



27th Annual NARPM® Convention and Trade Show

October 14–16, 2015
Hyatt Regency
Atlanta, GA

On-Site Program





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Benefits



Why Rently?

- The Rently program is the first secure way to allow renters to see your properties on their own schedule, at the peak of their interest, and without any delay.
- Save commissions/costs associated with showings.
- Rently properties lease in an average of 7-10 days (industry norm is 21-30)

Let Us Earn Your Business By Proving The ROI With Marketable Data.

Three Ways To Show Properties



Direct From Signage

At the renters peak of interest, allow them to scan your sign, register, and then securely enter the property on their own.

Direct From Property Description

Embed custom links in any of your online property advertisements to allow for instant registration/access from the web.

Direct Through Telephone/Text

Allow renters to call and get a single-use code over the phone.



Reduce your time spent on the phone by allowing Rently to take the heavy lifting out of coordinating your availability.



Rently showings primarily occur during the after hours and weekends. This allows qualified renters who work 9-5 to see your units at their convenience, giving you a strong competitive advantage.



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How Properties Stay Safe and Secure

- Valid Credit Card On File (Checked by Authorize.Net)
- Live Check-In And Check-Out In Real Time
- Renters Sign a Legally Binding Terms-of-Use Agreement

Credit Card On File



Live Check-In



Legally Binding Terms-of-Use



The Renter Experience

- Renter Locates Properties
- Registers with Credit Card
- Gets Verified
- PUNCHES IN One-Time Code
- Tours Vacant Unit
- Drops Application
- Signs Lease

Visit us at Booths 21 and 26

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NARPM® *Antitrust Guidelines*

Association Meetings - To minimize the possibility of antitrust problems at association gatherings, the following guidelines should be followed at all meetings of the Board of Directors and committees, as well as all association-sponsored conventions, trade shows, training seminars, conferences, and task force and working group sessions.

- **DO NOT** discuss your prices or competitors' prices with a competitor (except when buying from or selling to that competitor) or anything, which might affect prices such as costs, discounts, terms of sale, or profit margins.
- **DO NOT** agree with competitors to uniform terms of sale, warranties, or contract provisions.
- **DO NOT** agree with competitors to divide customers or territories.
- **DO NOT** act jointly with one or more competitors to put another competitor at a disadvantage.
- **DO NOT** try to prevent your supplier from selling to your competitor.
- **DO NOT** discuss your future pricing, marketing, or policy plans with competitors.
- **DO NOT** discuss your customers with your competitors.
- **DO NOT** make statements about your future plans regarding pricing, expansion, or other policies with anti-competitive overtones. Do not participate in discussions where other members do.
- **DO NOT** propose or agree to any standardization, the purpose of which is anti-competitive, e.g., to injure your competitor.
- **DO NOT** attend or stay at any informal association meeting where there is no agenda, no minutes are taken, and no association staff member is present.
- **DO NOT** do anything before or after association meetings, or at social events, which would be improper at a formal association meeting.
- **DO NOT** interpret or enforce the association's Code of Ethics without direction from the leadership.
- **DO NOT** regard compliance with the association's Code of Ethics as justification for anti-competitive communications or actions.
- **DO NOT** represent that the association prohibits or limits advertising, marketing or solicitation other than as the law authorizes prohibitions or limitations.
- **DO NOT** issue any document or communication on behalf of the association unless with proper authorization.
- **DO** send copies to an association staff member of any communications or documents sent, received, or developed by you when acting for the association.
- **DO** alert every employee in your company who deals with the association to these guidelines.
- **DO** alert association staff and legal counsel to anything improper.
- **DO** be conservative. If you feel an activity might be improper, ask for guidance from association staff or legal counsel in advance.

Dear NARPM® Colleagues,

It is my pleasure and honor to welcome you to the 27th Annual NARPM® Convention and Trade Show, celebrating "MASTERS of Property Management." The Green Jacket winners of the 2015 Convention Committee are Duke Dodson, MPM® RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volun-



teers. They have put together an amazing event to help you become MASTERS of Property Management.

The 6th Annual NARPM® Past Presidents' Charity Tournament on Tuesday, October 13, will help raise funds for the American Brain Tumor Association. The golf event is led by Tony Drost, MPM® RMP®, and Fred Thompson, MPM® RMP®.

In true southern style, there's also a "Peachy Keen Party," set against the backdrop of the North Georgia mountains. Sign up, if you haven't already!

After the golfing event, "The MASTERS of Property Management" President's Celebration will take place at the world renowned Georgia Aquarium (ticketed event). With more than 10 million gallons of fresh and marine water, and more aquatic life than found in any other aquarium in the world, it is sure to amaze! It will be an evening of food, fun, networking, and...whale sharks!

Wednesday morning will start with a First-Time Attendee Welcome Reception/Orientation. Immediately following, will be the Business Leader Development presentation, a ticketed event, with Jason Goldberg. Jason's upcoming book, *The Art of (Self) Leadership: How to Harness the Power of Ownership Thinking in Your Life and Career* is slated for release in late 2015.

The Opening Session will feature bestselling author and international speaker, Christine Cashen. Christine is an authority on sparking innovative ideas, handling conflict, reducing stress, and energizing employees. This will be followed by the Exhibit Hall Grand Opening/Trade Show and Reception.

