

# 29th Annual NARPM<sup>®</sup> Convention and Trade Show

October 18–20, 2017  
Rosen Shingle Creek  
Orlando, Florida



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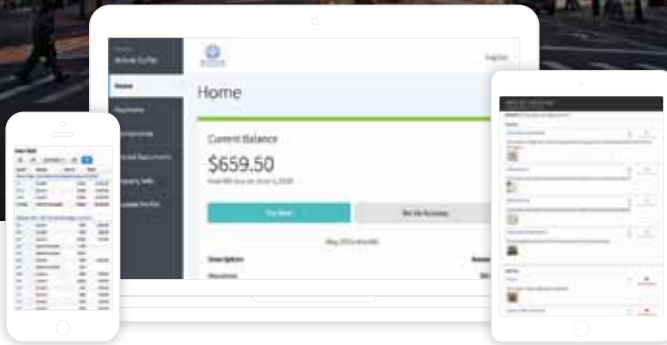
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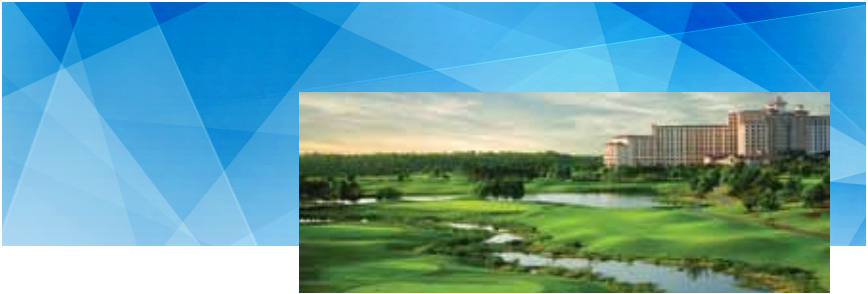
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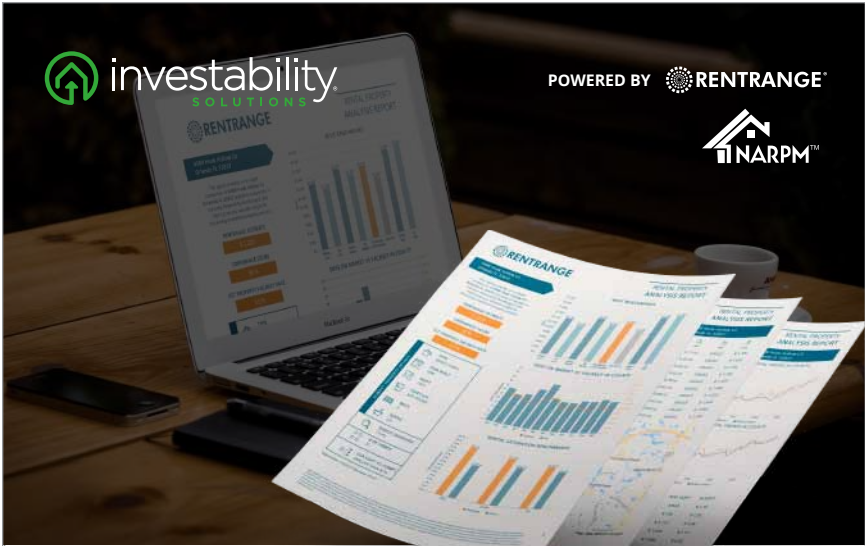
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Dear NARPM® Colleagues,

It is my pleasure and honor to welcome you to the 29th Annual NARPM® Convention and Trade Show, celebrating “Engineered for Your Success” This beautiful resort hotel has all of the amenities, including a golf course on the property. See how NARPM® is “Engineered for Your Success” through the educational offerings and networking with the best Property Managers on the planet.

This year’s event is organized by Danielle Coke, RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers. They have put together an amazing program and have strived to ensure that we have the best speakers, exciting networking opportunities, and a value-packed trade show.

For those who arrive early, there are NARPM® education classes on Monday and Tuesday, October 16-17, with the Ethics class on Wednesday, October 18. Or, if you are curious as to what happens at our NARPM® Board of Directors’ meetings, please join us on Monday. Keep in mind that all of our board meetings are open to the membership.

On Tuesday, you can relax on the greens and join us at the on-site golf course for the 9th Annual Past Presidents’ Charity Tournament to help raise funds for the PTSD Foundation of America. Tuesday evening, enjoy the President’s Celebration with an “Engineered for Your Success” Epic Pool Party.

For those of you who want to explore some of Orlando’s enjoyable attractions, there are plenty of sights to see and other entertainment throughout the city. The plan is to make sure we have a mix of both free time and Convention time, so all members get the most out of their experience.

Again this year, the Convention will be a one-cost event, excluding the Past Presidents’ Charity Golf Tournament and education classes. Wednesday morning will start with the Business Development Session – Empowering Teams and Individuals, presented by Scott Steinberg. Wednesday afternoon, the Convention will open with guest speaker Troy Hazard, speaking about Future-Proofing Your Business. This will be followed by the Exhibit Hall Grand Opening and Reception.

