



# 2024-2025 Strategic Priorities



## Strategic Outcome #1 – CHAPTER SUCCESS

**Strengthen the ability of NARPM® chapters to engage members and thrive.** NARPM® will target support of state and local chapters, continuing to provide guidance and resources that support their growth and success.

1. Strengthen and expand the utilization of the Remote Assistant program to every chapter.
2. Ensure every chapter has access to a baseline set of tools to engage members at a local level with quality content and experiences.



## Strategic Outcome #2 – DESIGNATION ELEVATION

**Elevate the value of the RMP®, MPM®, and CRMC® designations among members, potential members, and the public.** NARPM® will promote the benefits of professional designations among members and potential members, and better communicate the value of these professional designations to the public.

1. Demonstrate the business value of NARPM® designations to members by sharing information and real-life success stories that spotlight benefits.
2. Support members who are actively pursuing their designations.
3. Increase awareness of NARPM® and the importance of designations to the general public, and in particular those seeking property managers, through Google and other search platforms.



## Strategic Outcome #3 – NEXT PM GENERATION

**Engage younger and newer members, positioning them for leadership.** NARPM® will foster engagement and active participation of younger and newer members in NARPM® to build a more sustainable organization, and to ensure NARPM®'s long-term continuity.

1. Develop an “internship playbook” for members interested in successfully establishing an internship program within their organization to introduce a new generation of business and real estate students to the world of property management.
2. Create unique learning opportunities for younger and newer property manager members.
3. Develop new marketing and social media strategies – built on the #whyuseone and #whybeone campaigns – to reach younger and newer industry professionals, and promote NARPM®. Include a QR code that points to the application process.
4. Form a young professionals program to bring younger and newer professionals together with existing members at national conventions and other gatherings.



## Strategic Outcome #4 – DATA AND TECHNOLOGY

**Develop a set of operational metrics/data to be used by membership in the day-to-day operations of their business.** NARPM® will provide new data resources and industry business intelligence that helps members make smart, strategic business decisions.

1. Provide members – at both a chapter and national level – with critical industry and business data that allows them to run their businesses better.
2. Strengthen the connections between NARPM®, the members, the vendors, and technology partners, to allow for better support, tech integration and data insights.



## Strategic Outcome #5 – MARKETING AND OUTREACH

**Increase awareness of NARPM®'s value proposition to the real estate industry to increase membership.** NARPM® will better define NARPM®'s brand and value proposition in order to grow awareness of and interest in the property management profession within the real estate industry.

1. Clarify and define the NARPM® brand in alignment with current mission and vision statement, and launch an awareness campaign focused towards real estate agents.
2. Develop and implement a comprehensive SEO strategy built around top search terms related to property management and real estate.
3. Develop and launch an external facing marketing and outreach campaign to build awareness and engagement.



## Strategic Outcome #6 – POLITICAL ADVOCACY

**NARPM will increase member participation in the NARPM® PAC and NARPM Advocacy Fund to 40%, strengthening the ability to advocate for policies that benefit the property management industry.**

1. Enhance the visibility and value of NARPM®'s political advocacy efforts to general membership