

# 23<sup>RD</sup> ANNUAL CONVENTION AND TRADE★SHOW

OCTOBER 18–21, 2011 ~ InterContinental Dallas  
Event Registration Brochure



National Association of Residential Property Managers

## PRESIDENT'S MESSAGE



It is with great pleasure that I invite and welcome you to the 2011 NARPM® Annual Convention and Trade Show in Dallas, Texas. Each year, NARPM® members look forward to our convention to network with our colleagues across the nation. The convention committee has worked hard to meet the needs and expectations of our members.

The opportunity to NETWORK with other property managers is always beneficial. We learn new processes, gain new forms, and learn how to improve what we are already doing. A majority of our members have used what they learned at conventions to make important business decisions, such as which software to use and what policies and procedures to implement. The Dallas InterContinental Hotel has just been completely remodeled and has a very large lounge as well as many other open areas for members to gather. You will surely make contacts in the workshops and designation classes and I encourage you to meet up with them during our breaks and after hours.

Obtaining a NARPM® designation not only displays your expertise, but what you learn in these classes can improve your business greatly. The NARPM® designation classes are full of great content, but it is the interaction and connections with the other students that can really help you understand and choose the changes that can improve your business's efficiency, reduce risks, and become more profitable. In addition to the designation classes, we are also offering 16 workshops. Be sure to attend NARPM®'s Business Leader Development Training on Wednesday. This session will help make you a better leader within your own company as well as improve your skills as a leader within NARPM®.

This year's convention is jammed pack with education and networking opportunities, so we're offering a number of events to let everyone relax and be entertained. On Tuesday, we have the Annual Past President's Charity Golf tournament. Immediately following, I hope you all will join me for the President's Celebration which includes a VIP tour of the Cowboys Stadium and a great Texas dinner at the Ranger's Stadium. Our general session and key note speakers will be both entertaining and educational. We will finish the convention off with Friday's Gala. After the swearing in of the 2012 Board of Directors, we will break out the blue jeans and cowboy boots and enjoy a great evening of mechanical bull riding, calf roping, and armadillo racing.

What about the return on your investment? There is no doubt that there are costs associated with attending the convention, but if you get involved, I guarantee you will find many ways to improve your business, which will reduce costs, as well as ways to improve your income, providing a great return on your investment. As professional property managers, we must SERVE and PROTECT our clients, and this year's convention will certainly assist you in doing so.

A handwritten signature in black ink that reads "Tony A. Drost". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Tony A. Drost, MPM® RMP®  
2011 NARPM® President

## CONVENTION CHAIR'S MESSAGE



I am extending this invitation to all my fellow friends, family and colleagues of NARPM® to join me in Dallas, Texas for the 23<sup>rd</sup> Annual Convention and Trade Show at the newly refurbished InterContinental Hotel. Come with me as we learn to SERVE and PROTECT the properties that we manage and the owners we work for.

They say everything is bigger in Texas. Well, that indeed is the case when it comes to the National Convention this year. The trade show will be the biggest we have ever had, in the biggest space we have ever had.

We are very excited to announce that Dennis Snow will be teaching the Business Leadership Development (formerly Leadership Training) portion of the convention. The program sub-committee has worked very hard on the program for the convention this year. The goal for the general sessions is to not only inspire you but entertain as well, and we have chosen two great speakers for that: Linda Larsen and Kevin Sweeny. We are also offering 16 different workshops and one whole session of round table discussions. I am personally very excited about the round table discussions. They will take place in different rooms with different topics, so you should find something that you are interested in.

Now if the educational aspect of the convention is not enough, there are a lot of fun things to do with plenty of time for networking. The day before Business Leadership Development we are having the 2<sup>nd</sup> Annual Past Presidents' charity golf tournament hosted by Mark Kreditor at the Brookhaven Country Club. The charity this year is Vogel Alcove. Since 1987, this charity has provided amazing services to the homeless in Dallas. Last year was great fun and raised a lot of money for Creative Living Options.

When we have learned all we can learn at the convention, everyone will roll up their sleeves and enjoy some good old Texas entertainment and food at the Friday night Gala. This year's Gala is not a formal event, so we are going to don our best cowboy gear and have a great time. We will be enjoying great food, music, a mechanical bull, armadillo races and more, wrapping up the conference on a high note and excited for Crystal City, Virginia in 2012.

In 2003, I went to my very first national conference in Hawaii. I took classes and networked with people who are now lifelong friends and practically family. I have become a better person and property manager because of NARPM®. I really hope that you will come enjoy this conference with us because it will be worth every penny spent.

Hope to see you in Dallas!

Carrie Fjeld, MPM® RMP®  
2011 NARPM® National Convention Chair







HOTEL INTER-CONTINENTAL



*Dallas*

LIVE LARGE. THINK BIG.

VALET

# LOCATION

Our 2011 Annual Convention and Trade Show will be at the newly renovated InterContinental Dallas. The address of the hotel is 15201 Dallas Parkway, Addison, TX 75001. The InterContinental is conveniently located and is serviced by two major airports: Dallas-Fort Worth and Love Field. The hotel is convenient to both Downtown Dallas and the Plano/Fort Worth business district. The InterContinental is surrounded by the finest shopping in Dallas including the Dallas Galleria, The Shops at Willow Bend and Stonebriar Mall. It is also within walking distance of over 150 eateries and nightspots. The InterContinental is a full service hotel that boasts 24 hour room service, 24 hour complimentary health club, complimentary outdoor parking and if you book within the NARPM® block, complimentary internet access in your sleep room.