Thursday morning will open with a Panel Discussion about Buying, Selling, and Expanding Your Reach. For Thursday and Friday, the committee has planned workshops with three different tracks from which to choose: Broker/Owners, Leadership, and Property Managers. They are loaded with information FOR Property Managers, ABOUT Property Management, and TAUGHT BY Property Managers. Our Friday General Session features Curt Steinhorst, presenting Thriving in an Age of Distraction. Be sure to join us on Friday afternoon for the Closing Celebration/Reception and Designation Program.

I sincerely hope you enjoy and learn from your time here. I look forward to meeting you at one of the many activities.

**Steve Schultz, MPM® RMP®**  
2017 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 (Deceased)
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
Andrew L. Propst, MPM® RMP®	2015
Bart Sturzl, MPM® RMP®	2016

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## 2017 Board Officers

### President

Steve Schultz, MPM® RMP®  
520-780-7888  
president@narpm.org

### President-Elect

Brian Birdy, MPM® RMP®  
210-524-9400  
presidentelect@narpm.org

### Past President

Bart Sturzl, MPM® RMP®  
512-693-4772  
pastpresident@narpm.org

### Treasurer

Eric Wetherington, MPM® RMP®  
843-202-2130  
treasurer@narpm.org



# 2017 Directors/RVPs

## Atlantic Region

Scott Abernathy, MPM® RMP®  
615-867-8282  
atlanticrvp@narpm.org

## Southwest Region

Mike Mumford, MPM® RMP®  
480-969-1818  
southwestrvp@narpm.org

## Central Region

Greg Doering, MPM® RMP®  
512-439-3600  
centralrvp@narpm.org

## Southeast Region

Joel Elliott, RMP®  
404-343-2794  
southeastrvp@narpm.org

## Pacific & Pacific Islands Regions

Tim Wehner, MPM® RMP®  
804-355-7368  
pacificrvp@narpm.org  
pacificislandsrvp@narpm.org

## Northwest Region

Kellie Tollifson, MPM® RMP®  
425-485-1800  
northwestrvp@narpm.org

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# 2017 Committee Chairs

## Communications

Ron Wills, MPM® RMP®  
615-690-5650  
communicationschair@narpm.org

## Governmental Affairs

Kristi Malcom, RMP®  
770-635-7560  
govtaffairschair@narpm.org

## Finance

Eric Wetherington, MPM® RMP®  
843-202-2130  
treasurer@narpm.org

## Nominating

Bart Sturzl, MPM® RMP®  
512-693-4772  
nominatingchair@narpm.org

## Member Services

James Alderson, MPM® RMP®  
210-325-7905  
memberserviceschair@narpm.org

## Annual Convention and Trade Show Chair

Danielle L. Coke, RMP®  
719-495-2247  
conventionchair@narpm.org

## Professional Development

Shannon McLaughlin-Ives, MPM® RMP®  
210-340-1717  
profdevelopmentchair@narpm.org

## Broker/Owner Conference and Expo Chair

Jennifer Newton  
858-675-9515  
brokerownerchair@narpm.org

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# 2017 Convention Committee

Thank you to these dedicated NARPM® Members who have engineered a great 2017 Convention.