For the Thursday and Friday Workshops, the Committee has planned three different tracts from which to choose: Broker/Owners, Property Managers, and All Members. The Workshops are loaded with information FOR property managers, ABOUT property management, and TAUGHT by property managers.

The Closing Session will be Hall of Fame motivational speaker, Tim Gard! He'll be sure to make you laugh while you learn. Then, join us Friday evening for a Reception/Dinner and Designation Program (ticketed event), and the welcome of our 2016 NARPM® President, Bart Sturzl, MPM® RMP®. Fun entertainment will follow that will be captivating for everyone in attendance.

Atlanta has the perfect temperature in October, so throw on some shorts, a t-shirt, and take some time to also explore this amazing city.

Enjoy the special events, learn at the workshops, network with your colleagues, and become true MASTERS of Property Management.



Andrew Propst, MPM® RMP®
2015 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
James Emory Tungsvik, MPM® RMP®	2013
Stephen D. Foster, MPM® RMP®	2014

*Deceased

2015 Board Officers

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Nominating

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*Visit Yardi at booth #3
at the NARPM
Annual Convention.*

To learn more, call **800.866.1144**
or visit **www.yardi.com/genesis2**.



2015 Convention Committee

Thank you to these dedicated NARPM® members who have planned, worked, determined, and succeeded in bringing us a great 2015 Convention.

Committee Chairs

Convention Chair: Duke Dodson, MPM® RMP®

Convention Vice-Chair:

Lisa Fore

Speaker Liaison/Room Host Sub-Committee Co-Chairs

Sherri Mayes, RMP®, and Megan Zellers, MPM® RMP®

First-Time Attendee Sub-Committee Co-Chairs

Lisa Fore and Carrie Snyder, MPM® RMP®

Member Services Committee Chair:

Kellie Tollifson, MPM® RMP®

Professional Development Committee Chair:

Lynn Sedlack, MPM® RMP®

Affiliate Members Committee Chair:

Mike Mumford, MPM® RMP®

Program Sub-Committee Members

Duke Dodson, MPM® RMP®

Lisa Fore

Lynn Sedlack, MPM® RMP®

Carrie Snyder, MPM® RMP®

Bess Wozniak, RMP®

Carla Earnest, CMP, NARPM® Meeting Planner



Ballroom Level



Convention Information

Location

Welcome to our 2015 Annual Convention and Trade Show. We are happy that you are here, and hope that this Convention and your stay at the Hyatt Regency Atlanta is enjoyable, rewarding, educational, and fulfilling. The address of the hotel is 265 Peachtree Street, NE, Atlanta, GA 30303.

The hotel is a full service hotel that boasts a 24-hour Stay Fit™ gym, outdoor pool with sundeck, and Hyatt Grand Beds™. The Hyatt Regency Atlanta is an architectural landmark, located on Atlanta's famous Peachtree Street. It is the first contemporary atrium hotel in the world and boasts a magnificent 22-story lobby. Nearby attractions include the Georgia Aquarium, World of Coca-Cola, CNN Center, and the High Museum of Art. If you booked within the NARPM® room block, you will receive complimentary internet access in your sleep room.

For a virtual tour of the hotel visit their website at www.hyattregencyatlanta.com. You can check out all that Atlanta has to offer by visiting the Atlanta Visitors Bureau at www.atlanta.net/ACVB/.

Convention Dress

Appropriate dress for all parts of the NARPM® Convention in Atlanta, Georgia 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 good. The average high temperature in Atlanta in October is 72 degrees and the average low is 54 degrees, so you should be fine with a sweater and light jacket.

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 "50/50 Tickets of Opportunity" giveaway will be held after the closing General Session – at 4:45 pm on Friday, October 16.

Please help make a comfortable Convention experience for all

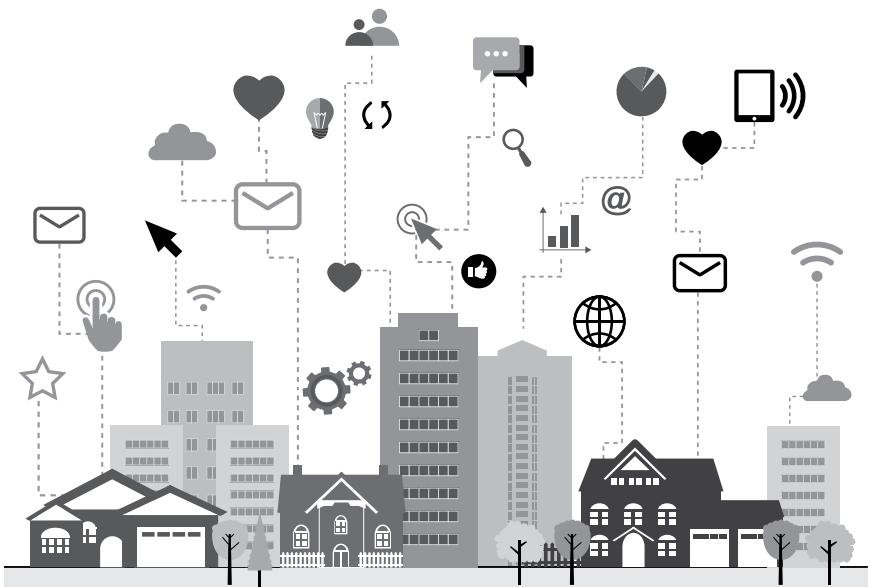
Smoking is prohibited at all Convention events. Please turn off all cell phones and pagers or put them on vibrate mode during sessions. Thank you.

