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**NARPM®
30th Annual
Convention and
Trade Show**

October 16-19, 2018
Loews Coronado Bay
San Diego, California



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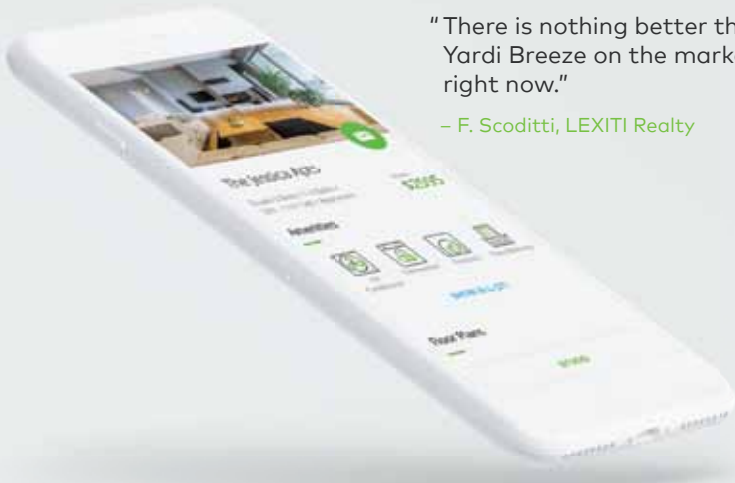
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TABLE OF CONTENTS

WELCOME TO SAN DIEGO, CALIFORNIA

7	President's Welcome	17	Wednesday Schedule
8	Past Presidents	23	Thursday Schedule
	2018 Board Officers	27	NARPM® Antitrust Statement
9	2018 Directors / RVPs	28	Friday Schedule
	2018 Committee Chairs	36	NARPM® Antitrust Guidelines
11	Convention Committee	37	Save the Dates for 2019
12	Hotel Floorplan	38	Exhibitors
13	Convention Information	42	PAC Silent Auction
17	Monday Schedule	44	Sponsors
17	Tuesday Schedule	45	Exhibit Hall Floorplan

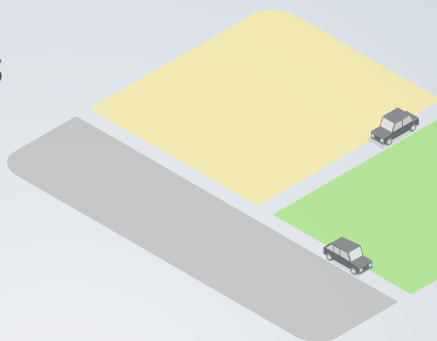


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14	EZ Checks	35	Time Communications
15	Property Management, Inc.	43	Rentals.com
16	National Tenant Network	46	Propertyware, A RealPage Company
30	MyWalkThru	47	Rent Manager
30	FilterEasy	48	Buildium

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Dear NARPM® Colleagues,

It is my pleasure and honor to welcome you to the 30th Annual NARPM® Convention and Trade Show, celebrating this year's theme of "Get INvolved!" Loews Coronado Bay has all of the amenities to make you feel like you're on a private island. See how you, as NARPM® Members, got involved this year by furthering your education, earning designations, stepping up as leaders, and networking with other property managers.

This year's event is organized by Trent Ratliff, MPM® RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers. They have put together an amazing program and have strived to ensure that we have the best speakers, exciting networking opportunities, and a value-packed trade show. Again this year, the convention will be a one-cost event, excluding the Past Presidents' Charity Golf Tournament and education classes.

For those who arrive early, there are NARPM® education classes on Monday and Tuesday, October 15-16. If you haven't taken your Ethics class yet, it is available on Tuesday, October 16 from 9 am to 12 pm. Or, if you are curious as to what happens at our NARPM® Board of Directors' meetings, please join us on Monday at 9 am.

On Tuesday, those of you who have registered, can relax on the greens and join us at the Steele Canyon Golf Club for the 10th Annual Past Presidents' Charity Golf Tournament to help raise funds for Casting for Recovery. Tuesday evening, enjoy the President's Celebration with a "Get INvolved!" Dinner Cruise, touring scenic sights along the San Diego and Coronado waterfront.

Should you want to explore some of San Diego/Coronado's enjoyable attractions, there are plenty of sights to see and other entertainment throughout the cities. There will be a mix of both free time and convention time.

