



2013 BROKER/OWNER RETREAT PROGRAM

February 19 - 20, 2013

The NARPM® Broker/Owner Conference is intended for the Owners and/or Managing Brokers of Property Management Companies. Sensitive topics will be discussed including employment issues, technology innovations, and company structure.

Make your hotel reservations early by calling The Monte Carlo Resort & Casino at (800) 311-8999 and say you are with the NARPM® Broker/Owner Retreat or go online to <https://resweb.passkey.com/go/XNARPM02> and use code: XNARPM02. Reservation deadline is January 25, 2013.



National Association of Residential Property Managers

NARPM® Broker/Owner Retreat
February 19-20, 2013
Monte Carlo Resort & Casino, Las Vegas, NV

Tuesday, February 19, 2013

- 8:30 AM Breakfast on your own and housekeeping
- 9:00 AM **Microphone - Networking Session** – Robert Machado, MPM® RMP®
Open the floor to see what people want to talk about – What would you like to accomplish during these next two days? Spend time networking with your fellow broker/owners.
- 10:30 AM Break
- 10:45 AM **General Session** – Human Resources – Only the Tip of the Iceberg
Roger C. Bishop, S.P.H.R.
Human resources is no longer just recordkeeping. This session is designed to help management recognize important issues to keep your business out of court and under the radar of governmental agencies. Subjects discussed will include how to reduce employee cost, increase performance and reduce your personal, professional and legal exposure by using the proper H.R. tools and services.
- 12:00 PM Lunch
Hot Technology Trends! – Albert Oaten and Nat Kunes, Appfolio
- 1:15 PM **Marketing to Your Target Company Size**
Andrew Propst, MPM® RMP®, Michael Francis, MPM® RMP®, Steve Crossland, MPM® RMP®
Panel discussion. Hear three Broker/Owners of Small, Medium and Large Property Management Companies discuss and answer questions about Marketing, Lead Conversion and Property Selection as it relates to their current company sizes and growth goals.
- 2:30 PM Break
- 2:45 PM **Round Table Sessions**
Round table topics taken right off the Google Group discussions and discussions from the opening session (20 minutes each session).
- 4:15 PM Break
- 4:30 PM **How to Speak Investor** – Mike Nelson, MPM® RMP®
During this session we will cover common investor terminology such as Cap Rates, IRRs, Gross and Net Yields and several others. Learn how to calculate lost income due to vacancy and delinquency. Improve your knowledge on capital gains taxes and be able to advise a client looking to sell one property to buy another. Then you will be better prepared to communicate with your investor clients.
- 6:30 PM **Optional Networking Dinner** – Emails will be sent prior to the event and sign-up sheets will be made available for people to sign up in the morning session.

Room locations will be provided closer to the event.

Wednesday, February 20, 2013

- 8:00 AM Continental breakfast and housekeeping
- 8:45 AM **Breakout Sessions**
- Property Management Boot Camp – Chrysztyna Rowek Perry, RMP®
 - Art of Negotiations – Tom Sedlack, RMP®, and Robert Locke, MPM® RMP®
 - Reputation Management – Todd Breen
- 10:30 AM Break
- 10:45 AM **Breakout Sessions**
- Hiring, Training, and Coaching – Jayci Grana, MPM® RMP®, Douglas Maschoff, RMP®
 - Keeping up with the SEO Changes – Daryl Griffin, Propertyware
 - "Management Matrix" – 20 Ways to Measure Your Company – Robert Locke, MPM® RMP®
- 12:15 PM Lunch
- Introduction to NARPM®'s newest designation classes, HR and Accounting** – Mike Mumford, MPM® RMP®, James Wagley
- 1:30 PM **Managing the Management Company**
Robert Machado, MPM® RMP®; Mike Mumford, MPM® RMP®; and Tony Drost, MPM® RMP®
How do you set up your company? Portfolio versus departmental? Which is best for your company?
- 2:45 PM Break
- 3:00 PM **Maintenance Panel**
Kit Garren, MPM® RMP®, Steve Schultz, RMP®, Brian Birdy, MPM® RMP®
Members of different size firms will discuss how and why they made the decision to have their own maintenance companies. Some companies still outsource their maintenance and they will discuss why they use this format.
- 4:15 PM **Closing Event**
Which accounting software is best for your company? Join accounting software companies as they share the top five features of their software system operations. There will be question and answer time. Participants: Buildium, Rent Manager, Property Boss, PropertyWare, Promas, Appfolio, and Yardi
- 5:30 PM **Optional 1-Hour Breakout Sessions**
- Video Marketing – Todd Breen
 - The four facets of Internet Marketing in a simple to understand format – Fourandhalf.com
- 6:30 PM **Opening of Vendor Trade Show**



This year Appfolio is sponsoring Chrysalis Studios for the Broker/Owner Retreat. They bring meeting lectures and turns them into Graphics. For more information check out their site at www.TheChrysalisSolution.com

Broker/Owner Retreat Registration

2013

1 REGISTRATION INFORMATION *(please type or print)*

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check your designation(s): RMP® MPM® CRMC®

Are you an Owner/Managing Broker? Yes No

If no, please supply title: _____

Are you a current NARPM® member?

Yes No

Is this your first NARPM® event?

Yes No

SPECIAL ASSISTANCE

I will require special assistance

I have special dietary needs

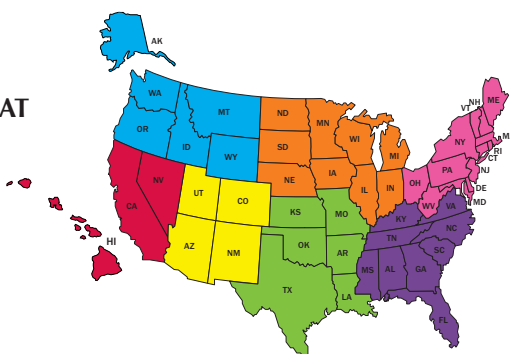
Specify: _____

2 SELECT BROKER/OWNER RETREAT

Broker/Owner Retreat

February 19-20

Las Vegas, NV



3 REGISTRATION FEES

IREM® members check here to receive NARPM® member pricing.

| | Members <i>Early Bird Discount 30-Day Postmark</i> | Members <i>Less Than 30-Day Postmark</i> | Non-members <i>Early Bird Discount 30-Day Postmark</i> | Non-members <i>Less Than 30-Day Postmark</i> |
|---|---|---|---|---|
| <input type="checkbox"/> Broker/Owner Retreat | \$150 | \$175 | \$200 | \$225 |

Check here if you would like to join fellow members to go out for a **Networking Dinner** of no more than 10 people per group. Discussions about company issues will be continued. **Pay on your own.**

4 ARE YOU APPLYING FOR NARPM® MEMBERSHIP? Yes No Already a Member

5 TOTAL FEES \$ _____

6 METHOD OF PAYMENT

Check # _____, payable to NARPM®, enclosed for total fees amount listed above.

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

Cardholder Name: _____ Signature: _____

I authorize NARPM® to charge my credit card.

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

Card Number: _____ Exp. Date: _____ Security Code: _____



National Association of Residential Property Managers

REGISTRATION DEADLINES

Early Bird registrations **must** be postmarked or faxed by 11:00 pm Eastern Time 30 days prior to the event. Less than 30 days prior to the event, send the higher fee shown. **Do not** send registration to National two weeks prior to the event. Instead, register on-site at the event.

JOIN & REGISTER

Not yet a member? You can become a NARPM® 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.

CANCELLATION POLICIES

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

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

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® 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 and login to the Internet Member Services (IMS) section.