

MONDAY, APRIL 9, 2018 – THEME FOR THE DAY: “REHAB YOUR BUSINESS & MASTERMINDS”

(Breakfast on own)

8:30 am–12:30 pm **NARPM® Broker/Owner Conference – Rehab Your Business** **Grand Ballroom A/F**
This unique session is an opportunity for business owners to take a fresh look at many aspects of their property management company. The format is designed to be engaging with a variety of topics and speakers in the same format as a TED Talk. Speakers will be quick-hitting, with only 12-15 minutes per speaker. Each speaker will be asked to have a one-page accompanying ‘article’ summarizing their topic and best practices. Attendees will receive a handout compiled with these articles. Sessions include such topics as Technology, Risk Management, and Making Money.

Speakers include:

Brian Birdy, MPM® RMP®, PMI Birdy Properties
Marc Cunningham, RMP®, Grace Property Management & Real Estate
Kellie Tollifson, MPM® RMP®, T-Square Properties
Bart Sturzl, MPM® RMP®, Bella Real Estate, Inc.
Sarah Laidler, RMP®, Accolade Property Management Group
Michael Krause, Atrium Management Company
Shawn Johnson, RMP®, Independence Capital, LLC
Scott Abernathy, MPM® RMP®, Property Management, Inc.
Eric Wetherington, MPM® RMP®, Carolina One Property Management, CRMC®
Lucy Breen, Virtually Incredible
James Alderson, MPM® RMP®, Alderson Properties
Kathleen Richards, MPM® RMP®, Portola Property Management, Inc.
Chrysztyna Rowek, MPM® RMP®, Lighthouse Cove Property Management, Inc.
Mike Mumford, MPM® RMP®, Bennett Property Management, CRMC®
Deb Newell, MPM® RMP®, Real-Time Leasing, LLC, CRMC®
Stacy Brown, Real Property Management Corporate

(Lunch on own)

1:30 pm **NARPM® Broker/Owner Conference Opening – Business Owners’ Masterminds** **Grand Ballroom A/F**

1:40–2:30 pm **Working as a Mastermind Group – What are the Legal Basics?** **Grand Ballroom A/F**
NARPM® Members are actual competitors with each other in their local markets and could be considered potential competitors outside of their local markets. It is important that NARPM® Members be aware of all laws pertaining to dealings with competitors — for their own protection and for the protection of NARPM®. This session will present the basic laws that apply to NARPM® and its members. It will focus on competitor collaborations, exploring when those collaborations are usually permitted, and when they are always unlawful. The session will include actual case studies and a short time for Q&A.
Speaker: Alvin Dunn, Senior Counsel, Pillsbury Winthrop Shaw Pittman LLP

2:40–3:40 pm **Mastermind with Scott Beebe** **Grand Ballroom A/F**
In this session, learn why Business Owner Masterminds are crucial to overcoming fear and liberating business owners from the chaos of working in their business. Speaker Scott Beebe is the Founder and Head Coach of MyBusinessOnPurpose.com and the host of the Business On Purpose podcast. He is a leading expert on mastermind groups and will share his vision for enhancing your business.
Speaker: Scott Beebe, My Business On Purpose

3:40–3:50 pm Break

3:50–4:30 pm **Mastermind via Podcasting – Discover the Far-Reaching Potentials** **Grand Ballroom A/F**
Brad Larsen, MPM® RMP®, fellow property manager from RentWerks, launched the Property Management Podcast just shy of one year ago. He’s starred, produced, and professionally interviewed more than 20 guests. Come learn why he committed to such an undertaking, discover his key take-a-ways, and learn why you should consider producing your own (or at minimum subscribe to) a podcast.
Speaker: Brad Larsen, MPM® RMP®, RentWerx San Antonio

4:35–5:15 pm **Live Mastermind Panel** **Grand Ballroom A/F**
Finish off the day with a live mastermind session. This live panel will run a formatted-approach mastermind session, a style used by many weekly mastermind groups across the country.
Moderator: Scott Beebe, My Business On Purpose
Panelists: Brad Larsen, MPM® RMP®, RentWerx San Antonio
Tony Cline, RMP®, HomeVault Property Management

5:15 pm Wrap up and adjourn for the day.