**Convention Committee Chair:**  
**Danielle Coke, RMP®**

**Convention Committee Vice-Chair and Program Sub-committee Chair:**  
Trent Ratliff, RMP®

**Member Services Committee Chair:**  
James Alderson, MPM® RMP®

**Affiliate Members Committee Chair:**  
Richard Burton, RMP®

**Room Host Sub-committee Chair:**  
Jaime Caballero, RMP®

Peter Howlett, RMP®

Kim Meredith-Hampton, MPM® RMP®

Dawn Ostovich, MPM® RMP®

Amy Scheller

Yiratzel Sen-Polanco, RMP®

Melissa Sharone, RMP®

Laura Wozniak, RMP®

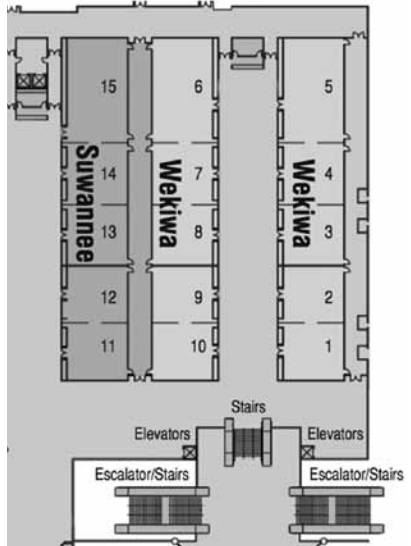
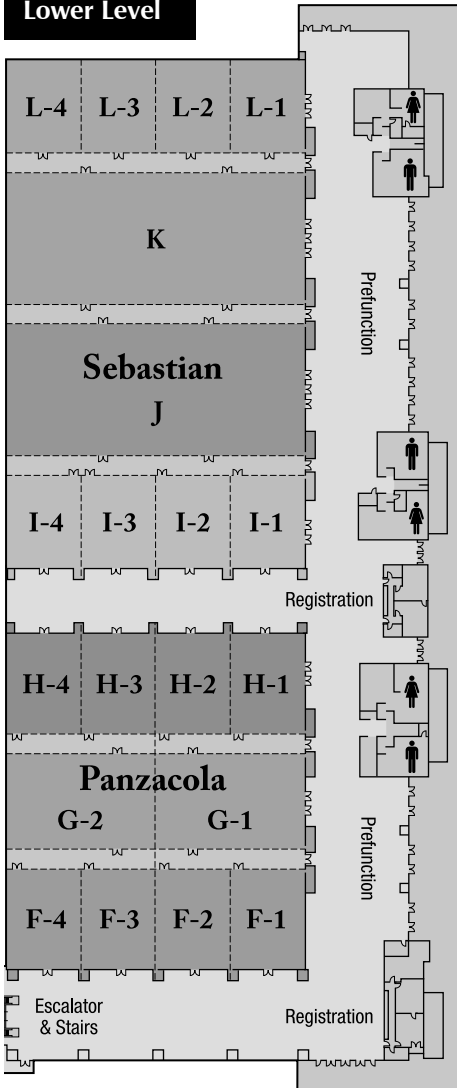
Carla Earnest, CMP, NARPM® Meeting Planner

There will be exciting contests and prizes at this year's event. Look out for #NARPM2017 and #NARPMSmart activities happening each day.

Make sure to also show your patriotism and support by getting your U.S. flag pin that will be available for a small cash donation (\$5) that will benefit the PTSD Foundation of America.

# Hotel Floorplan

## Lower Level



## Upper Level

All hotel photos courtesy of Rosen Shingle Creek Resort.

# Convention Information

## Location

Welcome to our 2017 Annual Convention and Trade Show. We are happy that you are here, and hope that this Convention and your attendance at the Rosen Shingle Creek Resort is enjoyable, rewarding, educational, and fulfilling. The address of the property is 9939 Universal Boulevard, Orlando, FL 32819.

The hotel is conveniently located on Universal Boulevard, off the Beachline Expressway, one mile east of the Orange County Convention Center. It is an easy shuttle or taxi ride from the Orlando International Airport. Set at the headwaters of the Florida Everglades, the property boasts 230 acres of luxurious landscape. The hotel has 24-hour, full-service, in-room dining services, as well as 15 restaurants and lounges, offering a wide selection of cuisines. The resort has four pools, a world-class spa, a state-of-the-art fitness center, a nature trail, as well as fishing, tennis, sand volleyball, and basketball. There is also a top-ranked golf club on the property.

For a virtual tour of Rosen Shingle Creek Resort, please visit [www.rosenshinglecreek.com](http://www.rosenshinglecreek.com)

## Convention Dress

Appropriate dress for all parts of the NARPM® Convention in Orlando, Florida is business casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good. The average high temperature in Orlando in October is 85 degrees and the average low is 70 degrees.

## 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! Check the NARPM® Convention app for announcements about prize drawing times.

## 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 16, 2017

9:00 am – 4:00 pm	NARPM® Developing Rewarding Owner Relationships Class*	Wekiwa 1
9:00 am – 4:00 pm	NARPM® Office Operations: Policy and Procedures Class*	Wekiwa 2
9:00 am – 5:00 pm	NARPM® Board Meeting <i>(All attendees invited to meeting)</i>	Lake Toho

## TUESDAY, OCTOBER 17, 2017

7:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament* <i>(Separate registration)</i> <i>(Luncheon/Awards at 1:00 pm.)</i>	Walk to Course
9:00 am – 4:00 pm	NARPM® Finance: Cash Flow Analysis*	Wekiwa 1
9:00 am – 4:00 pm	NARPM® In-House Maintenance Class*	Wekiwa 2
9:00 am – 4:00 pm	NARPM® Advanced Owner Client Relations Class*	Wekiwa 3
Noon – 5:30 pm	Registration Open	Sebastian Registration
5:00 pm – 6:00 pm	First-Time Attendee Welcome/Orientation & Coffee	Lake Toho

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 full Convention registration, so plan to be there!

6:00 pm – 10:00 pm	President's Celebration – "Engineered for Your Success" Epic Pool Party <i>(Included in full registration fee.)</i> <i>Guest tickets are available for purchase until October 1, 2017.) – Sponsored by National Tenant Network and Rent Manager</i>	Osceola Courtyard & Pool
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## WEDNESDAY, OCTOBER 18, 2017

8:00 am – 6:00 pm	Registration Open	Sebastian Registration
8:30 am – Noon	NARPM® Business Development Session – Empowering Teams and Individuals with Scott Steinberg	Sebastian K/L

Recently named "Master of Innovation" by Chase Bank and *Fortune® Magazine*, bestselling leadership and innovation speaker, Scott Steinberg, is one of the world's