Convention attendees will enjoy the special NARPM® rate of \$179.00 per night single/double plus tax. The special rate is available for up to three days before the start of the convention and three days after, on a space available basis, so plan now to stay a few extra days and “Live Large” in the #1 destination in Texas—Dallas!

To make your reservation call the hotel directly at 972-789-3196 and tell the reservation agent you are with the National Association of Residential Property Managers. To get this great rate **you must make your reservation by September 23, 2011** so call now! Rooms are sold on a first-come basis. While the room block is active until September 23, **rooms at this rate will not be available when the room block is filled.** Be sure to check with the hotel when you make your reservation regarding deposits, cancellation policy and check-in and check-out times.

## ACTIVITIES

Dallas is a city built on big dreams, freshly blazed trails and an attitude that all things are possible. It is the eighth largest city in the US and the #1 destination in the state of Texas. With the first planned shopping center in the US, Highland Park Village, Dallas is often called the “birthplace of shopping.” Much of the best shopping experiences are close by the convention hotel but you won’t want to miss Mockingbird Station, Bishop Arts District and the nearby Galleria Dallas.

Dallas also features a cutting-edge culinary scene led by nationally acclaimed celebrity chefs such as Stephan Pyles and Wolfgang Puck. With more than 7,000 restaurants (over 150 within walking distance to the convention hotel) in Dallas there is an endless variety of dining experiences waiting for you. Cultural venues are plentiful around the city such as the Dallas Museum of Art, Crow Collection of Asian Art, the AT&T Performing Arts Center and the newly opened Margot and Bill Winspear Opera House. With all this and 13 distinct entertainment districts featuring an atmosphere ranging from family-friendly to vibrant nightlife you’ll want to plan to come early and stay a few days longer. One thing is for sure, the whole NARPM® family will be “Living Large” in Dallas!

# FEATURED★SPEAKERS



DENNIS SNOW

Dennis Snow has a passion for service excellence and has consulted with organizations around the world on the subject. Dennis' customer service abilities were born and developed over 20 years with The Walt Disney World® Company. In his last year with Walt Disney World, Dennis' leadership performance was ranked in the top 3% of the company's leadership team. Dennis, now a full-time speaker, trainer, and consultant is dedicated to helping organizations achieve their goals in the areas of customer service, employee development, and leadership. He is the author of the book, *Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life.*



LINDA LARSEN

Linda Larsen, CSP is an international keynote speaker and author, is passionately committed to helping people upgrade their thinking, improve their communication and increase their bottom line. But more than that, she is willing to do whatever it takes to get her message across and make it stick. She's been accurately described as "Lucille Ball meets Dr. Phil"—creative and funny with very useful information. Linda's passion and spontaneous humor stem from over 20 years as a professional film, television and stage actress. Her experience and training (a Bachelor of Social Work and a Master of Fine Arts) give her the unique ability to combine the entertaining, dynamic aspects of live theater with practical, high value content to produce lasting, positive changes. Her critically acclaimed book, *True Power*, is the riveting and true story of how she was kidnapped and held at gunpoint by an escaped convict for over 5 hours. Her escape, and the positive, practical strategies she used to rise above one of life's most potent challenges led Investor's Business Daily to feature her in its Leaders & Success column. Linda is the author of five video programs and two audio programs, including the best-selling *12 Secrets to High Self-Esteem.*



**BIG NAMES &  
BIG IDEAS**



# THINK BIG



## DR. MARK DOTZOUR

Dr. Mark G. Dotzour is the Chief Economist and Director of Research for the Real Estate Center at Texas A&M University in College Station, Texas. He earned his Ph.D. in the Department of Finance at the University of Texas at Austin in 1987 and served as Associate Professor of Real Estate and Finance

at Wichita State University for 10 years. As Chief Economist, he is currently doing market research to monitor how global and national trends are likely to impact residential and commercial real estate markets. Prior to his academic career, he was president of Gleneagles Development, Inc., developing residential subdivisions in Wichita, Kansas. He also served as president of Dotzour Inc., Realtors, which was a residential brokerage firm in Wichita. He has been at the Real Estate Center since August, 1997. Since then, he has published 77 articles in magazines and given over 945 presentations to more than 140,000 people. His research findings and comments have been published in the Wall Street Journal, Money Magazine, USA Today and Business Week and was a guest on the Jim Lehrer Newshour on PBS. Dotzour recently has made presentations at national meetings for NAIOP, ICSC and NAR. He also regularly makes presentations to CCIM, BOMA, IREM and SIOR chapters around the country. He also makes regular presentations to bankers, CPAs, foundations and wealth managers as well as state and local government officials. The son of a former golf professional, he currently plays to a 15 handicap. If pressed, he will confess to being an ardent fan of Star Trek. He considers William Shatner to be one of the finest actors, writers and singers of our generation.