DISCOVER WHAT'S NEW AT PROPERTYWARE

Join us in booths 7 and 8 to find out how our newest features are making operations easier for property managers. Our product experts will:

- Debut our **new digital marketing suite** that improves lead generation
- Demo our best-in-class **maintenance app**
- Show how our integrated **eSignature** transforms document workflow

SEE US AT BOOTHS 7 & 8



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Schedule of Events

MONDAY, OCTOBER 12, 2015

8 am – 5 pm	NARPM® Board Meeting <i>(all attendees invited to meeting)</i>	Executive Conf 219
9 am – 4 pm	NARPM® Marketing Class*	Chicago CD
9 am – 4 pm	NARPM® Essentials of Personnel Procedures Class*	Chicago AB

TUESDAY, OCTOBER 13, 2015

8 am – 3 pm	Past Presidents' Charity Golf Tournament* <i>(Separate registration)</i> <i>(Luncheon/Awards at 1:00 pm.)</i>	Leave Hotel at 6:15 am
9 am – 4 pm	NARPM® Office Operations Class – Policies & Procedures*	Piedmont
9 am – 4 pm	NARPM® Personnel Procedures Advanced Class*	Chicago AB
9 – 11:30 am	Registration Open	Grand Hall Foyer
1 – 5:30 pm	Registration Open	Grand Hall Foyer
6 – 10 pm	President's Celebration – An evening at the Georgia Aquarium* <i>(Ticketed Event)</i>	Leave Hotel at 5:45 pm

WEDNESDAY, OCTOBER 14, 2015

7 – 8:30 am	Committee Meetings Member Services Communications Governmental Affairs Professional Development	Chicago A Chicago B Chicago C Chicago D
7 – 10 am	NARPM® Ethics Class*	Hanover A/B
8 am – 6 pm	Registration Open	Grand Hall Foyer
8:30 – 10 am	First-Time Attendee Welcome/ Orientation & Coffee	Hanover C/D

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!

****Additional fee to attend.***

10:15 am – 2:30 pm **NARPM® Business Leader Development
Session – The Art of Self Leadership
with Jason Goldberg*** **Regency V**

This year, NARPM® is partnering with author and founder of MEometry.com, Jason Goldberg, for a workshop session designed to help you learn to harness the “Power of Ownership Thinking.”

2:30 – 3:30 pm **NARPM® State Chapter Meetings**
 Virginia **Chicago A**
 Florida **Chicago B**
 CALNARPM **Chicago C**
 NARPM® Instructors Subcommittee Meeting **Chicago D**

3:45 – 5:30 pm **Opening General Session with
Christine Cashen** **Regency VI-VII**

Christine Cashen is a funny, dynamic, energetic speaker, and is an authority on sparking innovative ideas, handling conflict, reducing stress and energizing employees. She holds a Bachelors Degree in Communications and a Masters Degree in Adult Education. Her action-packed and content-rich program will help you learn how to deal with problems, such as fewer staff and declining resources. She will help you be part of the solution and show you that you have what it takes right now to make a difference in your business. Christine has spoken to an amazing variety of audiences throughout the US, Canada, South Africa and Australia – don’t miss her in Atlanta!

5:30 – 8:30 pm **Exhibit Hall Grand Opening/Trade Show
and Reception** **Grand Hall**

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 2015 NARPM® President Andrew Propst, MPM® RMP®, the 2015 Convention Chair, and 2014 Affiliate Member of the Year Rent Manager.

THURSDAY, OCTOBER 15, 2015

7 am – 2 pm **Registration Open** **Grand Hall Foyer**
7 – 9 am **Breakfast with Exhibitors** (*Continental buffet*) **Grand Hall**
8 – 8:45 am **Regional Meetings**
 Northwest **Grand A**
 Pacific/ Pacific Islands **Grand B**
 Southwest **Grand C**
 Central **Grand D**
 Atlantic **Regency V**
 Southeast **Chicago A**
9 – 10 am **General Session - Economic Forecast
with Michael Bryan** **Regency VI-VII**

Michael Bryan is a Vice President and Senior Economist in the research department of the Federal Reserve Bank of Atlanta. He is responsible for organizing the Atlanta Fed’s monetary policy process. Mr. Bryan previously served as Vice President in the research department at the Federal Reserve Bank of Cleveland, where he specialized

****Additional fee to attend.***

in business analysis, with an emphasis on measuring and tracking inflation trends. He joined the Cleveland Fed as a Bank Examiner in 1978 and transferred to the research department the next year. In 1986, Mr. Bryan served as an economist in the Research Division of the Federal Reserve System's Board of Governors in Washington, D.C. He was promoted to the position of Economic Adviser in 1991 and appointed as a bank officer in 1995. In 1998, he was a visiting scholar at the Bank of Japan's Institute for Monetary and Economic Studies in Tokyo, and in 2000, he was a visiting economist at the Swedish Riksbank in Stockholm. Mr. Bryan has served on the faculties of the Booth Graduate School of Business at the University of Chicago, Cleveland State University, Baldwin-Wallace College, and Case Western Reserve University, the last three in Cleveland. He joined the Atlanta Fed in 2008.