*(Continued next page)*  
**\*Additional fee to attend.**

# Schedule of Events

most celebrated business speakers, futurists, and strategic innovation consultants, as seen in 600+ outlets from CNN to *TIME* and *The Wall St. Journal*. The author of *Millennial Marketing: Bridging the Generation Gap* and *Make Change Work for You: 10 Ways to Future-Proof Yourself, Fearlessly Innovate, and Succeed Despite Uncertainty*, the Fortune 500 calls him a “defining figure in business and technology” and “top trendsetter to follow.” As the CEO of the management consulting and market research firm FutureProof Strategies, he helps clients of all sizes better understand emerging innovations and trends, and cultivate competitive advantage on the back of them. An award-winning provider of keynote speeches, workshops and seminars for Fortune 500 businesses, non-profits, associations, and educational institutes, he’s partnered with many leading organizations to deliver game-changing leadership, education, and change management programs. His website is [www.AKeynoteSpeaker.com](http://www.AKeynoteSpeaker.com)

<b>12:30 pm – 3:30 pm</b>	<b>NARPM® Ethics Class*</b>	<b>Wekiwa 1</b>
<b>1:00 pm – 3:30 pm</b>	<b>NARPM® Committee Meetings</b>	
	<b>Member Services</b>	<b>Sebastian 1</b>
	<b>Communications</b>	<b>Sebastian 2</b>
	<b>Governmental Affairs</b>	<b>Sebastian 3</b>
	<b>Professional Development</b>	<b>Sebastian 4</b>
<b>1:00 pm – 3:30 pm</b>	<b>NARPM® Florida State Chapter Board Induction and Awards</b>	<b>Sebastian K/L</b>
<b>3:45 pm – 5:30 pm</b>	<b>Opening General Session – Future-Proofing Your Business with Troy Hazard</b>	<b>Sebastian K/L</b>

After months of working 18-hour days, 7 days a week, at a radio station in Brisbane, Australia, Troy Hazard woke up one morning and decided that if he was going to put this much effort into something, then it may as well be something he owned.

Since then, there are few situations in the business world that Troy Hazard has not experienced and survived. As a serial entrepreneur, Troy has founded and nurtured twelve businesses, including a recording studio, an advertising agency, a pizza restaurant, a real estate brokerage, a property development company, a pool and spa service company, a franchise consulting business, a technology business, and a television production facility.

Troy’s business talents earned him international respect; so much so, that he was elected by the world’s foremost business leaders to serve in the role of Global President of the Entrepreneurs’ Organization. Author of the book *Future-Proofing Your Business* and former host of his own TV talk shows called *Don’t Come Monday* and *Gettin’ Down 2 Business*, Troy provides real-life strategies to prepare your business for tomorrow, today.

**\*Additional fee to attend.**

# Schedule of Events

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

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 2017 NARPM® President Steve Schultz, MPM® RMP®, and the 2017 Convention Chair, Danielle Coke, RMP®.

## THURSDAY, OCTOBER 19, 2017

**7:00 am – 2:00 pm**      **Registration Open**      **Sebastian  
Registration**

**7:00 am – 8:30 am**      **Coffee with Exhibitors**      **Sebastian J**

**7:30 am – 8:30 am**      **Regional Meetings**

Northwest	Sebastian I-1
Pacific/Pacific Islands	Sebastian I-2
Southwest	Sebastian I-3
Central	Sebastian I-4
Atlantic	Sebastian K/L
Southeast	Sebastian K/L

**8:30 am – 10:00 am**      **General Session and NARPM® Annual  
Business Meeting**  
**Panel Discussion – Buying, Selling and  
Expanding Your Reach**      **Sebastian K/L**

**10:00 am – 10:30 am**      **Coffee/Snack Break with Exhibitors**      **Sebastian J**

### **10:30 am – 11:45 am**      **Workshop Sessions 1 – 4**

**1. Revenue Through Relationships –  
How to Develop Significant Customer Connections**      **Sebastian I-1**  
*Suggested Track: Broker/Owners*  
*Speaker: Troy Hazard*

In a world of faster, better, gotta-have-it yesterday, Troy will uncover the real reasons why we need to embrace the true emotion of a relationship in business and harness that with the technology we have come to rely on so heavily. He will demonstrate what defines best practices when you are building a relationship marketing program for your business and show you how you can get an effective program started easily. He will offer real world examples of what he has done in his businesses to not only stay relevant to his customer base, but also remain significant, in turn facilitating extraordinary growth.

(Continued next page)

**\*Additional fee to attend.**

# Schedule of Events

Troy's presentation delivers answers for how to:

- Identify the five key reasons why people do business with you.
- Develop the six relationships that drive revenue in your business.
- Use the new voice of word of mouth.
- Talk TO your customers, not AT them.
- Maintain relationships that are emotive, distinctive, and collaborative.