## KEVIN SWEENEY, LT. COLONEL (RT)

Lt. Colonel (Ret) Kevin Sweeney is the only person to have ever landed a KC-135, the military version of the Boeing 707, after the 2 engines on his left wing were ripped off in flight...during a night combat mission in Desert Storm. What in life is more inspiring than saving the lives of fellow airmen? That is exactly what Lt. Colonel Kevin Sweeney did and for that heroic feat he was awarded the United States Air Force Distinguished Flying Cross.

This legendary Medal is awarded for "heroism or extraordinary achievement while participating in an aerial flight." He has also been an Executive at a Fortune 500 company, a major software company and an all-conference collegiate athlete. He is the author of 2 books: *Pressure Cooker Confidence: How to Lead When the Heat is On* and *Conversations with The Colonel: Lessons in Life, Leadership and Wisdom*.

# SPECIAL★EVENTS

## TUESDAY OCTOBER 18<sup>TH</sup>

### SECOND ANNUAL CHARITY GOLF TOURNAMENT

The past presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit a local charity. This year's event will be hosted by past president Mark Kreditor and will benefit Vogel Alcove. Vogel Alcove provides services to the homeless of Dallas especially the children. With 24% of the homeless being children, the food, clothing, special education, medical and dental care Vogel Alcove provides is critical. There is a separate registration fee to attend this event. Registration forms are available at [www.NARPM.org](http://www.NARPM.org).

### FIRST TIME ATTENDEE WELCOME RECEPTION AND ORIENTATION

If this will be your first time attending a National Convention make sure to arrive a little early and come to the First Time Attendee Welcome Reception and Orientation. This is a great opportunity to meet 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 convention registration, so plan to be there!

### "SERVE AND PROTECT" PRESIDENT'S CELEBRATION

Prior to the opening of the convention, attendees are invited to join Tony Drost, 2011 NARPM® President for a true Texas event. There are few things Texans love more than their sports so join us for a VIP Tour of the world famous Cowboy Stadium. We'll go a step further by crossing the street to Texas Rangers Stadium for dinner overlooking the field. This is a ticketed event and the early bird price is \$95 per person. The fee includes transportation to/from the event and dinner. Space is limited so register now for this popular event.





# WEDNESDAY OCTOBER 19<sup>TH</sup>

## NARPM® BUSINESS & LEADERSHIP DEVELOPMENT

This year NARPM® is partnering with internationally renowned speaker Dennis Snow. Dennis has a passion for service and leadership excellence and has consulted with organizations around the world on the subject. He spent over 20 years with The Walt Disney World® Company and his leadership performance was ranked in the top 3% of the company. He is the author of *Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life*. In his session you will discover:

- The benefits of leadership that creates a culture of accountability among employees;
- How to build organizational commitment to a vision;
- Specific “walk the talk” leadership behaviors that reinforce organizational values.

We are sure you'll agree that the \$125 per person registration fee for NARPM® members (including lunch) is a great deal. Register for this exciting experience now—the price goes up to \$175 after the early bird deadline.

## EXHIBIT HALL GRAND OPENING AND RECEPTION

Our Grand Opening of the Exhibits and Opening Reception will be held on Wednesday, October 19, from 6:00 – 8:30 p.m. The ribbon cutting for the Trade Show will be performed by the 2011 NARPM® President and the 2010 Affiliate Member of the Year.

# FRIDAY OCTOBER 21<sup>ST</sup>

## THE NARPM® LIVING LARGE GALA, DINNER & RODEO

Friday evening convention attendees will gather at the hotel from 6:00 to 10:00 p.m. for a relaxing evening of fun and networking. This is a special event where the 2012 Board of Directors will be sworn in. This year we have very special entertainment planned: a mini Texas Style Rodeo! While enjoying a great dinner and conversation with friends you can channel your inner cowboy by riding a raging bull, roping a slippery steer or “armadillo whispering” in the Great NARPM® Armadillo Races! Don't miss this final opportunity to get together with all your old, and new, NARPM® friends before heading home. There will be a cash bar reception, dinner and, of course, the best entertainment possible—seeing all your NARPM® colleagues in their best cow poke dress having a great time at the rodeo! There is an additional fee for this optional event.

# EDUCATION★CLASSES

## 1 OPERATING A MAINTENANCE COMPANY: BASICS AND BEYOND

The objective of this course is to provide the property management professional with information regarding maintenance policies and procedures, rental and management agreement clauses, managing tenant and owner expectations, maintenance categories, understanding maintenance, staffing etc.. **Instructor: Sylvia Hill, MPM® RMP®**

## 2 OWNER/CLIENT RELATIONS ESSENTIALS

This course will deal with managing the prospect, securing the client and the property, servicing your client and closing out the relationship well. **Instructor: Fred Thompson, MPM® RMP®**

## 3 HABITABILITY STANDARDS & MAINTENANCE

Course materials will cover specific information from the Uniform Housing Code on basic habitability standards that govern local codes, policies of insurance companies, and our own Standards of Professionalism. Learn what to look at when taking properties into management, what questions to ask owners about their buildings, how to identify and differentiate the various kinds of molds, and what remediation steps to take to protect residents and the property. Techniques regarding the handling of service requests, coordination, and implementing preventive and corrective maintenance will also be covered. **Instructor: Darryl Kazen, MPM® RMP®**