TUESDAY, APRIL 10, 2018 – THEME FOR THE DAY: “TECHNOLOGY AND MORE”

(Breakfast on own)

8:45–9:45 am **Social Selling – A Step-by-Step Process to Turn Owners and Residents into Customers Grand Ballroom A/F and Customers into your Digital Salesforce**

Each social media platform serves a different purpose along the sales cycle. In this session, you will learn the best ways to use digital profiles to create new business opportunities, generate repeat business, and earn referrals.

Speaker: Corey Perlman, Social Media & Digital Marketing

9:50–10:20 am **Top Technology Tips – Tech Tips to Take Your Business to the Next Level. Grand Ballroom A/F**

Technology has become a necessary tool in today’s businesses. But with so many different tools out there, it can be difficult to know where to start. In this session, Tim Wehner, MPM® RMP®, will share tech applications and tips to make your business more productive and efficient.

Speaker: Tim Wehner, MPM® RMP®, Dodson Property Management, CRMC®

10:20–10:50 am **Technology Panel with NARPM® Partners Grand Ballroom A/F**

Want to know what the market trending issues are and what new technologies are on the horizon? Our panel of NARPM® Partners will give you their top tips for the coming year.

Moderator: Tim Wehner, MPM® RMP®, Dodson Property Management, CRMC®

Speakers: Jake Schlingman, AppFolio
Patrick O’Hearn, Rent Manager
James Wagley, Propertyware
Merrick Lackner, Rently
Heather Burleson, Yardi
Zach Parsons, Buildium

10:50–11:10 am Break

11:15–Noon **Workshop Sessions**

Go With the Work Flow – Leveraging Work Flow and Automation Technology Panel Discussion. Grand Ballroom B/C

Most of us use checklists to run our businesses, yet some have taken workflow management and automation tools to the next level. Learn from a panel of experts who use “smart checklists” to ensure their team delivers consistently high levels of customer service, while leveraging lower cost labor solutions to free up valuable time and energy to grow their business.

Panelist include: Todd Breen, Virtually Incredible and Ben Sencenbaugh, The Realty Medics

Video 101 – Making Great Videos Grand Ballroom D/E

Too often fear and uncertainty keep businesses from testing the waters of using video marketing. Most know that they need to start using video. But when it comes time to sit down and create one, they are at a loss for what to do. This session will provide step-by-step instructions on producing an actual video — with pictures, video, sound, and graphics — all accomplished using your smart phone. If your business isn’t leveraging the power of video yet, you are missing out big time!

Speaker: Greg Birdy, RMP®, PMI Birdy Properties

Accounting, Trust Funds, and Technology – Why We Need to Care. Grand Ballroom A/F

Using technology to help keep you safe in today’s digital world is critical. Between your software, your bank, and your computer, you have many tools already available to help keep your clients, your customers, and most importantly, your money safe from today’s digital threats. We need to change with the times in order to stay on top of our fiduciary responsibilities and use technology in our favor to protect the money we are responsible for.

Speaker: Mike Mumford, MPM® RMP®, Bennett Property Management, CRMC®

Noon Lunch – Vendor Expo Opens Grand Ballroom G/H

1:30–2:15 pm **General Session – Panel Discussion Ask and You Shall Receive – Great Information, That Is... Grand Ballroom A/F**

This is a moderated “ask and answer” session using technology to help facilitate the Q & A.

Moderator: Bart Sturzl, MPM® RMP®, Bella Real Estate, Inc.

