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# 2018-2019 NARPM Strategic Plan

Updated September 2018

**Mission**

NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

## **Vision**

NARPM® will be the recognized leader in residential property management.

## **Core Values that Guide NARPM®**

* **Networking –** Cooperation and sharing as colleagues.
* **Education –** Promotion of education and business development.
* **Advocacy –** Advance the profession by influencing issues that impact the residential property management industry.
* **Professionalism** **–** Recognize expertise through professional designation.
* **Ethics –** Respect and integrity among members brought about by ethical, honest and credible behavior.

**MEMBER VALUE AND BENEFITS**

* NARPM must improve customer satisfaction/service of the designation program – Professional Development

*(suggested actions: Members satisfaction rating is low on the designation program process and must be enhanced. Establish timeline on when changes will be in place)*

* Grow the number of NARPM designees – Professional Development Committee

*(suggested action: determine the amount of increase and when it will be realized)*

* Understand members demand for top education courses – Professional Development Committee

*(suggested action: Fill the members need for requested education courses. Survey members and ask for feedback and create needed courses)*

**MEMBERSHIP**

* NARPM membership to be 7,500 by 2020 – Member Services Committee

*(suggested action: promote the growth of NARPM to 7,500 by 2020; set metrics and timelines for the program)*

* More Members using the New Member Incentives – Member Services Committee

*(suggested action: Revamp new member incentives program to determine how to get more members to use the program)*

* Chapters can grow with incentives – Member Services

*(suggested action: give money to chapters for new members, not just those retained. Send action plan on why this will work)*

* NARPM can be found online – Communications with input from Member Services

*(suggested action: NARPM increases online presence. Set percentage of increase and timeline to realize this increase)*

**MEMBER/VENDOR ENGAGEMENT**

* Enhanced Leadership Training will grow future chapter leaders –Board of Directors

*(suggested action: look at ways to enhance Leadership training to build more effective leaders and create more people willing to fill leadership positions)*

* NARPM desires to have a “space” to promote rental database – AD HOC

*(suggested action: Look at establishing a rental database for members use)*

* NARPM Affiliate Program needs to be used by members - AD HOC (May want affiliates involved in this program. RFP)

*(suggested action: Improve the current affinity program that becomes a true Vendor program)*

**MARKETING/BRANDING**

* Develop and Implement a membership marketing plan – Communications Committee with input from Member Services

*(Suggested actions: Saturate strong NARPM areas with dedicated sales person to target and follow up. Establish goals for the plan and a timeline)*

**GOVERNMENTAL ADVOCACY**

* Revamp NARPM PAC to be more effective – Governmental Affairs Committee

*(suggested actions – Revamp the NARPM PAC. Set time for completion and guidelines for PAC trustees)*

* National Governmental Affairs events/programs strengthen NARPM advocacy across the country– Governmental Affairs Committee

*(suggested actions – Day on the Hill – 100 attendees; August PM awareness month with visits to legislature on state level; schedule communications throughout year with legislature; revamp/develop state Governmental Affairs program including state Day on the Hill and other efforts to enhance advocacy and presence at the federal, state, and local levels.)*

* NARPM PAC to set a financial goal through contribution from members – NARPM PAC Trustees

*(suggested action: timeline for goal; amount of goal; amount of contributions by members)*

**Virtual Property Management services take business away from traditional Property Management Companies**

* Demonstrate the value of using NARPM® member to the consumer – Marketing/Communications
* NARPM® member must embrace and profit from, rather than replaced by, virtual property management services – Communications and Member Services

**Other entities that offer services that might get in the way of NARPM® fulfilling its vision and mission.**

* Identify and promote innovative technology, processes, and services that add value to NARPM® and its members – Technology Committee (form new)

(*suggestion actions: database of forms; database of statistics; counseling bureau; PR and communication; more money in advertising; ease of use online)*