## 4 OPERATING AN IN-HOUSE MAINTENANCE COMPANY

This course will provide the property management professional with a background of information necessary to operate a maintenance company. While the course is no substitute for experience, the material will provide additional tools and techniques to help operate maintenance companies more efficiently and effectively. **Instructor: Sylvia Hill, MPM® RMP®**

## 5 OWNER/CLIENT RELATIONS ADVANCED

The objectives of this course are to look at and understand the elements of a Management Agreement, learn about developing policies and procedures for your company, discuss how to handle conflicts and understand owner/broker risk. **Instructor: Fred Thompson, MPM® RMP®**

## 6 ETHICS *(required for all members every 4 years)*

This course will cover the basics of ethical behavior in your property management business. The NARPM® *Code of Ethics* will be reviewed, as well as the entire grievance process. The case study method makes for an interesting course. **Instructor: Darryl Kazen, MPM® RMP®**



LEARNING & GROWING

# GENERAL★SESSIONS

## OPENING GENERAL SESSION

Linda Larsen, CSP is an international keynote speaker and author, who is passionately committed to helping people upgrade their thinking, improve their communication and increase their bottom line. But more than that, she is willing to do whatever it takes to get her message across and make it stick. She's been accurately described as "Lucille Ball meets Dr. Phil" – creative and funny with very useful information. Don't miss it! **Speaker: Linda Larsen, CSP**

## ECONOMIC FORECAST

This Economic Forecast by Dr. Mark Dotzour from Texas A&M University will bring you up-to-date on the current economic environment in our country and provide insight as to what impact this environment will have on your business. **Speaker: Dr. Mark Dotzour**

## PRESSURE COOKER CONFIDENCE

How well do you handle pressure? Does pressure make you nervous? Is your team prepared to handle being in the "hot seat?" Kevin Sweeney has first hand knowledge and experience in pressure situations. He has flown combat missions in both Vietnam and Desert Storm. He has been awarded numerous decorations including the Air Achievement Medal, multiple Air Medals and the United States Air Force Distinguished Flying Cross. Kevin is a retired Lt. Colonel in the Air National Guard. He has also held executive positions in sales and operations for a Fortune 50 company AND he has been featured in Reader's Digest and on the A&E channel. He knows how to handle pressure and you will, too! **Speaker: Lt. Col Kevin Sweeney**





# SCHEDULE OF EVENTS

## MONDAY, OCTOBER 17, 2011

8:00 am – 3:00 pm	Operating a Maintenance Company: Basics and Beyond
8:00 am – 3:00 pm	Owner Client Essentials
8:00 am – 3:00 pm	Habitability
8:00 am – 5:00 pm	NARPM® Board Meeting ( <i>guests invited to meeting</i> )

## TUESDAY, OCTOBER 18, 2011

8:00 am – 3:00 pm	Charity Golf Tournament ( <i>separate registration form required</i> )
8:00 am – 3:00 pm	Operating an In-House Maintenance Company
8:00 am – 3:00 pm	Owner Client Advanced
9:00 – 11:30 am	Registration Open
12:45 – 3:45 pm	Ethics Class
1:00 – 5:30 pm	Registration Open
<b>4:00 – 5:30 pm</b>	<b>First-Timers Welcome/Orientation</b>
6:15 – 10:00 pm	President's SERVE and PROTECT Celebration ( <i>leave hotel 6pm</i> )

## WEDNESDAY, OCTOBER 19, 2011

8:00 – 11:00 am	Registration Open ( <i>exhibitors only</i> )
11:00 am – 6:30 pm	Registration Open
<b>9:00 am – 2:45 pm</b>	<b>NARPM® Business &amp; Leadership Development with Dennis Snow</b>
4:00 – 6:00 pm	Opening General Session: Dare to Soar with Linda Larsen
6:00 – 8:30 pm	Opening Reception/Grand Opening of Tradeshow

## THURSDAY, OCTOBER 20, 2011

7:15 – 8:45 am	Breakfast with Exhibitors
7:30 am – 2:00 pm	Registration Open
<b>9:00 – 10:00 am</b>	<b>General Session: Economic Forecast</b>
<b>10:15 – 11:45 am</b>	<b>Workshop Sessions 1–5</b>
	① More of Linda Larsen's Dare to Soar
	② Tracking Lead Performance: It is Worth Your Time!
	③ The Customer's Always Right—It's How You Respond to their Rightness That Matters
	④ Businesses to Set Up Around Your Management Company
	⑤ The Do's and Don'ts of Property Management
11:45 am – 1:15 pm	Networking Lunch with Membership Awards and Annual Business Meeting

1:30 – 2:45 pm

**Workshop Sessions 6–10**

- ⑥ The Art of Customer Surveys
- ⑦ Business Building—Yes, You Can!
- ⑧ Preventing Litigation in Property Management
- ⑨ How Infrared Cameras can Reveal Hidden Problems and Save You Money
- ⑩ Ethics—Consistency & Compliance: Staying Out of an Argument or Conflict

3:00 – 4:30 pm

**Workshop Sessions 11–15**

One word: ROUNDTABLES! Every breakout room will feature roundtable discussions and these lively and interactive sessions will offer you the opportunity to express ideas and pick the brains of industry colleagues about issues that you face every day. Topics are timely and ripped right from the NARPM® ListServ. So come prepared to talk!