10 – 10:30 am Coffee break with Exhibitors Grand Hall

10:30 – 11:45 am Workshop Sessions 1–5

1. The Millionaire Next Door Grand A

Suggested Track: Broker/Owners

Speaker: Mark Kreditor, MPM® RMP®, Property Management Strategy NRT LLC

All of us hope to retire someday but few of us plan well enough in advance, except for buying rental properties. What other “back up” options might we want to consider to insure we will have enough cash flow to retire? What ways can we plan best, while still working to insure our family and those we love get to go to college, own a home, and simply survive? How can we truly be the “Millionaire Next Door?” Attend this session and find out!

2. The Uber Generation Grand B

Suggested Track: All Members

Speaker: Ursula Shekufendeh, AppFolio

Uber seamlessly and quickly connects riders to drivers through a mobile app. What is the Uber Generation? It is the expectation of instant response and fast service at your fingertips. This is quickly becoming the norm for today's consumers, and that includes modern renters and owners. In this session, you will learn how technology is raising the bar on service expectations, and how property managers can use this to gain a competitive advantage. Ursula Shekufendeh will share current stats on consumer behavior across multiple demographics – it is not just millennials that expect instant gratification! Understanding consumer expectations and behavior allows you to get ahead of the game by implementing the right strategy to provide the service your owners and renters crave.

3. Negotiation for Property Managers Grand C

Suggested Track: Property Managers

Speaker: Tom Sedlack, MPM® RMP®, 33rd Company, Inc., CRMC®

This session will present negotiation concepts and ideas that will help broker and owner practitioners gain insight into better methods and techniques for successful negotiation. You will explore issues, such as why people hate negotiating, what makes a good negotiator, and establishing a framework for successful negotiations. Specific case studies will be presented, as well as tips on working with attorneys and how to negotiate in court.

4. Cash Flow Analysis - Part I

Grand D

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Mike Nelson, MPM® RMP®, Excalibur Homes, LLC, CRMC®

Mike Nelson, MPM® RMP®, is the managing broker of Excalibur Homes, LLC, which is one of a handful of companies across the country to receive the Certified Residential Management Company (CRMC®) designation. Excalibur represents more than 2,300 rental homes in the Metro Atlanta area. In this session, Mike will begin the process of showing you why learning to conduct a cash flow analysis of rental homes is important and how to conduct this analysis. Mike will cover everything from “Potential Gross Income” to “Net Operating Income” to understanding “Capital Gains”. This is a hands-on, information rich session.

5. Principles & Strategies for Building Trust-Based New Business Opportunities

Regency V

Suggested Track: Property Managers

Speaker: Thomas Gay, Refer.com

Imagine coming into your office on January 2nd and wondering just how you are going to hit your income goals this coming year. This problem is faced by millions of professionals who see their usual marketing and sales tactics becoming less and less effective. Isn't it time to bring personal relationships, high touch, and trusted connections back into your business, so that people are on the look-out for ways they can help you grow and gain new clients? In this session, you will learn the 10 key strategies for building your own “inner circle” of trusted partners, who will fill your pipeline with new opportunities.

**11:45 am – 1:15 pm Lunch with NARPM® Annual Business Meeting
and Swearing In of 2016 NARPM® BOD**

Regency VI-VII

1:30 – 2:45 pm Workshop Sessions 6 – 10

6. Cash Flow Analysis - Part II

Grand D

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Mike Nelson, MPM® RMP®, Excalibur Homes, LLC, CRMC®

This is a continuation of Part I. Mike Nelson, MPM® RMP®, is the managing broker of Excalibur Homes, LLC, which is one of a handful of companies across the country to receive the Certified Residential Management Company (CRMC®) designation. Excalibur represents more than 2,300 rental homes in the Metro Atlanta area. In this session, Mike will continue the process of showing you why learning to conduct a cash flow analysis of rental homes is important and how to conduct this analysis. Mike will cover everything from “Potential Gross Income” to “Net Operating Income” to understanding “Capital Gains”. This is a hands-on, information rich session.

7. SEO Optimization for Property Managers

Grand B

Suggested Tracks: Broker/Owners, Property Managers

Speaker: David Borden, Property Manager Websites

This session will focus on the most recent strategies for success in search engine optimization (SEO), specifically for property managers. You will cover market specific tactics for small and large property management companies to be successful in obtaining organic search results. Obtaining these rankings is often the best form of marketing for property managers. The session will address best practices for building and optimizing a property management website, Google+ business page, basic social media, reputation management, and content marketing with video.