Wednesday morning will start with NARPM® Keynote Opening General Session, "The 5 Decision-Making Secrets," presented by Michael Veltri, followed by workshop sessions. Be sure to help us honor our new 2018 designees at Wednesday's lunch. Wednesday afternoon includes regional meetings, "NARPM® Talks – Leveraging Technology" general session, and workshops. This will be followed by the Exhibit Hall Grand Opening and Reception.

Thursday continues with a general session by Mark Sanborn, speaking about "The Potential Principle," lunch with the NARPM® Annual Business Meeting and Chapter Awards, committee meetings, and workshop sessions.

On Friday, "NARPM® Talks – Business Growth" general session will start the morning. The workshop sessions will finish up, lunch will include membership awards, longevity recognition, and committee reports, followed by the Installation of the 2019 NARPM® Board of Directors and Introduction of the 2019 NARPM® President. The Closing Session, "Work, Laugh, Repeat," features Greg Schwem. Be sure to join us on Friday afternoon for Vendor Giveaways and PAC Silent Auction winner results.

I sincerely hope you enjoy and learn from your time here. I look forward to meeting you at one of the many activities.

Brian Birdy, MPM® RMP®
2018 NARPM® President

PAST PRESIDENTS

Ralph Tutor	1987-88	Andrea Caldwell, MPM® RMP®	2004
Susan Gordon, MPM® RMP®	1988-90	Marc Banner, MPM® RMP®	2005
Steve Urie, MPM® RMP®	1990-91	Rose G. Thomas, MPM® RMP®	2006
Peggy Rapp, MPM® RMP®	1991-92	Sylvia L. Hill, MPM® RMP®	2007
*Ivan "Rocky" Maxwell, MPM® RMP®	1992-93	Betty Fletcher, MPM® RMP®	2008
Dave Holt, MPM® RMP®	1993-94	Fred Thompson, MPM® RMP®	2009
Kittredge Garren, MPM® RMP®	1994-95	Vickie Gaskill, MPM® RMP®	2010
Donna Brandsey, MPM® RMP®	1995-96	Tony A. Drost, MPM® RMP®	2011
Robert A. Machado, MPM® RMP®	1996-97	Jayci Holden, MPM® RMP®	2012
Mark Kreditor, MPM® RMP®	1997-98	James Emory Tungsvik, MPM® RMP®	2013
Denny Snowdon, MPM® RMP®	1998-99	Stephen D. Foster, MPM® RMP®	2014
Raymond Scarabosio, MPM® RMP®	1999-00	Andrew L. Propst, MPM® RMP®	2015
Melissa Prandi, MPM® RMP®	2000-01	Bart Sturzl, MPM® RMP®	2016
Mike Mengden, MPM® RMP®	2002	Steve Schultz, MPM® RMP®	2017
Chris Hermanski, MPM® RMP®	2003	<i>*Deceased</i>	

2018 BOARD OFFICERS

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2018 CONVENTION COMMITTEE

Thank you to these dedicated NARPM® Members who have engineered
a great 2018 Convention.

Convention Committee Chair:

Trent Ratliff, MPM® RMP®

Convention Committee Vice-Chair and Program Sub-committee Chair:

Jaime Caballero, MPM® RMP®

Member Services Committee Chair:

Bryan Jenkins, MPM® RMP®

Affiliate Members Committee Chair:

Richard Burton, RMP®

Committee Members:

Shannon Cornell, RMP®

Amanda Gresiak

Don Hendricks, RMP®

Lori Hendrix, MPM® RMP®

Peter Howlett, RMP®

Paul Kankowski, RMP®

Donna Littleton, RMP®

Kyle McCaw

Charlene Minor, MPM® RMP®

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Eric Purvis, RMP®

Mary Rinaldi, MPM® RMP®

Ron Ventura

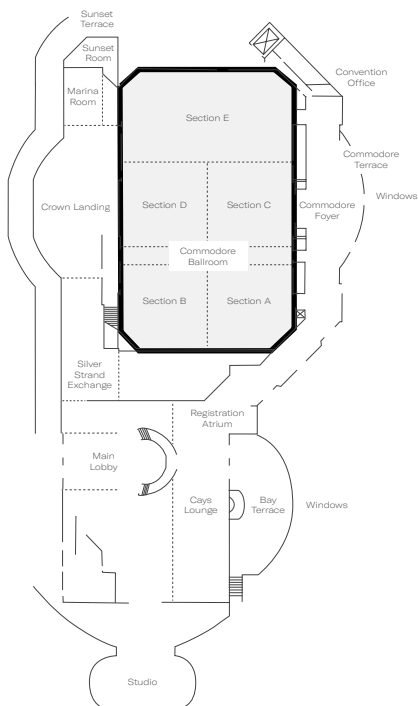
Carla Earnest, CMP, NARPM® Meeting Planner