4:30 – 6:00 pm

Coffee & Snacks with Exhibitors

**FRIDAY, OCTOBER 21, 2011**

7:15 – 9:15 am

Breakfast with Exhibitors

7:30 am – 2 pm

Registration Open

7:30 – 8:45 am

Regional Meetings (*in general session room*)

8:00 – 9:00 am

Committee & State Chapter Meetings

**9:15 – 10:15 am**

**General Session: Pressure Cooker Confidence with Kevin Sweeney**

**10:30 – Noon**

**Workshop Sessions 16–20**

- ⑯ Tenant Screening & Selection: Compliance, Confidentiality & Organization
- ⑰ Then & Now: Strategies for Managing Renter Risk and Opportunity
- ⑱ Strategic Development: Ideas to Expand Your Company & Increase Income
- ⑲ Social Media is a Tidal Wave, Don't Get Left Behind
- ⑳ Top 10 Problems to Avoid when Managing Your Properties

Noon – 1:30 pm

Lunch with Designation Program

1:30 – 3:00 pm

Door Prizes, 50/50 Raffle, Affiliate of the Year Award

3:00 - 6:00 pm

Trade Show closes at 3:00 pm; Time on your own with NARPM® Colleagues

6:00 – 10:00 pm

The NARPM® Living Large Gala and Dinner & Rodeo

# WORKSHOPS

1 - 4

## 1 MORE OF LINDA LARSEN'S DARE TO SOAR

Linda Larsen will be back with more of her special "Dare to Soar" session to show you how to be passionate and improve your communication skills to increase your bottom line.

**Presenter: Linda Larsen, CSP**

## 2 TRACKING LEAD PERFORMANCE: IT IS WORTH YOUR TIME!

Property managers face a growing landscape of internet marketing options must find the best return on investments. You expect marketing efforts to drive qualified leads that convert to leases. This session will emphasize that marketing expenditures, if adequately measured and diversified, is a necessary investment that will generate results. First, Jamie will explore the value of 'free' syndication, explaining that although wider web distribution may boost property visibility, true value comes from engaging with a portfolio of premium listing services. He'll draw on case studies and data to prove that free syndication is difficult to track and often receives negligible user engagement, meaning it generates lower quality ROI. He will then outline best practices for evaluating and enhancing lead conversion rates from marketing investments. More specifically, he will explain how to optimize relationships with property management software providers and internet listing services to better track lead performance and ensure conversions. **Presenter: Jamie Clymer, HotPads.com**

## 3 THE CUSTOMER'S ALWAYS RIGHT—IT'S HOW YOU RESPOND TO THEIR RIGHTNESS THAT MATTERS

We all know how it is: your renters want something, your owners want something else and never mind what your employees want. The most important thing we need to remember though is that the customer is always right and it is our responsibility to make sure they know it. In this session you will learn tried and true tips to use to keep cool, keep focused and keep the customer happy. **Presenter: Dorothy Hamilton, Palm Beach First National**

## 4 BUSINESSES TO SET UP AROUND YOUR MANAGEMENT COMPANY

There is only so much income you can make out of a property management company. However, if you move just a little outside property management you can discover other businesses to run that feed off the management company. In this session you will learn about additional services your clients need like maintenance, virtual tours, eviction services, collection services, storage and many more. You can figure out what you are good at and then learn how to sell that talent to customers and colleagues. You can double your income if you get just a little outside your core business. **Presenter: Robert Locke, MPM®, RMP®, Crown Realty & Management, CRMC®**



## 5 THE DO'S AND DON'TS OF PROPERTY MANAGEMENT

Using real world examples and case study information this workshop will present “lessons learned” along with reminders of things to do and not do in property management. You are never too old to learn something new or to “remember” things that may seem obvious but may fall through the cracks as time goes on. Take advantage of the experience of two of NARPM®’s Past Presidents and brush up on the Do’s and Don’ts! **Presenters: Melissa Prandi, MPM®, RMP®, PRANDI Property Management, CRMC® and Ray Scarabosio, MPM®, RMP®, Jackson Group Property Management**

## 6 THE ART OF CUSTOMER SURVEYS

Did you ever want to do a customer survey but didn’t know how? Maybe you did the survey but didn’t understand the results or how to use them. What is customer satisfaction anyway? In this session you will find the answers to these questions and leave with a survey designed just for your business! **Presenter: Carol Griggs, Frontier Property Management**

## 7 BUSINESS BUILDING—YES, YOU CAN!

In a little over an hour, you will hear the story of Glenn’s start-up company with zero to 225 units in less than 18 months as a one-man band. He will get personal telling you how the insanity of this business can destroy your marital relationship and cause your best employees to quit. You can learn how he now manages more than 4000+ units with a staff of 5 and is enjoying life again with room to grow. This is all done from one location, 830sqft building on the wrong side of town, in a relatively small town, with very happy employees. Some say he is a genius—but when you ask him, he will tell you he was just lazy and could not be as committed as his competitors. No matter what size office and portfolio (usually bigger companies have bigger problems). This seminar is for the lazy people who want to make more money and do less. **Presenter: Glen Dorsey, myHomeSpot.com**

