



National Association of Residential Property Managers

STRATEGIC PLAN

2024-2025 Strategic Plan

NARPM's Vision

Property management professionals will be recognized as the keystone of successful real estate investing.

NARPM'S Mission

NARPM exists to support and empower professionals to elevate the property management industry through professional development, advocacy, and community.

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.

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.

KEY STRATEGIES AND TACTICS

1. Strengthen and expand the utilization of the Remote Assistant program to every chapter.
 - Assess the current function of the program, including feedback from chapters currently utilizing the program, and identify opportunities to improve the ways in which it can better support NARPM chapters.
 - Deliver recommendations for improvement or change to the Executive Committee.
 - Schedule a “Remote Assistant Best Practice” virtual meeting with all chapter leaders to reintroduce the program, and walk through how it operates and its benefits to chapters.
 - Work with each chapter to set up and maximize their use of the program.
2. Ensure every chapter has access to a baseline set of tools to engage members at a local level with quality content and experiences.
 - Review the fundamental tools and resources currently available to chapters and chapter leaders, and recommend modifications or changes to make them more effective.
 - Develop a virtual “Chapter in a Box” with the materials needed for a chapter to promote and deliver four, high-quality local meetings a year.
 - Schedule a “Local Chapter Resource” virtual meeting with all chapter leaders to walk through all of the chapter tools and resources available, and to launch the new “Chapter in a Box” program.
 - Conduct a brief survey of chapter leaders to assess the value of the chapter tools and resources provided to support their work.

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.

KEY STRATEGIES AND TACTICS

1. Demonstrate the business value of NARPM designations to members by sharing information and real life success stories that spotlight benefits.

- Survey or interview members with designations to generate data and anecdotal stories about the real life benefit of designations.
 - Develop an internal marketing campaign with a tagline (“Are you up to the challenge? Are you good enough?”) that promotes the value of designations and challenges members to pursue them.
 - Encourage chapters to celebrate or spotlight new designees, and for new designees to share why they wanted to achieve their designation to their fellow chapter members.
2. Support members who are actively pursuing their designations.
- Hold virtual sessions as needed to walk through the process of completing designation paperwork.
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.
- Develop a social media campaign targeted at non-NARPM members and the general public to communicate the value of doing business with property managers who have achieved professional designations.
 - Use “Follow Me” online tool to direct online messaging about the value of professional designations to individuals searching for “property managers” online.

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.

KEY STRATEGIES AND TACTICS

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.
- Add an internship category to the existing job posting board.
 - Assess interest among members in providing early career internships and the types of jobs or work functions they most want to hire for.
 - Identify 3-5 college real estate programs or business schools to approach to better understand the process and launch an internship program.
 - Provide a “How to Establish an Internship” guide to interested members.
2. Create unique learning opportunities for younger and newer property manager members.
- Offer online meetings for younger/newer members – at least two virtual Mastermind meetings per year, and one in-person at a national event.

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.

KEY STRATEGIES AND TACTICS

1. Provide members – at both a chapter and national level – with critical industry and business data that allows them to run their businesses better.
 - Survey members about their current data usage and their future data needs to identify gaps and opportunities.
 - Identify a focused list of data and business information that would be most useful to members, and where the data currently resides. Develop a plan to access or acquire this data.
 - Explore partnering with third party aggregators to improve access to critical industry/business data, and negotiate favorable terms for NARPM and members.
 - Develop a process to create and release chapter level and state level “NARPM Scorecards” to members at least twice a year that include key performance indicators and benchmarks that help them assess their performance and act on key information.
 - Explore offering virtual workshops to help members “activate” the scorecard data, and apply the business intelligence to their operations.
 - Develop a process to measure the impact of these efforts on member’s business performance.
2. Strengthen the connections between NARPM, the members, the vendors, and technology partners, to allow for better support, tech integration and data insights.
 - Survey vendors to update and refresh listings of their products and services.
 - Increase technology vendor participation at conferences.
 - Host an annual technology roundtable at NARPM National convention to discuss data and technology with 3-5 tech savvy NARPM members and tech partners.

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.

KEY STRATEGIES AND TACTICS

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.
 - Conduct a market analysis to understand the professional needs and preferences of real estate agents, and to develop key messages and channels that will resonate with them.
 - Develop a clear and compelling brand identity, including a visual identity, key messages or a motto, and a value proposition that addresses the specific needs and aspirations of real estate agents.
 - Create a comprehensive communication plan that includes a mix of online and offline tactics, such as social media, email marketing, events, and partnerships.
 - Launch a targeted awareness campaign, focused on real estate agents, using a mix of paid and earned media, and measuring its impact on brand awareness, engagement, and membership growth.
2. Develop and implement a comprehensive SEO strategy built around top search terms related to property management and real estate.
 - Conduct keyword research to identify the top search terms related to property management and real estate. Once completed, optimize NARPM website and content for these terms.
 - Develop a content marketing plan that includes creating and promoting high-quality, relevant content that addresses the needs and interests of NARPM target audience, and that is optimized for search engines.
 - Monitor and analyze the performance of NARPM SEO strategy. Make adjustments as needed to improve its effectiveness.
3. Develop and launch an external facing marketing and outreach campaign to build awareness and engagement.
 - Identify the key social media platforms where real estate agents are most active and engaged. Develop and launch a social media campaign.
 - Build a segmented email list of real estate agents, and develop personalized email campaigns that educates them about the property management profession and NARPM.
 - Grow strategic partnerships, such as NAR, NAA, IMN, REIA, and other relevant organizations, and develop mutually beneficial partnerships to co-create and co-promote content, events, and other initiatives that will help to increase awareness of NARPM and its value proposition.

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.

KEY STRATEGIES AND TACTICS

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

- Host a legislative education track at the Capitol Summit and other relevant events.
- Train PAC trustees as advocacy ambassadors to represent NARPM at regional and state conferences and other meetings.
- Organize state or municipal level Day on the Hill events to build NARPM relationships and share insights with elected officials through a pre-packaged guide or “Day on the Hill” in a box.
- Develop and implement a legislative 101 program for conferences, chapters, and members to educate on the legislative process and key issues.
- Allocate staff time to track state and local information, translate policies into easily understandable language, and communicate how these policies affect members’ businesses and their clients.
- Develop and distribute information of value, tips and talking points for property managers and owners on the process of grassroots advocacy efforts.
- Research a NARPM Advocacy Fund revenue share program to incentivize contributions and support.