8. Your Clientele's Perception of Your Company

Grand C

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Jean Storms, MPM® RMP®, Landlord Source

There are many clients involved for any one management account. Too often, companies are afraid to investigate what property owners, tenants, vendors, or the general public's perception of their management company is. However, it is important to ask and there are many ways to do so – the effort can pay off in helping with marketing, company organization, personnel and more. This session will review different methods to uncover what you may not want to know, but really need to know!

9. Grow Your Business through the use of Virtual Assistants

Grand A

Suggested Tracks: Broker/Owners, Property Managers

Speakers: Anne & Mark Lackey, Rental Home Atlanta

When the growth of any business depends on adding staff it can be done with either employees or Virtual Assistants (VA). This course helps agents and brokers determine if Virtual Assistants can be used and how to hire and train them. We hire VAs in the Philippines and share that advantage to the agents and brokers. The course guides the agent or broker so they can determine what work they have that can be done using Virtual Assistants; what to look for when hiring a VA; how to onboard a VA and how to train the VA to maximize return.

10. Communicating with Owners:

Selling Yourself and Your Company

Regency V

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Brian Birdy, MPM® RMP®, Birdy Property Management

This session will cover the importance of the initial conversation with a prospective owner. You will discuss the importance of knowing things like how your company, your competition, and your client impact each other, as well as things you need to know and do to make yourself the clear choice for every owner with whom you speak!

11. How to Get Things Done!**Grand A***Suggested Track: All Members**Speaker: Eric Wetherington, MPM® RMP®, Carolina One Property Management*

Do you struggle to maintain control of your calendar? Do you find yourself waking up at night trying to remember if you forgot to do something the previous day? Does your brain “hurt” trying to remember everything you have to do? Every person has the same 24 hours each day to accomplish everything they want to get done. Some people are able to manage their time and complete all the desired tasks each day, while others seem to struggle to accomplish much of anything at all. In this session, Eric Wetherington, RMP®, will explore how you can learn to take control of your schedule, implement a good system to keep track of all your tasks, and develop a reputation as someone who gets things done. When you put these techniques into practice, you will feel better about what you accomplish each day, you will sleep better at night, and you will be a star in your office!

12. The Problem with Too Many Tenant Leads**Grand B***Suggested Tracks: Broker/Owners, Property Managers**Speaker: James Barrett, Tenant Turner*

Half of all tenant leads are junk and 94% of leads don't convert to paying tenants. This creates significant waste in the rental property management industry. These leads don't meet minimum qualification, but you continue to be interrupted by their emails, phone calls, and text messages. If not properly pre-screened, these distractions can cost you valuable time and money. Let's not forget the lost opportunity cost of being distracted by tenant leads that will never live in one of your rentals. This session will quantify the high cost of context switching and discuss tools and techniques to minimize the impact of dealing with the fire hose of tenant leads. You will learn how to better define tenant quality on a property-by-property basis, so that you can channel your saved time and energy into growing your business.

13. Success Through Signature Strengths**Grand C***Suggested Track: All Members**Speaker: Dr. Debbie Phillips, CPM, The Quadrillion*

Today's competitive environment requires more than just business acumen. Professionals are discovering that while there is no “one size fits all” formula, that success is most often a result of using their “signature strengths” when collaborating and engaging with other stakeholders. Staying in the “genius zone” allows a person to add value in a very intentional way that encourages others to combine their strengths to make a greater outcome. In other words, rather than worrying about how to slice the pie in smaller pieces, a larger pie is created when teams work together for a common goal. This session offers: Techniques for discovering your “signature strengths”; strategies for developing your personal brand; drivers of employee engagement; styles of leadership that encourage innovation and open communication; methods for coaching and collaboration; and, a formula for building high performance teams through talent management.

14. Help Your Investors Leverage Their Assets

To Buy More Properties

Grand D

Suggested Track: Broker/Owners, Property Managers

Speaker: Joseph Astrauckas, Colony American Finance

In addition to being a good steward of your client's properties and effectively managing the properties to a profit, one of the most important ways you can add value to their platform is through education. In this session you will learn about financing options available to investors and how property managers can help your investors leverage existing assets to buy more properties. What better way to increase the number of units under management than to become a strategic partner and help your existing clients grow their portfolios!

15. The Customer Experience

Regency V

Suggested Track: All Members

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

Hear how Duke Dodson, MPM® RMP®, has grown his property management company from 0 to 2,500 units under management by having a maniacal focus on the customer experience. Learn how some of the best and fastest growing companies in the world, including Apple, Facebook, Uber, and Starbucks, have applied this principle to their advantage.

4:15 – 5:45 pm

Coffee & Snack with Exhibitors

Grand Hall

FRIDAY, OCTOBER 16, 2015

7:30 am – 2 pm

Registration Open

Grand Hall Foyer

7:30 – 9 am

Breakfast with Exhibitors

Grand Hall

9:15 – 10:30 am

General Session - Panel Discussion

That Was Then...This is Now: Working with the Family and the Next Generation

Regency VI-VII

Panelists: Melissa Prandi, MPM® RMP®, & Matthew Borries, RMP®, of PRANDI Property Management, Inc., CRMC®, Alan Cunningham & Marc Cunningham of Grace Property Management

In this session, NARPM® members will lead a discussion showcasing how family-run businesses can successfully transition between generations. The panelists will explore the secrets of working with family, as well as the “do’s and don’ts” of office protocol. The session will highlight how change can be embraced, not only through technology and good business decisions, but also with boundaries and respect – no matter the generation gap!