2:20–3:05 pm **Workshop Sessions**

Who Should Your Next Hire Be? Grand Ballroom A/F

Listen to this panel of successful brokers/owners share how they build their team using various employment options including: virtual assistants, “leased” employees through Professional Employee Organizations (PEO), and traditional employment methods.

Moderator: Steve Schultz, MPM® RMP®, Blue Fox Properties, LLC, CRMC®

Panelists: Eric Wetherington, MPM® RMP®, Carolina One Property Management, CRMC®
Greg Doering, MPM® RMP®, GDA Property Management, CRMC®
Michael Hodges, MPM® RMP®, First Place Management, Inc.

How to Develop Your Branding Strategy to Make More Money and Future-Proof Your Business Grand Ballroom B/C

An effective brand strategy gives you a major edge in competitive markets. But what does branding mean? How does branding affect a small business? Tony Cline, RMP®, will walk you through the journey of re-branding his successful company, Cliffdwellers Real Estate to HomeVault Property Management. Come to this session and find out why branding is important and learn all of the aspects of undertaking the branding process.

Speaker: Tony Cline, RMP®, HomeVault Property Management

Human Touch vs Automation: What are the Risks and Trade-offs? Grand Ballroom D/E

Where do we draw the line between human touch and automation? In a perfect world, all business processes would be automated and staff reduction becomes nirvana! But what are the risks associated with automation? At what point does eliminating human touch negatively impact your service levels? In this workshop, we will examine the risks involved with over-automating your business operations and identify the balance to allow you to maximize results from automation while not sacrificing customer service.

Speaker: James Wagley, Propertyware, A RealPage Company

3:05–3:25 pm Break with Vendors **Grand Ballroom G/H**

3:30–3:55 pm General Session – A TED Talk Grand Ballroom A/F
Using NARPM® Designations as a Competitive Advantage to Close More Business

Formulate a blueprint on how to package, market, and communicate NARPM® Designations as unique points of difference to win the right customer and close more business.

Speakers: Alex Osenenko, Fourandhalf, and Jordan Muela, Lead Simple

4:00–4:55 pm Technology Tools that Drive Productivity Grand Ballroom A/F

Utilize these proven tools to drive productivity and kill the “busy” in your day and the day of your team.

Speaker: Andrew Propst, MPM® RMP®, HomeRiver Group Holdings, LLC

5:00 pm Vendor Expo and Reception. **Grand Ballroom G/H**

WEDNESDAY, APRIL 11, 2018 – THEME FOR THE MORNING IS “GROWTH AND MARKETING” AND FOR THE AFTERNOON IS “RISK MANAGEMENT”

7:30 am Breakfast in the Expo with Vendors. **Grand Ballroom G/H**

8:15–9:25 am Why Leaders Fail. Grand Ballroom A/F

Thousands of leadership programs tell you how to be a great leader. Far fewer examine the surprisingly common mistakes, supervisors, managers, and business owners make that derail their team’s effectiveness and productivity. In this session, renowned speaker and leader, Mary Kelly, will examine this issue and share how you can avoid these pitfalls. As an added bonus, the first 500 attendees in the room will receive a free copy of Mary’s book, *Why Leaders Fail*.

Speaker: Mary Kelly, PhD, CSP, Commander, USN (ret.)

9:25–9:55 am Hiring a Business Development Manager: Why? When? How? Grand Ballroom A/F

If you want to grow your business, you may be considering hiring a Business Development Manager (BDM). Should you hire one? When should you do it? How will you find and compensate this person? Duke Dodson, MPM® RMP®, has grown his business from 0 units to more than 3,500 units and has experimented with different types of salespeople, marketing methods, and compensation models. Come hear about his experiences, which will help you decide why, when, and how to hire a BDM.

Speaker: Duke Dodson, MPM® RMP®, Dodson Property Management, CRMC®

10:00–10:45 am Workshop Sessions

Master Your World Grand Ballroom B/C

In this session, Mary Kelly discusses how true leaders can strategically plan and implement long-term programs that take advantage of talent and increase morale in your business. The key is ten dog-inspired leadership lessons to improve productivity, profits, and communication.