## 2. The Current State of Property Management

**Sebastian I-2**

*Suggested Track: Property Managers*

*Speakers: Chris Litster, Buildium, and Gail Phillips, CAE, NARPM®*

There has never been a better time to be a Property Manager. The past few years have resulted in record growth, and the industry is expected to stay on that path through 2018. Yet many Property Managers still struggle with day-to-day operations, finding and keeping reliable tenants, generating new leads, and expanding their portfolios. These challenges, paired with increased competition and a constantly-evolving market, make it vital for Property Managers to find ways to streamline the management process, while also growing their business sustainably. In this panel, Buildium Chief Customer Officer (CCO), Chris Litster, will join NARPM® Executive Director, Gail Phillips, CAE, to uncover and discuss trends from three years of data via their joint, annual State of the Property Management Industry Report. This is their most recent report, scheduled for publication in tandem with the NARPM® Annual Convention.

The panelists will share real-world insights from Property Managers over the last three years, including the most effective practices to better service tenants and clients, and how to adopt solutions and processes that deliver direct value-added benefits to their businesses. Attendees of this session will leave with an understanding of the most recent trends that will shape the industry in the coming years, how to remain competitive in the saturated market, and how to strategically leverage technology and data to tackle tough business challenges.

## 3. Office Policies & Procedures for Managing Litigation

**Sebastian I-3**

*Suggested Track: Broker/Owners*

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

This session will cover the office systems, policies, procedures, and strategies you need to handle threats of (and actual notices of) litigation from owners, tenants, staff, vendors, etc. We'll address prevention, reactions, and autopsies post event. We'll start by creating a list of topics that generate the most litigation and develop some strategies for preventing them. We'll list five strategies for reacting to those threats (or notices) of litigation. Lastly, we'll examine post-event processing and documenting (an autopsy) of the event for future training.

**\*Additional fee to attend.**

# Schedule of Events

## 4. Profit Comes from Your People Skills – Do You Have What It Takes?

Sebastian I-4

*Suggested Track: Leadership*

*Speaker: Kelly Ikenberry, Business Coach*

The Carnegie Institute studied the main factors for success. Only 15% are due to technical skills, while 85% are due to people skills. Are your skills hindering or helping your bottom line? Most people have little or no self-awareness of how their people skills impact their relationships with others and, as a result, they have very poor interactions. These poor interactions lead to poor performance, toxic cultures, terrible managers, bad hiring decisions, low morale, high turnover, and ineffective interviews.

The good news is that all this can be fixed. Come to this interactive People Skill-Building workshop to learn about the four basic temperament/behavioral styles and how they blend, clash, and interact with others. You will identify your own style, the styles of those you work with most, and participate in individual and group activities. Together, we'll recognize one-to-two unique people skills you're not taking advantage of and one-to-two ways your people skills are killing your profits.

Kelly's clients have come to know her as their "go-to" resource for behavioral and attitudinal issues within their teams because of her positive, easy-to-understand, easy-to-apply practical strategies. With the tips you'll learn in this workshop, you'll walk away with new people skills that will revolutionize your interactions with your team and family.

Noon – 1:30 pm

**Lunch with Installation of  
2018 NARPM® BOD**

Sebastian K/L

1:45 pm – 3:00 pm

**Workshop Sessions 5 – 8**

## 5. Become a Better Speaker and Develop Leadership Skills

Sebastian I-1

*Suggested Track: Leadership*

*Speaker: Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®*

Do you want to become a public speaker and teach workshops locally or at NARPM® Conferences? Did you know that most people's biggest fear, behind death and dying, is speaking in public? You have to start somewhere. Becoming a great leader requires you to speak in front of people, even if it's a small group. This workshop will give you tools to assist you in speaking in public and go on to assist you in teaching, leading, and growing. You will find a supportive learn-by-doing environment in this workshop. You will walk away with some tips on speaking in public, as well.

**\*Additional fee to attend.**

# Schedule of Events

## 6. Increase Revenue with HOA Management Services

Sebastian I-2

*Suggested Track: Broker/Owners*

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

Many Residential Property Managers have thought about adding Homeowners' Association (HOA) management services to their management portfolio. This workshop covers starting up and running an HOA property management segment including: contracts, marketing, day-to-day nuts and bolts of an HOA Manager, finding and qualifying clients, and potential revenue sources. Add extra revenue, cross referrals, and synergy to your property management operations.

## 7. How to Identify, Target and Close Your Most Profitable Clients

Sebastian I-3

*Suggested Track: Property Managers*

*Speakers: Abi Wasserman, John Bykowski, Alex Osenenko – Fourandhalf.com; Andrew Dougill, Hoffman Realty, LLC*

Where would you like to be in five years? Do you want to create a 7-figure sellable asset, or run a profitable boutique property management agency from under a palm tree? Many broker/owners think that for their profit to grow, the number of doors they manage must also grow and they have to take every owner lead that comes along. Andrew Dougill, of Hoffman Realty, in Tampa, Florida, used to think the same. But, when faced with a large growth opportunity, he instead found that he could increase his profit by optimizing his portfolio and changing his approach to his company's business development process.

Andrew will discuss how he targeted the RIGHT owners, ensured that he had 20 - 40 quality leads each month, found what segments of his portfolio made him the highest profit, and which properties were actually COSTING him money to manage. However, before you can be "choosy" like Andrew about which owners you take on, you need to have a few things in place: A solid marketing plan that generates owner leads, as well as a sales process that allows you to more closely manage your sales funnel, convert more leads, and generate more business!