There will be exciting
vendor door prizes at
this year's event.
#NARPM2018

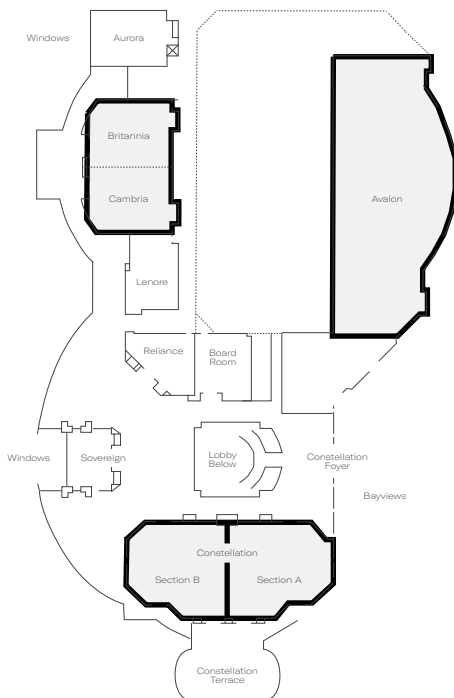
Don't forget to bid on
the PAC Silent Auction
gift cards.

HOTEL FLOORPLAN

First Floor - General Sessions



Second Floor - Workshops



All hotel photos courtesy of Loews Coronado Bay.

CONVENTION INFORMATION

Location

Welcome to our 2018 Annual Convention and Trade Show. We are happy that you are here, and hope that this Convention and your attendance at Loews Coronado Bay is enjoyable, rewarding, educational, and fulfilling. The address of the property is 4000 Coronado Bay Road, Coronado, CA 92118.

Loews Coronado Bay is situated on a private 15-acre peninsula surrounded by the Pacific Ocean and Coronado Bay. It is just minutes from downtown Coronado, a charming resort village, and is a short drive to San Diego's world-famous attractions. The resort is only 20 minutes from San Diego International Airport and 15 minutes from downtown San Diego and the historic Gaslamp Quarter. Loews Coronado Bay has three heated pools, including their own poolside concierge, a 24-hour business center, five restaurant and lounge options, and a spa with fitness center.

For a virtual tour of Loews Coronado Bay, please visit <https://www.loewshotels.com/coronado-bay-resort>

Convention Dress

Appropriate dress for all parts of the NARPM® Convention in San Diego/Coronado, California is business casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good. The average high temperature in San Diego/Coronado in October is 74 degrees and the average low is 61 degrees.

Endorsement

Inclusion in the Convention program of advertisements and other material, including workshop presentations, does not reflect the endorsement of NARPM®.

Exhibits/Prizes

Many exhibitors will be donating door prizes. Door prizes will be given away at the Closing Session in the General Session Room on Friday afternoon at 3:30 pm.

Please help make a comfortable convention experience for all

Smoking is prohibited at all convention events. Please turn off all cell phones and pagers or put them on vibrate mode during sessions. Thank you.

Here's a good idea....

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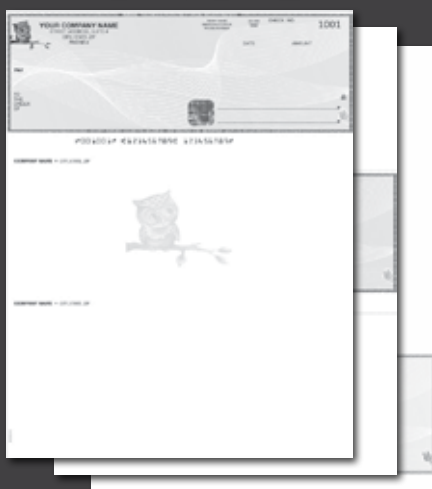
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An iceberg floating in a blue ocean. The tip of the iceberg is visible above the water line, while the much larger, submerged portion is visible below. This visual metaphor represents the concept of knowing what's 'under the surface'.