## 8 PREVENTING LITIGATION IN PROPERTY MANAGEMENT

When tenants leave owing money most property managers throw up their hands and tell their owners, “I’m not into collections, I’m a property manager.” Robert did the same thing for 20 years. Then ten years ago he started learning the business. To date his company has collected over \$900,000 in monies due after move out. He learned what letters to send, when to use an attorney, when to mark a tenant’s credit, when to file in court for money judgment, when to garnish wages or put a lien on their car and when to quit and write it off. In this session you will learn simple steps that will turn uncollected accounts into money for your owners and your business. **Presenter: Robert Locke, MPM®, RMP®, Crown Realty & Management, CRMC®**

# WORKSHOPS

9 - 17

## 9 HOW INFRARED CAMERAS CAN REVEAL HIDDEN PROBLEMS AND SAVE YOU MONEY

Learn how infrared cameras can uncover hidden problems before they become costly ones. Gain a thorough understanding of thermal imaging's ability to find energy waste, destructive moisture, potential safety hazards, and other preventable building envelope issues. This is an excellent opportunity to learn how adding infrared cameras to your predictive maintenance toolbox can lead to healthier, more comfortable living for your tenants, stronger marketability and greater profitability. **Presenter: Tom O'Toole, FLIR Systems, Inc.**

## 10 ETHICS—CONSISTENCY & COMPLIANCE: STAYING OUT OF AN ARGUMENT OR CONFLICT

We all know that being an honest and ethical property manager is critical to our business. NARPM® requires all members to take a course on this topic to maintain membership. But there is more to being ethical than taking a course; being consistent and ethically compliant without getting into conflicts is tough. Our speakers will share their best coping strategies with you and show you how to navigate the challenging road of ethical compliance. **Presenters: Mark Kreditor, MPM®, RMP®, Get There First Realty, CRMC® and Jim Smith, RMP®, The Property Management Company**

## 11 - 15 ROUNDTABLES

Breakout rooms will feature roundtable discussions that will offer you the opportunity to express ideas and pick the brains of industry colleagues about issues that you face every day. Topics are timely and ripped right from the NARPM® ListServ. So come prepared to talk!

## 16 TENANT SCREENING & SELECTION: COMPLIANCE, CONFIDENTIALITY & ORGANIZATION

This session will provide an overview of tenant screening and selection process. You will learn what kind of information is needed to consistently screen good tenants from bad and how to decrease an owner's risk by placing the right tenants in the right properties. You will build a process that will help you be consistent, organized and timely in the tenant screening/selection process. **Presenter: Nancy Wallace-Laabs, Keller Williams Realty**

## 17 THEN & NOW: STRATEGIES FOR MANAGING RENTER RISK AND OPPORTUNITY

Get a before/after snapshot of managers' and owners' priorities when it comes to screening policies. Learn how decision-makers can be sure they aren't loosening their rental standards just to prevent low vacancy levels during the recession, and "What do we know now that we didn't before?" You'll gain insight on how property managers can: ensure they are renting to reliable tenants; improve cash flow while still making up for losses from the recession; manage opportunity without adding risk; and cast a "safety net" for protection against future negative economic influences. **Presenter: Mike Mauseth, TransUnion Smart Move**

## 18 STRATEGIC DEVELOPMENT: IDEAS TO EXPAND YOUR COMPANY & INCREASE INCOME

This session will cover several ways in which you can expand your company and increase your income. We will review ideas to help you increase the number of units you are managing and ideas for horizontal expansion. Start with a vision of where you want to be, set some objectives that will help the vision become a reality, then establish measurable goals to help you reach those objectives. There will be an emphasis on SMART goal setting to help you make your vision a reality. **Presenter: Mike Nelson, MPM®, RMP®, Excalibur Home Management, LLC, CRMC®**

## 19 SOCIAL MEDIA IS A TIDAL WAVE, DON'T GET LEFT BEHIND

This session will focus on the best practices of establishing and managing various popular social media accounts for rental property management companies. For Facebook users we will cover the creation of a proper business page, proper posting techniques and strategies, customization and microsites. For Twitter, we will look at the customization of a background and avatar, URL shorteners, timing your tweets, building your followers, trending topics, hashtags, mentions, and direct messages. We will also look at software such as Hootsuite or Tweetdeck to help manage Twitter, Facebook and Linked In accounts. And don't forget you have to keep your fans and followers once you have them. **Presenter: Blane Russell, Social Eyes Marketing**

## 20 TOP 10 PROBLEMS TO AVOID WHEN MANAGING YOUR PROPERTIES

In this session you will learn about the following "Top 10" problems that property managers are face with every day and how deal with them.

- #1 Avoid ineffective communications with your tenant
- #2 Avoid renting to an unreliable tenant
- #3 Avoid being ignorant of local and state laws related to property management
- #4 Avoid allowing your tenants to pay their rent late
- #5 Avoid using a non-comprehensive rental agreement
- #6 Avoid ineffective or inefficient advertising
- #7 Avoid delaying property repairs & maintenance
- #8 Avoid not having written policies, procedures, and forms
- #9 Avoid not properly preparing your property before the tenant moves in
- #10 Avoid using an unreliable property management company

**Presenter: Mike Levy, NorthernColoradoRentals.com, LLC**





# TRAVEL★INFORMATION

The discounts below are available for several days before and after the event. Advance reservations are strongly encouraged as availability is on a first-come, first-serve basis. You can also check to see what discounts are available through our NARPM® Affinity Partners by visiting [www.narpm.org/about/affinityprograms.html](http://www.narpm.org/about/affinityprograms.html). We will continue to bring special programs or discounts to you as we get closer to the convention, so keep an eye out for additional details.