Alex, Abi, and John will help you choose your destination and create a road map to get there. At the end of this session, participants will walk away with the resources to analyze and evaluate their current portfolio, to identify their most profitable clients, and how to target them with advertising, website design, copy-writing, and other marketing and business development tools.

**\*Additional fee to attend.**

# Schedule of Events

## 8. Top 10 Operational Reports for your Business

Sebastian I-4

*Suggested Track: Broker/Owners*

*Speaker: Dave Hurtt, Rent Manager*

Have you ever wondered which reports you should be running each day, week, month, or year? We have put together our top 10 list (drumroll, please!) of the operational reports that we think provide a ton of intel for your business. This session will do more than just rattle off some report names. We'll explore each report in detail, discuss best practices for how to read and run them, and even teach you about other settings or features that can positively impact these reports.

**3:00 pm – 3:30 pm**

**Coffee/Snack Break with Exhibitors**

**Sebastian J**

**3:45 pm – 5:00 pm**

**Workshop Sessions 9 – 12**

## 9. 7 Steps of Successful Leadership

Sebastian I-1

*Suggested Track: Leadership*

*Speakers: Eric Wetherington, MPM® RMP®, Carolina One Property Management*

Are you new to a leadership position or are you a seasoned leader looking to take your skills to the next level? Attendees at this session will learn 7 steps that are necessary to be effective in leadership and how these steps work together to produce results. These steps can be applied to any leadership role, whether leading a team, a company, or a board. Specifically, we will discuss:

- Communicating vision and how great leaders must have complete clarity as to the destination they want to take their team.
- Controlling yourself. The hardest person you will ever lead is the person you see in the mirror each morning.
- Connecting with your team. Practical steps on how to stay in flow with the people on your team, so they know you care about them.
- Cultivating people. What steps a leader should be taking to grow and develop the people they are leading.
- Confronting problems. How leaders must deal with conflict quickly, so that poor attitudes or actions do not derail the entire team.
- Choosing paths. Learn to make decisive decisions. Leaders cannot be swayed by popular opinion.
- Clarifying and refining. Constant communication that clarifies direction, vision, and actions is critical to keeping the team moving forward towards the vision.

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

# Schedule of Events

- 10. The Virtues of Virtual Property Management: How to Grow, Increase Profitability & Transform Your Property Management Company** **Sebastian I**  
*Suggested Track: Broker/Owners*  
*Speaker: Scott Brady, Progressive Property Management, Inc.*

Is Virtual Property Management a viable new business model to consider? Is it possible to grow without in-house Property Managers? This thought-provoking and industry-changing business model aggressively promotes the fusion of real estate sales and property management.

- 11. Who, What, Why, When, and How of Property Inspections** **Sebastian I-3**  
*Suggested Track: Property Managers*  
*Speaker: Phil Owen, OnSight PROS, LLC*

This workshop, designed from the ground up as an educational tool for 2017, explores property “inspections” through the lens of the question words:

- WHO – Explores the pros and cons of different methods of getting Property Surveys done (property manager, third-party, employee/staff, maintenance partners/contractors, etc.).
- WHAT – Explores what Property Managers should look for on reviews (safety items, maintenance items, liability risks, lease/legal violations).
- WHY – Seeks to answer the fundamental questions of why thorough Property Surveys matter (protect security deposit, reduce risk, create accountability, etc.).
- WHEN should we do property surveys (initial, move-in/out, periodic, lease renewal)?
- HOW – Gives an in-depth look at how to pay for/monetize “inspections” in the Property Manager’s business.

- 12. Automatic Marketing for Property Managers** **Sebastian I-4**  
*Suggested Tracks: Property Managers*  
*Speaker: Dave Borden, Property Manager Websites*

Learn the most effective techniques for adding new management accounts automatically from the best practices of more than 1,000 property management companies. Learn to automate your follow-up process to increase the number of opportunities, and conversion rate of your prospects, without adding any additional work.

**\*Additional fee to attend.**



# Schedule of Events

## FRIDAY, OCTOBER 20, 2017

7:15 am – 8:45 am	Coffee with Exhibitors	Sebastian J
8:00 am – 9:00 am	NARPM® Course Instructors Meeting	Sebastian I-1
8:00 am – 9:00 am	NARPM® Virginia State Chapter Meeting	Sebastian I-2
8:00 am – 9:00 am	NARPM® Florida State Chapter Meeting	Sebastian I-3

9:00 am – 10:15 am	<b>General Session – Thriving in an Age of Distraction with Curt Steinhorst</b>	<b>Sebastian K/L</b>
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Curt Steinhorst is on a mission to help today's workforce win the battle against digital distractions. Having spent years studying the impact of technology on human behavior, he now equips professionals across the world to work smarter and stronger in this constantly-connected age. As a leading voice on strategic communications in the age of distraction and a certified speaker at the Center for Generational Kinetics, Curt speaks, on average, more than 90 times a year.