10:30 – 11 am

Coffee with Exhibitors /
Final Set of Vendor Drawings

Grand Hall



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16. Covering Your Assets

Grand A

Suggested Track: Broker/Owners

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

Join NARPM® member John R. Bradford III, MPM® RMP®, for a fast-paced and interactive session on covering your business's assets. In this workshop, you will learn how to protect your growing business by utilizing financial, human resource, insurance, and legal best practices.

17. Liability and Maintenance Issues

Grand B

Suggested Tracks: Broker/Owners, Property Managers

Speaker: C.R. Wright, Partner, Fisher & Phillips, LLP

All business owners and managers face potential liability with regard to dealings with vendors, contractors, and third-party providers of labor, as well as with their own employees. The primary objective of this session is to help business owners and managers recognize potential issues and liabilities that they may not know are racking up. These may be unleashed down the road in the event of some unfortunate event, causing the business or employment relationship to be stressed. When that stress occurs, the third-party or employee may look for ways to capitalize on and benefit from the business's failure to comply with applicable laws and best practices. No business is immune from such claims; even companies with fewer than five employees can be liable – and there is often potential personal liability for you as an individual, regardless of the fact that your business is an LLC or incorporated. Those who attend this session will learn from C.R.'s own experience, will get practical advice about how to minimize the chance of being victimized, and will have the opportunity to ask C.R. questions regarding their own specific business and circumstances.

18. Systemizing for Success

Grand C

Suggested Track: All Members

Speaker: Marc Cunningham, Grace Property Management

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 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!

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19. 5 Strategies for Sales Dominance

Grand D

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Jordan Muela, LeadSimple

Sales success is part skill, part process, and a whole lot of hustle; but the fastest growing management companies are essentially reading from the same playbook of key strategies that yield disproportionate results. Join Jordan Muela, author of *The Smart Property Manager's Sales Course*, for this session on the five sales strategies that act as the engine of growth behind successful organizations. Structure, Process, Distribution, Systems, and Nurturing are the strategies. Come to this session and learn how to use them to benefit your business!

20. How to Grow Your Property Management Company Now!

Regency V

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Brian Birdy, MPM® RMP®, Birdy Property Management

This session will cover the important things that anyone can do to grow their business. Areas of discussion will be education, staffing, referrals, facilities, technology, advertising/marketing, networking, and the #1 way everyone can be guaranteed to grow their business.



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12:30 – 2 pm

**Lunch with Membership Awards Program
& Vendor Recognition**

Regency VI-VII

2:15 – 3:30 pm

Workshop Sessions 21 – 25

21. The 80/20 Rule

Grand A

Suggested Track: Broker/Owners

Speaker: Andrew Propst, MPM® RMP®, Park Place Property Management, CRMC®

In your business, it is likely that 20% of your activities cause 80% of your problems. In this workshop, NARPM® President, Andy Propst, MPM® RMP®, will discuss how to identify those issues at your firm that cause most of your problems and how to implement systems to eliminate them.

**22. Property Management Potpourri –
Increasing Revenue & Decreasing Expenses**

Grand B

Suggested Track: Broker/Owners

Speaker: Steve Schultz, MPM® RMP®, Blue Fox Properties

Get ready for a fast-paced flood of ideas ranging from increasing your revenues to reducing your risk and expenses. In this session, you will explore how to: eliminate calls from your yard signs, align your employees' interests with those of the company using the "Oops Fund," maximize the benefit of Voice over Internet Protocol (VoIP) phones, and so much more. Along the way, you will have the opportunity to share your best ideas with the group. Buckle up, it's going to be a fun ride!

23. Hey Toto, We're Not in Kansas Anymore

Grand C

Suggested Track: All Members

Speaker: Grant Simmons, Homes.com

Grant Simmons, Vice President of Search Strategies for Homes.com, has a deep passion for navigating the complexities of the search marketing landscape. In this session, he will introduce the Renter's Decision Journey – a property manager's "Yellow Brick Road" to property visits. He will uncover both the opportunities and the challenges of today's rental searches and explain the importance of understanding the complex journey renters take, touching on key opportunities for single-family professionals to connect and converse with potential customers.

24. Developing the Leader in You!

Grand D

Suggested Tracks: Broker/Owners, Property Managers

Speaker: Eric Wetherington, RMP®, Carolina One Property Management

Do you want to become a more effective leader? Every leader has a basic leadership style that defines them. In this session you will learn three different styles of leadership, the "Let it Happen" leader, the "Command and Control" leader, and the "Servant" leader. Attendees will learn to identify their leadership style and will discuss the positive and negative tendencies of each style. Each leadership style has a place and a purpose. Come find out when and how to use these styles in your business.