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SCHEDULE OF EVENTS

MONDAY, OCTOBER 15, 2018

9:00 am – 4:00 pm	NARPM® 101: Basics of Property Management Class*	Britannia
9:00 am – 4:00 pm	NARPM® Marketing for Residential Property Management Class*	Cambria
9:00 am – 4:00 pm	NARPM® Office Operations – Policy & Procedures Class*	Sovereign
9:00 am – 5:00 pm	NARPM® Board Meeting <i>(All attendees invited to meeting)</i>	Lenore

TUESDAY, OCTOBER 16, 2018

7:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament* <i>(Separate registration)</i> <i>(Luncheon/Awards at 1:00 pm.)</i>	Meet in hotel lobby
9:00 am – 4:00 pm	NARPM® Growing Your Business Class*	Britannia
9:00 am – 4:00 pm	NARPM® Maintenance: Basics and Beyond Class*	Cambria
9:00 am – 12:00 pm	NARPM® Ethics Class*	Sovereign
11:00 am – 5:30 pm	Registration Open	Commodore Foyer
6:00 pm – 10:00 pm	President's Celebration – "Get INvolved!" Dinner Cruise <i>(Included in full registration fee.)</i> <i>Sponsored by TaskEasy</i>	Meet in hotel lobby at 5:30 pm

WEDNESDAY, OCTOBER 17, 2018

7:30 am – 6:00 pm	Registration Open	Commodore Foyer
7:30 am – 8:45 am	First-Time Attendee Welcome/ Orientation & Coffee	Bay Terrace

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee Welcome/Orientation. This is a great opportunity to have coffee with the 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 full Convention registration, so plan to be there!

***Additional fee to attend.**

SCHEDULE OF EVENTS

**9:00 am – 10:15 am NARPM® Keynote Opening General Session –
The 5 Decision-Making Secrets: Surprising,
Unorthodox Approaches to Powerful Commodore
Leadership Outcomes with Michael Veltri Ballroom**

Michael Veltri is a battle-hardened entrepreneur, bestselling author, and top-rated leadership keynote speaker on a mission to teach successful professionals better decision-making skills to achieve exponential leadership growth and business transformation.

The ideal intersection between motivation and practicality, Veltri masterfully fuses inspiring wisdom with results-based practical knowledge. The outcome: You will be moved and inspired — as well as armed for decision-making battle — to ignite your leadership and achieve peak performance in any situation. Michael is also a cancer survivor, decorated Marine Corps veteran, and master-instructor in the Japanese martial art of Aikido.

From ancient Japanese warriors to brain science; from business titans to academic research, Michael tapped wide-ranging resources to develop a ground breaking model for better decision making that leads to unprecedented leadership growth and peak performance with balance — not burnout. Michael will help you evolve as a leader, fuel growth, and embrace change. These strategies have shaped history and now can be deployed for your own business and personal success. Awe-inspiring and energizing; practical and memorable, you'll learn tools and techniques to achieve unprecedented results in business and life.

10:30 am – 11:20 am Workshop Sessions 1 – 4
Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.

1. The Mushin Way:
Achieve Peak Performance with Balance, Not Burnout
Suggested Broker/Owners, Leadership, Property Managers
Speaker: Michael Veltri

With intense competitive pressure to attract and retain top talent, how can human resource (HR) executives and business leaders hire the best and the brightest, while ensuring their high potentials continue to excel without burning out? Drawing from his success as an HR consultant and executive recruiter for some of the world's top companies and brands, Michael Veltri answers these important questions and many more in his fresh, relevant, and timely talk. Based on his nationwide bestselling book, *The Mushin Way to Peak Performance*, Veltri takes the audience on an illuminating journey, showing how the Zen concept of mushin (moo-sheen) — meaning “no-mind” — helps achieve more with less, fuels growth, and maintains laser focus. Walk away energized, educated, and equipped with bold new tools and techniques to achieve unprecedented results with balance, not burnout.

SCHEDULE OF EVENTS

2. The Current State of the Property Management Industry 2018

Suggested Track: Broker/Owners, Property Managers

Speakers: Chris Litster, Buildium, and Gail Phillips, CAE, NARPM®

This session brings to light new findings from the *2018 State of the Property Management Industry Report*, which will synthesize insights from 1,200+ property managers. The past few years have resulted in record industry growth, and it's expected to continue. Yet, many property managers still struggle with day-to-day operations, like finding and keeping reliable tenants, growing and marketing their business, and expanding their portfolios.