## AIRFARE & RENTALS

American Airlines and American Eagle are pleased to offer discounted fares to Dallas for the NARPM® convention from many cities in the United States. Call American Airlines at 800/433-1790 for information on these great rates; refer to promotion code 53H1BE. To avoid a service fee book your own reservations at [www.aa.com](http://www.aa.com); choose More Flight Search Options and insert the promotion code in the appropriate box.

AVIS Rent A Car is also offering discounted rental rates to convention attendees. Call AVIS directly at 1-888-754-8878 and give the reservation manager the promotion code J994701 (or use that same code online at [www.avis.com](http://www.avis.com)).

These discounts are available for several days before and after the event. Advance reservations are strongly encouraged as availability is on a first-come, first-served basis. You can also check to see what discounts are available through the NARPM® Affinity Partners by visiting [www.narpm.org/about/affinityprograms.htm](http://www.narpm.org/about/affinityprograms.htm). We will continue to bring special programs or discounts to you as we get closer to the convention so keep an eye on the website for additional details.

## CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention in Dallas is business casual except for the Gala on Friday which is Cowboy casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly—layers are good. Evenings in Dallas are very pleasant so you should be fine with a sweater or light jacket.

DALLAS  
TEXAS



# 23rd Annual Convention Education

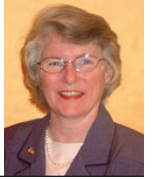
Location: InterContinental Dallas, 15201 Dallas Parkway, Addison, TX 75001

## SELECT COURSE(S)

**Operating a Maintenance Co.**  
October 17, 2011 | 8 am – 3 pm

**Operating an In House Maintenance Co.**  
October 18, 2011 | 8 am – 3 pm

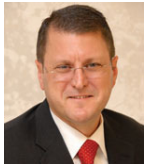
Instructor: Sylvia Hill,  
MPM® RMP®



**Owner/Client Relations Essentials**  
October 17, 2011 | 8 am – 3 pm

**Owner/Client Relations Advanced**  
October 18, 2011 | 8 am – 3 pm

Instructor: Fred  
Thompson, MPM® RMP®



**Habitability Standards & Maintenance**  
October 17, 2011 | 8 am – 3 pm

**Ethics** (required for all members every 4 years)  
October 18, 2011 | 12:45 – 3:45 pm

Instructor: Darryl  
Kazen, MPM® RMP®



Full course descriptions available at [www.narpm.org/education/courses.htm](http://www.narpm.org/education/courses.htm)

CLASS FEES	6-Hour Course		Ethics
	Before Sept. 16	After Sept. 16	
Member	\$195	\$250	\$45
Non-member	\$295	\$350	\$95
Retake	\$75	\$150	\$45
RMP®/MPM® Designee	\$100	\$150	\$45
Designee Candidate	\$180	\$250	\$45

### CANCELLATION POLICY

Cancellations must be received in writing. If received by **September 16, 2011**, registrant will receive a full refund less a \$25.00 processing fee. If received **after September 16, 2011**, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class, with a \$25.00 transfer charge.

If course is cancelled because a minimum of 10 registrations have not been met or for any other reason, tuition paid will be fully refundable. All courses are subject to cancellation by NARPM®.



National Association of Residential Property Managers

## FAX or MAIL REGISTRATION FORM TO:

638 Independence Parkway, #100, Chesapeake, VA 23320 | P: 800-782-3452 | F: 866-466-2776 | [www.narpm.org](http://www.narpm.org)

### REGISTRATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/ST/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### METHOD OF PAYMENT

Check enclosed for \$ \_\_\_\_\_ Chk # \_\_\_\_\_

or Charge my credit card \$ \_\_\_\_\_

VISA  MC  AMEX  Discover

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

----- All information below this line will be shredded. -----

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

# National Association of Residential Property Managers

23<sup>RD</sup> ANNUAL CONVENTION REGISTRATION • OCTOBER 19–21, 2011 • DALLAS, TX

## 1 REGISTRATION INFORMATION *(please type or print)*

Name: \_\_\_\_\_ Name for badge: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Check your designation(s):  CSS<sup>sm</sup>  RMP<sup>®</sup>  MPM<sup>®</sup>  CRMC<sup>®</sup>

Designation candidate:  CSS<sup>sm</sup>  RMP<sup>®</sup>  MPM<sup>®</sup>  CRMC<sup>®</sup>

Are you a chapter leader?  Yes  No If yes, what position? \_\_\_\_\_

Are you a current NARPM<sup>®</sup> member?

Yes  No

Is this your first NARPM<sup>®</sup> convention?

Yes  No

## SPECIAL ASSISTANCE

I will require special assistance.

I have special dietary needs and request a vegetarian meal.