Business Like a “Tech Startup”

Suggested Track: Broker/Owners

To start, find your purpose and align your team. In building a successful company, you need to start with clear business goals, one of which is the growth of the business itself. Then, understand unit economics and scale your business. Understanding unit economics is key to scaling your business, whether it is 1-100 doors, 100-300 doors or 300+ doors. Master the art of solution selling and improve your closing ratio by 30%+. Finally, we will speak about exit planning, where you learn to identify and price your assets, evaluate your brand, where to advertise, and how to structure the sales process.

with Tim Gard

Tim Gard, CSP, CPAE, is a tears-in-your-eyes funny keynote speaker who teaches people to be more resilient and resourceful, and coaches businesses on how to enhance productivity and employee enthusiasm. He is a Hall of Fame Speaker, CPAE (Council of Peers Award of Excellence), an elite honor shared by 150 people worldwide and a CSP (Certified Speaking Professional). Tim has spoken at over 2,000 events worldwide from Texas to Tasmania and was selected by *Meeting Planners Magazine* as one of the “Best speakers ever seen or heard on the main stage.” Tim’s down-to-earth style and real-life humor leaves a lasting impression that you will benefit from for years to come. His skillful use of ordinary items in extraordinary ways and extraordinary items in everyday ways make him one of the most popular main stage speakers on the platform today. During the past two decades, Tim has traveled almost two million miles to perform, is the author of four books, and an inventor of stress reduction tools that are marketed and enjoyed worldwide.

Regency VI-VII

**Reception / Dinner and
Designation Awards Program
and Introduction of the
2016 NARPM® President***

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 2016 NARPM® President Bart Sturzl, MPM® RMP®, will announce the theme for the year. In addition to recognizing a group of hard working and deserving NARPM® colleagues, we will have great food and entertainment.

***A list of our Exhibitors can be found on pages 32 - 34.
Retain the list to contact them throughout the year.***

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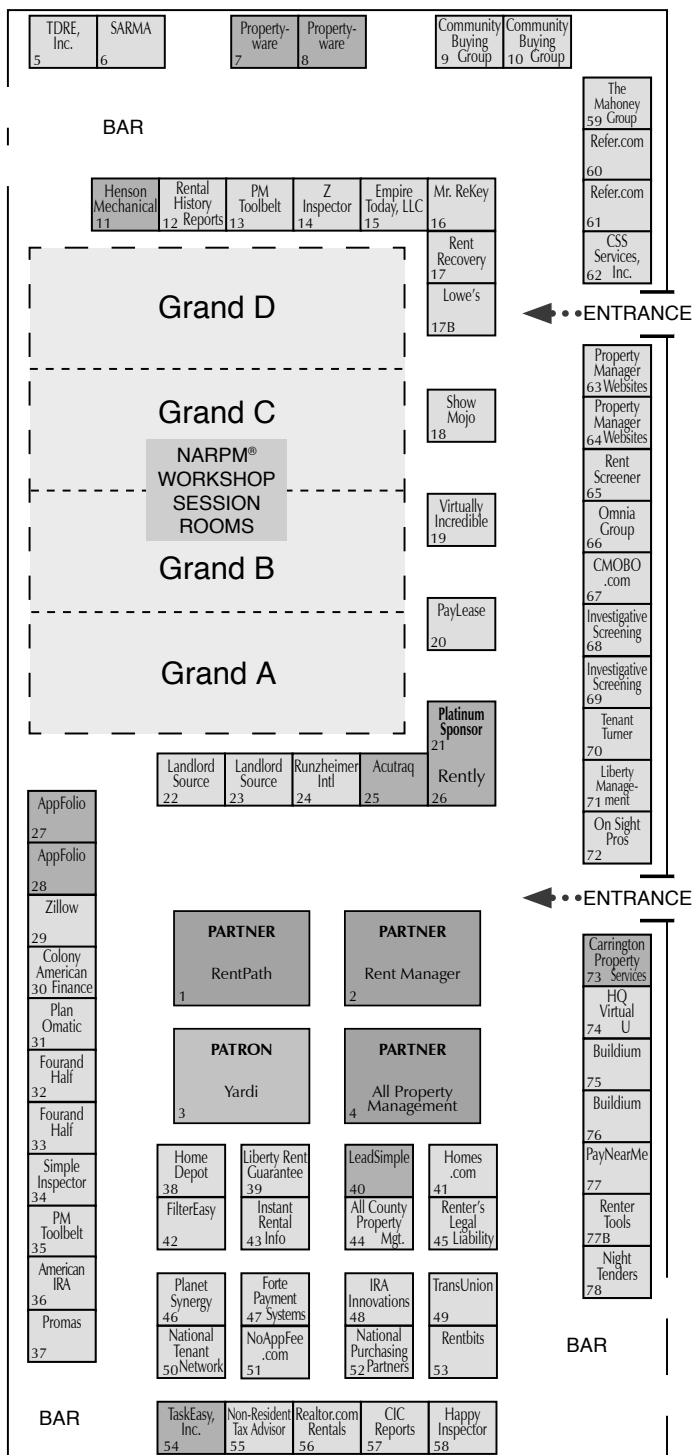
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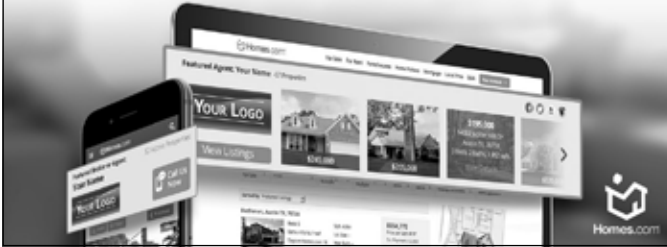
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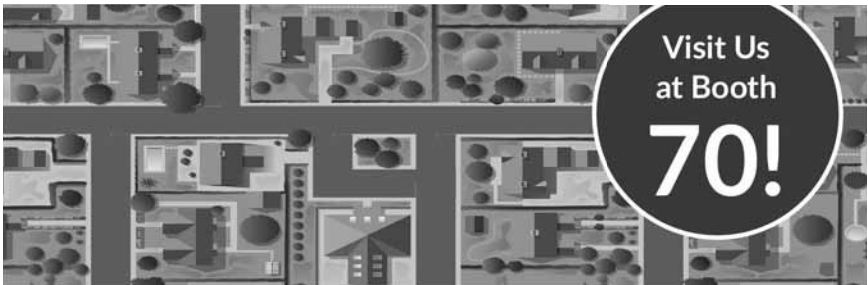


