



National Association of Residential Property Managers



## 2018 Annual Convention Call for Presentations

October 16-19, 2018

Proposed workshops/breakout sessions are now being considered for the 2018 NARPM® Annual Convention. The NARPM® Convention boasts an attendance of approximately 900 professionals and qualified residential property managers. The attendees include company owners, brokers, managers, executive officers, support staff, and suppliers – including those working with technology, web sites, personal assistants and others. Consider becoming a part of the rich NARPM® tradition of sharing professional and business knowledge by submitting a proposal to speak.

As you consider submitting a presentation proposal keep in mind that NARPM® Convention attendees want practical knowledge – give attendees ways to become more effective professionals, information that can be applied or tools that can be put to use, and job aids which are always popular. Theory is useful only when session participants are shown how to use it. Learning is not a passive activity. Give yourself a break—let others help do the talking. Attendees usually learn best when they are doing, not only when they are listening. Involve participants by asking questions, using exercises, and other activities.

All NARPM® members are invited to submit proposals for Convention Presentations using this form. **The professional submitting this proposal for the program is responsible for contacting all co-presenters and for all details including proposal submission, communication with co-presenters, presentation format and audio-visual requests.** The Association will provide a screen and projector for sessions needing them. **You must provide your own laptop for any PowerPoint presentations.** The Association will determine if and what type of microphones will be used in each session. Requests for additional audio/visual equipment will be considered on a case-by-case basis. Internet access in the meeting space is not provided by NARPM®.

**Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**

- \* **Proposals must be received by NARPM® no later than March 8, 2018.**
- \* **Notification of acceptance will be made no later than April 18, 2018.**

## **Outsourcing**

### **My Definition of Outsourcing is Money Value of Time**

**My business plan and goal is to live where I want to live and manage as many doors as I can.**

When we start out in business, we have to wear all the different hats that it takes to run a business. We have to be the Manager, the inspector, the Business Developer, the showing agent, etc. As we grow and make more money, we need to consider outsourcing.

Have you ever heard the phrase, invest early or young, time is our greatest asset. It's called the **Time Value of Money**. What I want to show you is the **Money Value of Time**. We all need to know what the value of our time is. To figure the value of your time, take the amount of money you have made in any given year on your own and divide it by 200. 200 represents 50 weeks in a year (considering you get a vacation) and 40-hours in the work week. So, if you made \$100,000.00 last year and you did all the work to make that, you can basically value your time at \$50 per hour. Plug in the number you want and work the magic of your money value of time. Now put a plan together for yourself. ANYTHING that you can get done for less than \$50 per hour, outsource it and pick up another piece of the company that you can work on. Do this over and over until you replace yourself totally in your business by outsourcing.

As PROPERTY MANAGERS and business owners, we JUGGLE a lot of "stuff". As business owners our responsibilities encompass all, but are not limited to the following business processes:

**GROW THE BUSINESS \* MAINTAIN PROPERTIES \* FILL VACANCIES \* APPEASE TENANTS  
ACCOUNTING \* CONNECT WITH OWNERS \* (MANAGE EMPLOYEES)**

When we talk about expansion of our company, business development, growing the portfolio, and filling vacancies, obviously there needs to be a marketing plan or strategy in place. Things we have to consider if we want to grow are Company Website, Local MLS, Signage, Internet Marketing, Vacancy Ads, and others. There are probably very few of us that would be classified as marketing geniuses, but in the early stages of our business we must wear that hat. At a given point we can hire some awesome NARPM vendors that can help us put those things we need in place for our businesses. As Property Managers we have the following management processes in place:

**MAKE READY \* APPLICATION \* PET SCREENING \* TENANT SCREENING \* LEASE \* FORMS  
LEASE SIGNING \* MOVE IN REPORT \* SECURITY DEPOSIT \* RENT PAYMENTS \* SIGNS  
LOCKBOXES \* MAINTENANCE PERIODIC CONDITION REPORT \* MOVE OUT REPORT  
SECURITY DEPOSIT ITEMIZATION \* REPEAT**

I wish I had found two books before I went into this business thirteen years ago. Don't wait as long as I did to find them to follow their basic principles. "Start With Why" by Simon Sinek and "E-Myths" by Michael Gerber were very instrumental in helping me learn to work on the business and not in the business. Property Management is a job. Owning a Property Management Company is a business. When we own a business, we must have a business plan. My business is very simple: What do I want to do? How do I want to do it. Track what is done. My business plan is also scalable. I can do the business forever. My business is sellable, because I am easily replaceable. Last but not least, the business is manageable from a mobile device. When you have a business model like this, you can live wherever you want to live and manage as many doors as you want.

