

	PROFESSIONAL MEMBERS			ASSOCIATE MEMBERS			NON-MEMBERS		
	Early Bird By 9/22/14 Postmark	9/23/14 to 10/9/14 Postmark	10/10/14 & After Postmark & Onsite Reg.	Early Bird By 9/22/14 Postmark	9/23/14 to 10/9/14 Postmark	10/10/14 & After Postmark & Onsite Reg.	Early Bird By 9/22/14 Postmark	9/23/14 to 10/9/14 Postmark	10/10/14 & After Postmark & Onsite Reg.
<input type="checkbox"/> Basic Convention <i>(Pre-Convention & Post-Convention Events below not included.)</i>	\$395	\$465	\$565	\$445	\$515	\$615	\$500	\$600	\$700
<input type="checkbox"/> Team Discount* <i>(*Basic Convention only)</i>	-\$50	-\$50	N/A	-\$50	-\$50	N/A	N/A	N/A	N/A
Single-Day Registration <i>(Includes full day's events with meals.)</i>									
<input type="checkbox"/> Wednesday	\$100	\$200	\$300	\$150	\$250	\$350	\$170	\$270	\$370
<input type="checkbox"/> Thursday	\$200	\$270	\$370	\$250	\$320	\$420	\$300	\$370	\$470
<input type="checkbox"/> Friday	\$200	\$270	\$370	\$250	\$320	\$420	\$300	\$370	\$470
<input type="checkbox"/> Trade Show ONLY <i>(AM or PM Thursday or Friday admission. Does not include meals.)</i>	\$50	\$50	\$100	\$100	\$100	\$150	\$50	\$50	\$100
PRE-CONVENTION EVENTS									
<input type="checkbox"/> Business Leader <i>(Not included in Basic Convention registration fee.)</i>									
Development Training	\$99	\$150	\$200	\$149	\$200	\$250	\$300	\$400	\$500
<input type="checkbox"/> President's Celebration	\$95	\$110	N/A	\$145	\$160	N/A	\$195	\$245	N/A
POST-CONVENTION EVENT <i>(Not included in Basic Convention registration fee.)</i>									
<input type="checkbox"/> Friday Dinner	\$45	\$65	N/A	\$95	\$115	N/A	\$145	\$195	N/A

Registration Fees SUBTOTAL \$ _____

3 EDUCATION CLASSES Do you plan to take any education classes? Yes No

Have you submitted separate EDUCATION REGISTRATION FORM? Yes No

4 EXTRA GUEST TICKETS Available only with accompanying Basic Convention registration. Not available for walk-ins. (Note: One ticket is included in Basic Convention registration.)

	Member	Non-member
Wed. Reception & Trade Show _____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Thursday Breakfast _____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Thursday Lunch _____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Friday Breakfast _____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Friday Lunch _____ (# of tickets) x	\$50 = \$ _____	\$70 = \$ _____

Extra Guest Tickets SUBTOTAL \$ _____

5 CONVENTION PIN _____ (# of pins) x \$5 = \$ _____ Pin SUBTOTAL \$ _____

6 TOTAL FEES \$ _____

7 METHOD OF PAYMENT

Check # _____, payable to NARPM®, enclosed for Total Fees amount listed above.

Please charge my Visa MasterCard Discover American Express for total amount above.

Cardholder Name: _____ Signature: _____

I authorize NARPM® to charge my credit card.

----- All information below this line will be shredded. -----

Card Number: _____ Exp. Date: _____ Security Code: _____

Are you a current NARPM® member?

Yes No

Are you applying for membership? **

Yes No

Is this your first NARPM® convention?

Yes No

SPECIAL ASSISTANCE

I will require special assistance.

I have special dietary needs and request a vegetarian meal.

Pre-registrations **must** be postmarked or faxed by 11:00 pm Eastern Time on September 22, 2014. After September 22, 2014, send the higher fee shown. **Do not** send registration to National after October 9, 2014. Instead, register on-site at the convention. People registering on-site are not guaranteed access to the luncheons.

*TEAM DISCOUNT

When two or more NARPM® members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. Registration forms and payment **must** be received at the same time. To receive discount, registration must be done directly with National, **not online**.

**JOIN & REGISTER

Not yet a member? You can become a NARPM® member and register for the convention at the reduced member rate. Check "Yes" at the "Are you applying for membership?" option above and submit the appropriate membership application with this form. Applications can be found online at www.narpm.org/join.

CANCELLATION POLICIES

If this convention is cancelled for any reason, the liability of NARPM® to the registrant is limited to the return of the registration fee. A necessary rescheduling of the convention, as approved by the NARPM® Board, does not constitute a cancellation.

Convention cancellations must be received in writing. If cancellation is received 30 days prior to October 16, 2014, there will be a full refund, less a \$25 processing fee. If cancellation is received 15-29 days prior to October 22, 2014, there will be a 50% refund. **There is NO refund 1-14 days prior to October 22, 2014.**

MONETARY POLICIES

A \$25 processing fee will be charged for re-billing a credit card. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned. You are not considered a registered attendee until payment has been successfully processed.

EASY WAYS TO REGISTER

MAIL - Send your form with payment to: NARPM® National, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.

FAX - Send your signed form with payment to 866-466-2776. Please do not mail the original.

ONLINE - Visit www.narpm.org and login to the Internet Member Services (IMS) section.



NARPM® 2015 Annual Convention and Trade Show

Save the date...

October 14 - 16, 2015

Hyatt Regency Peachtree

Atlanta, GA



NARPM®
638 Independence Parkway, Suite 100
Chesapeake, VA 23320

Prsrt Std
U.S. Postage
PAID
Documentation

THE **FOUNDATION** **OF PROPERTY MANAGEMENT**

Join the National Association of
Residential Property Managers (NARPM®)
in Minneapolis, MN, this October and
celebrate the 26th Annual Convention and
Trade Show!

EARLY BIRD DEADLINE

September 22, 2014

Cover printed on paper with a minimum of 10% post-consumer fiber.
Body printed on paper with a minimum of 30% post-consumer fiber.