Curt has spoken to prestigious audiences across the globe that include J.P. Morgan, Nationwide, McDonald's, Honda, United States Naval Academy, and even Taylor Swift's record label. As a business owner, entrepreneur, and founder of FocusWise, Curt sees how lack of focus impacts today's workplace and its leaders. Curt's fascination with distraction is not simply professional. Diagnosed with Attention Deficit Disorder (ADD) as a child, he's worked tirelessly to overcome the unique distractions that today's technology creates. As a father, Curt understands how profoundly digital connectivity is transforming people of every age.

10:15 am – 11:00 am	Coffee/Snack Break with Exhibitors	Sebastian J
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### 11:00 am – 12:15 pm Workshop Sessions 13 – 16

<b>13. What Behavioral Insights Really Can Do for You</b>	<b>Sebastian I-1</b>
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*Suggested Track: Property Managers*

*Speaker: Carletta Clyatt, Omnia Group*

Have you ever hired the wrong person? (Admit it, you know you have!) Have you wondered why employees don't meet expectations? Have you struggled through motivating and communicating with your team? This seminar uncovers the real costs associated with a bad hire, and offers solutions to improve your hiring process, while maximizing your team's potential. Learn more about who you are, your strengths, challenges, and leadership traits. We'll discuss how you communicate and manage others and how to "handle" different types of employees.

**\*Additional fee to attend.**

# Schedule of Events

## 14. Company Structure – Portfolio vs. Departmental Sebastian I-2

*Suggested Track: Broker/Owners*

*Speaker: Brian Birdy, MPM® RMP®, Property Management, Inc.*

In this workshop, we will look at the two typical property management company structures – Portfolio and Departmental. We will examine the pros and cons of each and discuss how virtual assistants and outsourcing affect each of these structures.

## 15. Maintenance – Tips from the Trenches – War Stories & Lessons Learned Sebastian I-3

*Suggested Track: Broker/Owners*

*Speaker: Michael McCreary, MPM® RMP®, McCreary Realty Management, Inc.*

This session is packed full of tips on problem solving and ideas for being proactive vs. reactive. All aspects of maintenance issues will be covered – appliances, HVAC, water heaters, oh my! Learn from someone who “has seen it all” and save yourself a lot of headaches.

## 16. Growing Your Local NARPM® Chapter Sebastian I-4

*Suggested Track: Leadership*

*Speaker: James Alderson, MPM® RMP®, Alderson Properties*

This session will cover the basic fundamentals of growing a vibrant and active local NARPM® Chapter. Use of creativity for growing NARPM® is key to a healthy association. With audience participation, we will put a plan in place where chapter leaders will leave with some basic tools to grow their NARPM® Chapters.

**12:30 pm – 2:00 pm    Lunch with Membership & CRMC & Darryl Kazen Awards Program I-1**

**12:30 pm                Trade Show closes**

**2:15 pm – 3:30 pm    Workshop Sessions 17 – 20**

## 17. Why Get Involved with NARPM® – How I Grew as a NARPM® Leader Sebastian I-1

*Suggested Track: Leadership*

*Speaker: Vickie Gaskill, MPM® RMP®, Bell-Anderson & Associates, LLC, CRMC®*

Join NARPM® Past President Vickie Gaskill, MPM® RMP®, as she shares what she and other NARPM® Past Presidents have learned about how enriching and rewarding becoming involved in a leadership role can be. By becoming involved in NARPM® – getting a designation, volunteering – you can help grow the association and ensure that it becomes a diverse and potent force in shaping the property management business. And, you will learn valuable lessons about leading your business to success!

# Schedule of Events

## **18. 5 Steps to Solving Your Biggest Operational Problem in 30 Days**

**Sebastian I-2**

*Suggested Track: Broker/Owners*

*Speaker: Anne & Mark Lackey, Hire Smart VAs*

As Property Managers, we are often faced with many operational challenges in our business. This presentation will provide you with a process to identify the heart of the issue and how to fix it. This is a highly practical and hands-on session where we share the tips and tricks we have developed over many years. For example, our simple 'Green Tag' system saves countless dollars every year. Participants will be shown how to use Problem Solving Planning Sheets to identify the real issues underlying problems. All participants will have access to these Problem Solving Planning Sheets. You will be able to make immediate use of them in your businesses to identify a range of issues/problems and how to easily solve them.

## **19. Lawsuit Waiting to Happen – Navigating HUD's New Guidelines for the Use of Criminal Records in Rental Decisions**

**Sebastian I-3**

*Suggested Track: Property Managers*

*Speaker: John McTighe, Background Decision*

With the release of HUD's new guidance regarding use of criminal records in making housing decisions, many property owners and managers are left wondering how to protect themselves from claims of discrimination. This presentation navigates through the HUD guidance, and helps to clarify what impact this will have on housing providers. We will review the Three-Step Burden Shift in detail, including the responsibilities placed on housing providers. In addition, we will review best practice suggestions, and how housing providers can minimize their discriminatory risk.

