



National Association of Residential Property Managers

NARPM® 2019 Committee Reports

If you are interested in joining a committee in 2020, go to <https://www.narpm.org/about/officers-and-board/committees/> and sign up through the respective committee links.

All committee work on supporting the NARPM® Mission, Vision, and Strategic Plan.

Here is a recap of what committees have been doing this past year:

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.

Communications Committee

Chair: Lori Hendrix, MPM® RMP®

Communications oversees NARPM® publications. It is responsible for the development and production of the Association news magazine (*Residential Resource*), and all NARPM® publications and communication channels via email, direct mailings, and social media platforms. The Communications Committee is divided into the following sub-committees: Website Enhancement, Chapter Website Admin Assistance, Marketing Awareness, Email Campaigns, Residential Resource Proofing, and Other Special Projects.

- Communications saw growth in communication channels for NARPM® marketing. There are NARPM®-related posts going out consistently on all social media channels from National, individual NARPM® Members, NARPM® Partners, Affiliates, and Chapters. **Like NARPM® local and national NARPM® Facebook pages today!**
- Our objective of furthering the branding of NARPM® as the industry leader by improving SEO resulted with NARPM® consistently appearing in the 5 top listings, preceded only by paid advertisements in a Google search for “residential property managers.”
- On a monthly basis, NARPM.org web pages are reviewed for broken links and navigation issues, and corrections are made. We are excited to announce that NARPM® is also in the beginning stages of a new website redesign! WhyUseOne Marketing Materials have been updated and placed on NARPM.org instead of on a separate domain. Hyperlinks were added to all URLs in the online *Residential Resource*.
- NARPM® provides each chapter with a chapter website and we are excited to provide a chapter website training session at Leadership Training this November in San Antonio.

Governmental Affairs Committee

Chair: Amanda Han, RMP®

The NARPM Governmental Affairs Committee is dedicated to representing NARPM members by protecting and promoting property management related issues and concerns. We do this by partnering with local chapters and also by sending lobbyists to Washington DC. We now have two lobbyists representing NARPM at our nation's capital, visiting and building relationships with key lawmakers. We are also in talk with HUD offices in helping to reform Section 8, and bring clarification to disparate impact and how that will affect our tenant screening process, and to the issue of assistant animals.

Our yearly group visits to Washington DC has grown year after year, and next year we will have our first official Legislative Conference where we will hope you will all join us, May 18 and 19, 2020. We are also looking for more volunteers to chair local governmental affairs committees in your local chapters, and to get involved with our national committee and help us continue to make a positive difference for our industry.

Member Services Committee

Chair: Bryan Jenkins, MPM® RMP®

It has been a busy year for the Member Services Committee in 2019. The committee was given three goals to focus on. These were to develop ways to grow our membership to 7500 members by 2020, to encourage more members to use new member incentives, and to find ways for Chapters to grow with incentives. The committee got to work and began to look at ways we could use existing resources to recruit new members into NARPM. With this in mind we looked to our Affiliates and asked for their help in reaching our goal. As a result, a new award for Affiliate Recruiter of the Year was created and is being awarded for the very first time at National Convention in Phoenix. We have also focused on member retention each year and were able to forward our ideas to the Board for review and consideration.

The committee also began to focus on our new members and how we engage them as an organization. This led to simplifying the new member packet, new member orientation video, and by working with the Communications Committee, we were able to create an email campaign designed to go out to the new member 10 times during their first 160 days of membership. The committee also worked with staff to develop a "why join" flyer and is in the process of creating video clips of members giving testimonials about the benefits of being a NARPM member. These clips are being recorded at National Convention.

The committee also focused on promoting the use of grants for the chapters. Part of this process led us to focus on simplifying the grant application process. The new process which has been named "5 Minute Grant" will simplify the language used on grant applications and ensure that the approval/denial process takes place within 5 business days. To date, 42 grants have been awarded in 2019 compared to 34 for all of 2018.

Professional Development Committee

Chair: Melissa Sharone, MPM® RMP®

The Professional Development Committee oversees the education programs NARPM® offers and also has oversight of the National Instructors.

NARPM® is currently seeking new instructors and if you would like details go to

The following new designees have been awarded through September 2019:

- RMP received in 2019: **47**
- MPM received in 2019: **16**
- CRMC received in 2019: **4**
- CRMB received in 2019: **2**

- 51 classroom courses held through September 2019
- 713 people in attendance at classroom courses

Working toward making the designation process easier for members with update FAQ that should be done by the end of the year as well as creating a video on how to upload all the documents on the portal.

There is work being done in hopes of getting 2 new classes written. The Committee is currently discussing content and names

2 additional classes are in the rewrite process and we have over 20 volunteers to assist with being content experts to provide information for these courses.

Technology Committee

Chair: Philip Scarborough, RMP®

Technology Committee was formed in 2019 as a new standing committee of NARPM®.

This group is working on several initiatives that include:

- Podcasts called "NARPM® Radio". They are on Podbean and have been submitted to iTunes and will soon find a home on NARPM.org
- Researching items to be added to the chapter websites that will help volunteers run their chapters. Two suggestions include building a registration portal for events and also adding nonmembers to the chapter websites like they can do with Affiliates
- **Developing guidelines on how to use technology** for chapters to use on actions, such as elections.
- Will build a Technology page that will be a clearing house of resources of things that have already been tried and the results given. IE: trying to learn podio and resources of members who have already tried it. A Tech Library where members can share videos of how they use the software. Will also post some past break outs that deal with Technology.
- Assisting staff with the designing of the new website.

Vendor Advisory Council

Chair, James Barrett

The Vendor Advisory Council is a new group that was formed in 2019. The vendors are currently working on a meet-and-greet with affiliate members and vendors at the Convention, where they will announce the new Affiliate Advocacy kit, answer questions, and introduce leadership. They are also working on coming up with membership growth ideas, and are focusing on growing affiliate members. One of the ways they are helping to support Chapters is by compiling ideas on how to participate effectively in a trade show for Chapters to be included in handouts at next leadership training, and looking at affiliates to provide incentives for non-members to join.