Speaker: Mary Kelly, PhD, CSP, Commander, USN (ret.)

Acquisitions – Finding, Valuing, and Securing Property Management Portfolios. Grand Ballroom A/F

Successful brokers/owners share their proven methods on how to find acquisition opportunities, how to initiate the conversation, and different valuation methods and strategies.

Moderator: Lukas Krause, Real Property Management

Panelists: Rylan Rozell, Real Property Management

Mike Catalano, Real Estate Connections

John Bradford, MPM® RMP®, Park Avenue Properties, LLC

Company Valuation and Strategic Corporate Cash Flow Analysis Grand Ballroom D/E

This workshop will help brokers and owners of all size companies estimate the true worth of their property management company! It will cover multiple methods of company valuation and debunk the Wall Street expedient of solely using fixed multiples of Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) for company valuation. Go beyond door or EBITDA multiples to actual profitability, strategic position, intellectual value, owner perks, benefits, and soft compensation to discover the true worth of your company to YOU and avoid a fire sale. The workshop will cover income, asset, and market-based valuation methodologies, using Discounted Cash Flow (DCF) analysis and future Free Cash Flow (FCF) projections. It will also offer a glimpse into corporate financial analysis, the time value of money, and how to calculate the present value real cost of subscription services and irregular cash flows, both in and out of your business.

Speaker: Tom Sedlack, MPM® RMP®, 33rd Company, CRMC®

10:45–11:15 am Break with Vendors **Grand Ballroom G/H**

11:20 am–Noon **General Session**

Content Marketing for the Real Estate Professional Grand Ballroom A/F

One of the most challenging aspects of business success for most real estate professionals is marketing. We know we SHOULD be doing it, and the marketing industry tells us that our business will fail without it. But what do you do when you don't have the time, the skill set, or the money to hire someone else to do it for you? The answer: CONTENT MARKETING. This session will explain exactly WHAT content marketing is, WHY it is so effective, and HOW you can start using it today.

Speaker: Marc Cunningham, RMP®, Grace Property Management & Real Estate

Noon Lunch with Vendors (Expo closes after lunch) **Grand Ballroom G/H**

1:00–3:30 pm **General Session**

The Disaster Experience for Property Managers Grand Ballroom A/F

This simulation will put you in the throes of real-life disaster situations — as they unfold. You will make critical decisions and deal with the consequences of those decisions! After you've finished, you'll understand the importance of advance disaster and continuity planning. Chances are that while you read this, an unexpected disaster is causing a residential property management team stress and confusion. Is the team prepared to handle it? Will they be able to recover? Disasters of every shape, size, look, and feel happen all the time, affecting businesses, people's jobs, lives, and families. Emergency & preparedness planning has never been more critical to the safety and security of facilities than today, regardless of their size, location, or industry. However, creating, maintaining, and exercising such a plan remains a low priority. You'll never want to be caught unprepared again!

Moderator/Speaker: Bob Mellinger, Attainium Corp.

3:30–3:45 pm Break

3:45 pm **General Session Q & A**

The Future... Where Will Your Business be Positioned in 2020 and Beyond Grand Ballroom A/F

Steve Murray will exchange ideas on running a successful business in the real estate industry. He believes that brokerage firms, both existing and new, will need to take advantage of the information around them and organize it to make great decisions for their businesses should they want to prosper in the future.

Speaker: Steve Murray, REAL Trends

5:00 pm Network with Friends

Note: Education classes are being held on April 12, 2018 and require separate registration. Visit: www.narpm.org/education/course-schedule

LET'S BE SOCIAL!

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We've got you covered.

Add **#NARPMBrokerOwner** to your event posts. Follow the hashtag to catch all the action.

Tag your Tweets and posts with **@narpm** on Twitter and **@narpmnational** on Facebook and Instagram so we can engage with and share your experiences.

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