## **20. Customer Journey Workshop – Understanding Your Customer to Deliver Exceptional Service**

**Sebastian I-4**

*Suggested Track: Property Managers*

*Speaker: J.J. Kercher, AppFolio, Inc.*

A Customer Journey Map is a way to visually illustrate your customers' needs, processes, touch points, and perceptions throughout their relationship with your property management business. In this workshop, you will learn how to conduct a Customer Journey Map activity that helps your team to understand, empathize, and align on the tenant's experience with your company—from awareness of their need to move, to evaluating your properties and service, to choosing your property, and ultimately renewing their lease.


# Schedule of Events

**3:45 pm – 5:30 pm**    **Closing Designation Reception & PAC Fundraising Silent Auction**

**Sebastian K/L and Foyer**

Join your friends as NARPM® closes out the 29th Annual Convention. During this event, we will celebrate the new designees and their accomplishments. Winners of the PAC Fundraising Silent Auction items will be announced. 2018 President Brian Birdy, MPM® RMP®, will share his vision for the coming year and plans for the 30th Annual NARPM® Convention in San Diego.

† Guest tickets are available for purchase until October 1, 2017.



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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.



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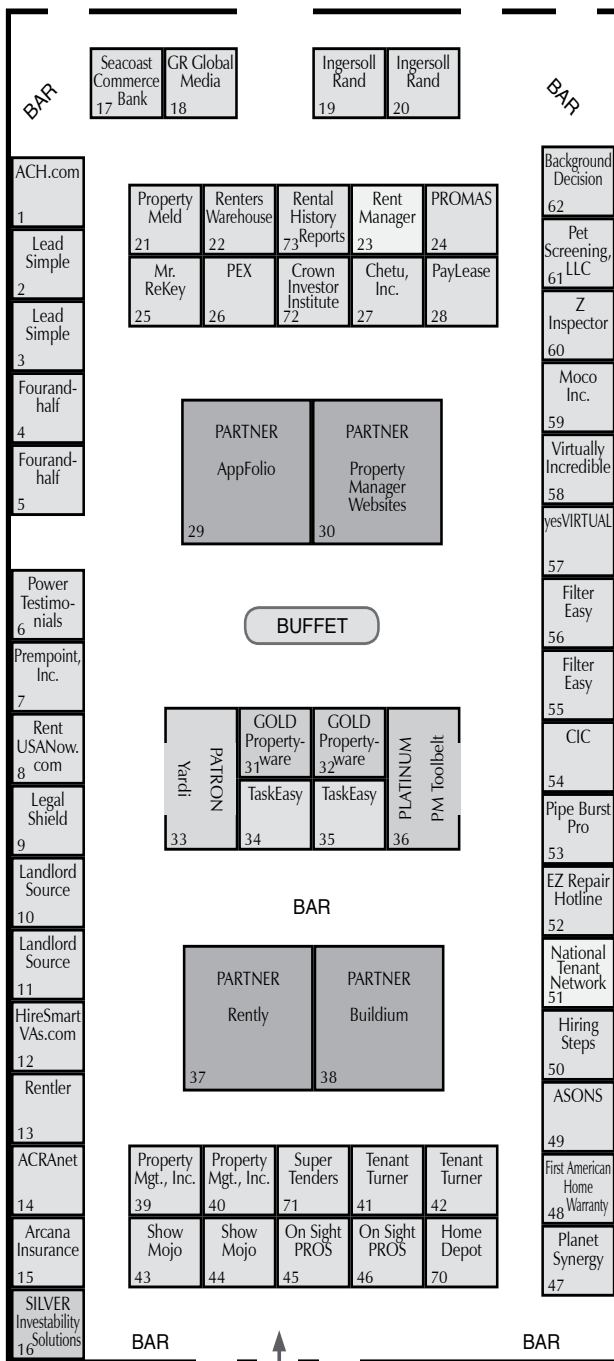
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# 2018 BROKER/OWNER CONFERENCE AND EXPO

## “HOT” TOPICS

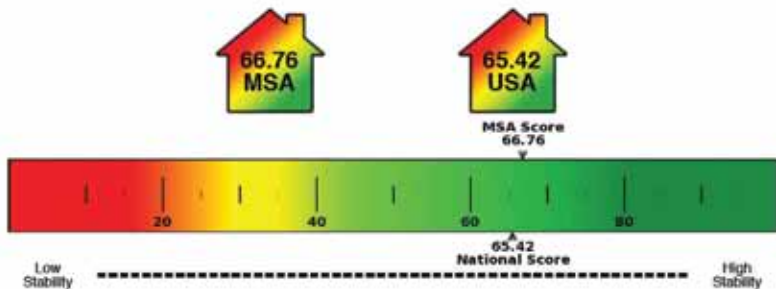
**April 9-11, 2018**  
**The Mirage Hotel and Casino**  
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The NARPM® Broker/Owner Conference and Expo is for Designated Brokers, Company Owners, Regional Managers, and major decision makers. Only these members are entitled to attend the Broker/Owner Conference and Expo.



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