## 2 REGISTRATION FEES IREM<sup>®</sup> members check this box to receive NARPM<sup>®</sup> member pricing.

	Members	Members	Non-members	Non-members
	Early Bird Discount Postmarked by 9/19	No Discount After 9/19	Early Bird Discount Postmarked by 9/19	No Discount After 9/19
<input type="checkbox"/> Leadership Training	\$125	\$175	\$300	\$400
<input type="checkbox"/> Entire Convention <i>(President's Celebration &amp; Gala separate)</i>	\$395	\$465	\$500	\$570
<b>Single Day Registration</b> <i>(Includes full day's events, breakfast &amp; lunch)</i>				
<input type="checkbox"/> Wednesday	\$100	\$200	\$170	\$270
<input type="checkbox"/> Thursday	\$200	\$270	\$300	\$370
<input type="checkbox"/> Friday	\$200	\$270	\$300	\$370
<input type="checkbox"/> President's Celebration	\$95	\$110	\$95	\$110
<input type="checkbox"/> Trade Show ONLY <i>(AM or PM Thursday or Friday admission)</i>	\$50	\$50	\$50	\$50
<input type="checkbox"/> Friday Gala	\$75	\$95	\$95	\$125
<input type="checkbox"/> Team Discount*	- \$50	- \$50		

Get these great member discounts by joining NARPM<sup>®</sup> today!\*\*

SUBTOTAL \$ \_\_\_\_\_

## 3 ARE YOU APPLYING FOR NARPM<sup>®</sup> MEMBERSHIP? Yes No Already a Member

## 4 EXTRA GUEST TICKETS *(with accompanying Entire Convention registration)*

Wed. Reception & Trade Show \_\_\_\_\_ (# of tickets) x \$40 = \$ \_\_\_\_\_

Thursday Breakfast \_\_\_\_\_ (# of tickets) x \$25 = \$ \_\_\_\_\_

Thursday Lunch \_\_\_\_\_ (# of tickets) x \$40 = \$ \_\_\_\_\_

Friday Breakfast \_\_\_\_\_ (# of tickets) x \$25 = \$ \_\_\_\_\_

Friday Lunch \_\_\_\_\_ (# of tickets) x \$45 = \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

5 CONVENTION PIN \_\_\_\_\_ (# of pins) x \$5 = \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

## 6 TOTAL FEES

\$ \_\_\_\_\_

## 7 METHOD OF PAYMENT

Check # \_\_\_\_\_, payable to NARPM<sup>®</sup>, enclosed for Total Fees amount listed above.

Please charge my  Visa  MasterCard  Discover  American Express for total amount above.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

*I authorize NARPM<sup>®</sup> to charge my credit card.*

Pre-registrations **must** be postmarked or faxed by 11:00 pm Eastern Time on September 19, 2011. After September 19, 2011, send the higher fee shown. **Do not** send registration to National after September 30, 2011. Instead, register on-site at the convention.

### \*TEAM DISCOUNT

When two or more NARPM<sup>®</sup> members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. Registration forms and payment **must** be received at the same time. To receive discount, registration must be done directly with National, **not online**.

### \*\*JOIN & REGISTER

Not yet a member? You can become a NARPM<sup>®</sup> member and register for the convention at the reduced member rate. Check "Yes" at the "Are you applying for membership?" option at left and submit the appropriate membership application with this form. Applications can be found online at [www.narpm.org/join](http://www.narpm.org/join).

### CANCELLATION POLICIES

If this convention is cancelled for any reason, the liability of NARPM<sup>®</sup> to the registrant is limited to the return of the registration fee. A necessary rescheduling of the convention, as approved by the NARPM<sup>®</sup> Board, does not constitute a cancellation.

Convention cancellations must be received in writing. If cancellation is received 30 days prior to October 19, 2011, there will be a full refund less a \$25 processing fee. If cancellation is received 15-29 days prior to October 19, 2011, there will be a 50% refund. **There is NO refund 1-14 days prior to October 19, 2011.**

### MONETARY POLICIES

A \$25 processing fee will be charged for re-billing a credit card. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned. You are not considered a registered attendee until payment has been successfully processed.

### EASY WAYS TO REGISTER

**MAIL** - Send your form with payment to: NARPM<sup>®</sup> National, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.

**FAX** - Send your signed form with payment to 866-466-2776. Please do not mail the original.

**ONLINE** - Visit [www.narpm.org](http://www.narpm.org) and login to the Internet Member Services (IMS) section.





*Save the Date...*

**NARPM<sup>®</sup> 2012**

**Annual Convention  
and Trade Show**

**October 17 - 20, 2012**

**Hyatt Regency Crystal City,  
Arlington, VA**

*...in the Nation's  
Capitol*





NARPM®  
638 Independence Parkway, Suite 100  
Chesapeake, VA 23320

Prsrt Std  
U.S. Postage  
**PAID**  
Documentation

Join the National Association of Residential Property Managers (NARPM®) in Dallas, Texas this October for the 23rd Annual Convention and Trade Show!

You won't want to miss the opportunity to learn, grow, and network with hundreds of your fellow residential property managers from across the United States.

**EARLY BIRD DEADLINE**  
**September 13, 2011**

Cover printed on paper with a minimum of 10% post-consumer fiber.  
Body printed on paper with a minimum of 30% post-consumer fiber.



*Save the Date...*

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