# Submission Guidelines and Information

## Types of Breakout Sessions

### Workshop

A presentation in which a particular issue is explored in depth (can vary in length from 50 minutes to 1 hour depending on convention schedule)

### Panel Discussion

A 60 to 75 minute session (depending on convention schedule) in which a particular issue is explored by a panel with audience participation

**Note:** We reserve the right to change your presentation format and/or length, if necessary, in order to balance the convention program. If this becomes necessary we will contact you.

The Convention Program Sub-Committee will review all proposals. Proposals **must be typed**, with all information filled out completely. This form has data entry sections to complete the information. The submitter must sign all submissions [an electronic signature is acceptable]. Incorrect, hand written or incomplete submissions will be returned and not considered until properly submitted. NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.

Fax your completed proposal to 866-466-2776 or e-mail to [conventioninfo@narpm.org](mailto:conventioninfo@narpm.org).

**Title of Presentation:** This title will be used in the Registration Brochure and On-site program. Limit the title to 150 characters, including spaces and punctuation. The title should be descriptive and eye-catching. PLEASE ENTER THE TITLE IN THE FORM FILL BELOW AND CHECK THE APPROPRIATE BOXES.

Enter Session Title Here

### Format:

☐ Workshop

☐ Panel Discussion

☐ Other

### Category:

(Check all that apply)

☒ Small Company

☒ Technology

☒ Tools and/or Forms

☐ Professional Advice

☐ Large Company

☒ Office Procedures

☐ Skills

☐ Marketing

☐ Personal Development

☐ Legal

☒ Management

## Presenter(s) Information

**Presenter Listing:** List submitter's name first. For each presenter (maximum of 4), list name, NARPM® membership status, address, zip code, phone and fax numbers, and email address. *James Alderson MPM Active*

*(210) 325-7905*

*P.O. Box 1516 Canyon Lake, TX 78133*

Enter presenter name, email address and phone number here

*JamesAlderson@me.com (210) 325-7905*

Describe public speaking experience of all presenters and expertise with proposed topic:

*NARPM State, Local and National Levels*

Describe public speaking experience here

*Broker/Owner Presenter @ REHAB*

List of NARPM® board and committee positions held by each presenter to avoid schedule conflicts with meetings:

*N/A*

Enter any NARPM Board/Committee positions here

## Session Description

**Description/Summary of session:** Limit to 250 words. Be as specific as possible about the learning that will take place at your presentation. This version will be edited and used in the Registration Brochure and On-site program to describe the session. Please include the primary learning objective for the session. A member of the program sub-committee will contact you to discuss the session in more depth if it is being considered.

Enter summary of session here -- a description must be entered here to be considered.

## Presenter Contract

On my (and my co-presenters) behalf, should this proposal be selected, I (we) agree that:

1. Individual submitting this proposal and signing this form agrees to receive all convention correspondence and accepts responsibility for conveying convention-related information to co-presenters.
2. NARPM® reserves the right to videotape and/or audiotape this entire presentation (no partial taping) and distribute the tape for sale for educational purposes. By submitting this proposal to speak you are agreeing to be video/audio taped.
3. **There is no honorarium or reimbursement to workshop presenter(s).**
4. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**
5. Provide bios, and audio/visual requests using the instructions in the Speaker Guidelines (which will be sent if your proposal is selected.)
6. NARPM® **requires** that all handouts/presentations be provided electronically to staff by the deadline specified to be included on the Convention Micro-site so that they can be downloaded/printed by attendees prior to the convention.
7. **If you are attending any Convention sessions/events other than your own session, the presenter(s) is responsible for registering and paying Convention registration fees.**
8. Presenter must receive prior approval from NARPM® for any survey or data collection at the Annual Convention or for any advertising/promotion/marketing of any products or services.
9. **It is understood that "selling" a product or service from the stage is prohibited and will result in not being accepted to speak in the future.**
10. **Individuals submitting or included within this proposal have agreed to be present in San Diego, California during the core dates of the NARPM® Convention and conduct this proposed presentation according to the conditions listed above during the specific time slot assigned by the program sub-committee.**

Agreed: Enter name here -- this is your signature for the proposal

Date: Enter date

 2/21/18

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