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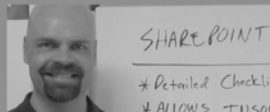
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NARPM® 2016 Annual Convention and Trade Show

Save the date...

October 19 - 21, 2016

Grand Wailea Resort Hotel
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Education classes begin October 17.
Pre-Convention activities begin October 18.





2016 BROKER/OWNER RETREAT

It's a **NEW** Date
It's a **NEW** Location
It's a **NEW** Program

The NARPM® Broker/Owner Retreat is for Designated Brokers, Company Owners, Regional Managers, and major decision makers. Only these members are entitled to attend the Broker/Owner Retreat.

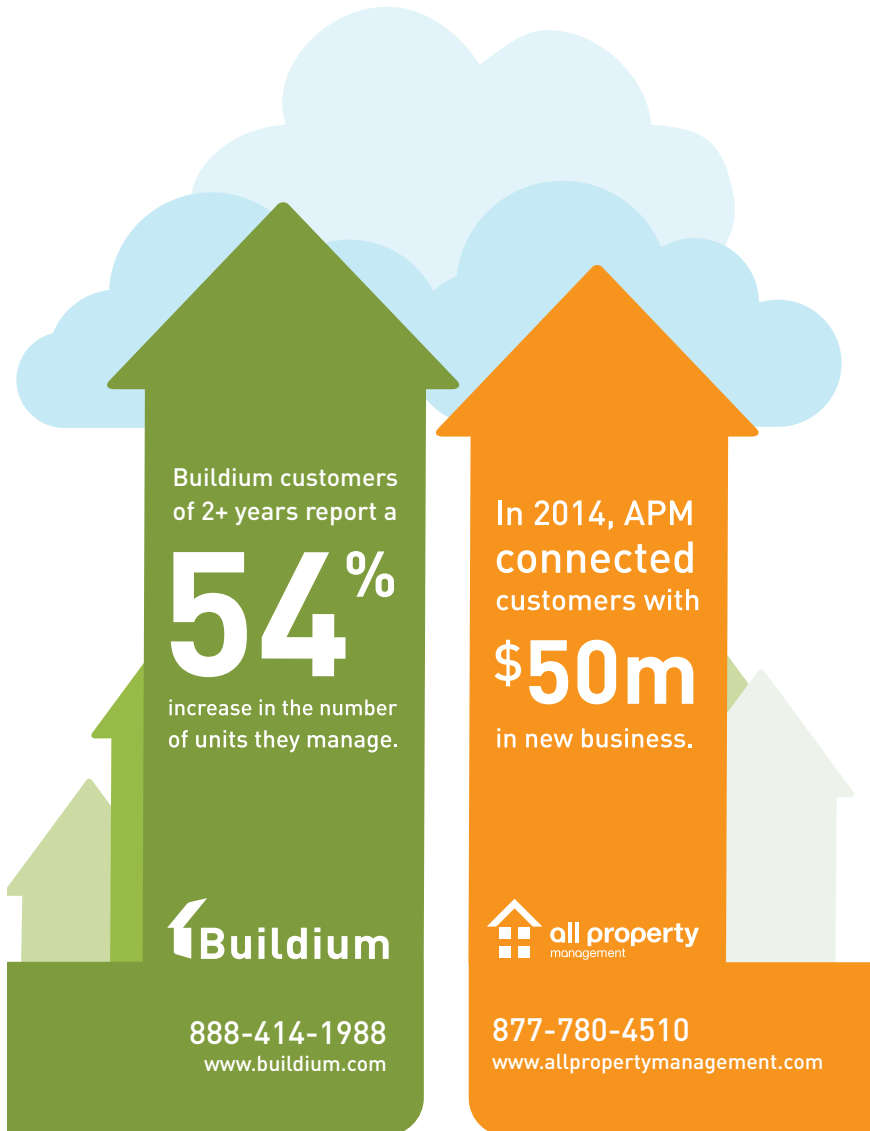
April 11-13, 2016
The Mirage Hotel and Casino
in Fabulous Las Vegas



National Association of Residential Property Managers

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