During this session, Buildium's Chief Customer Officer, Chris Litster, will join the NARPM® Chief Executive Officer, Gail Phillips, CAE, to reveal the top challenges and goals for property managers in 2018 and beyond, and how they've changed over time. They'll identify where problems lie within many small businesses, and discuss what can be done to resolve property managers' biggest pain points. The data from this presentation will come straight from the report cited above, that's scheduled for publication in tandem with the NARPM® Annual Convention. This report has become a staple for NARPM® Members and property managers within the industry. The report will be available for all convention attendees, in print, and as a downloadable PDF.

The strategies revealed will deliver direct, value-added benefits to property managers' businesses, helping them to better serve their residents and clients. Attendees will leave with an understanding of which trends are shaping the industry; how to remain competitive in a saturated market; and how to strategically leverage technology and data to tackle business challenges. There will be a Q&A at the end for audience questions.

3. Are you Marketing to a Client from 4 Years Ago?

Suggested Track: Property Managers

Speaker: John Bykowski, Fourandhalf.com

It's common knowledge that the property management industry is affected by the state of the real estate industry and the national economy. As the economy rises and falls over the course of years, the number and types of leads that are available change in accordance with these large trends. We've found that most property management companies don't adjust their marketing strategies based on these large trends in the marketplace. Websites commonly aren't updated for years at a time, AdWords campaigns stick with "proven" lists of keywords, and drip campaigns drip away. During that time, the mix of available owner contracts have almost certainly changed, and the effectiveness of these efforts is compromised. We're going to talk about the major market factors property management companies are at the mercy of, and we'll discuss the different types of leads you may see, and the major differences between them. Then, we'll explain how to target and market to those leads. In any month, in any market, there are a finite number of leads to be split among property management businesses. Don't lose out to the competition because you're targeting an owner that's no longer around.

SCHEDULE OF EVENTS

4. “Reforming” Your Business in the Tax Reform Era

Suggested Track: Broker/Owners

Speaker: Chris Picciurro, Integrated CPA Group

The 2018 Tax Reform Bill is the largest federal tax overhaul in our lifetime. This session will provide you with an executive summary of how the reform will affect your business and real estate investor clients. Not only will we highlight key rule changes, but also review provisions that were retained from previous law. We will also present practical planning ideas for business owners and real estate investors.

11:30 am – 1:00 pm	Lunch with Designation Recognition Program, CRMC® & Darryl Kazen Scholarship Award	Commodore Ballroom
1:15 pm – 2:15 pm	Regional Meetings with RVPs Northwest Pacific/Pacific Islands Southwest Central Atlantic Southeast	Commodore Ballroom Commodore Ballroom Britannia/Cambria Avalon Constellation A Constellation B
2:30 pm – 3:15 pm	Workshop Sessions 5 – 8 Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.	

5. How to Poorly Purchase a PM Company (or rather, how NOT to...)

Suggested Track: Broker/Owners

Speaker: Chrysztyna Rowek, MPM® RMP®, Lighthouse Cove Property Management, Inc.

Chrysztyna Rowek, MPM® RMP®, has made a living out of learning from her mistakes. Buying PM companies is where she has learned the most. Mostly because, according to her, “I have done everything wrong.” In this session, Chrysztyna will endeavor to help anyone who is considering buying a PM business not to go through the hardships she has. The session WILL talk about departments of licensing investigations, trust accounts, paperwork processes, and other good things to keep in mind.

One of the best parts
of the convention is
networking with other
property managers and
learning from them.

SCHEDULE OF EVENTS

6. Double Your Doors without the Growing Pains

Suggested Track: Broker/Owners, Property Managers

Speakers: Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®; Kathleen Richards, MPM® RMP®, Landlord Source and The Property Management Coach; Anne Lackey, Solid Source Property Management, Inc.

Each presenter on this panel has their own unique perspective and hands-on experience with growing and scaling a property management company. Many times a Broker/Owner wants to grow, but doesn't understand how to grow smart. This can leave them feeling overwhelmed, frustrated, and sometimes, with insurmountable debt that can impact the health of the business.

The goal for this discussion is to provide an overview of how to grow wisely, realizing the importance of planning, structure, and hiring. The panelists will speak about the following areas:

- Hiring RIGHT! Adding Staff without Breaking the Bank! Saving Money, Hassle & Time
- Processes & Systems for Professionals that Work!
- Team Building, Team Structure & Team Growth

7. HVAC Basics for Effectively Managing Your Portfolio

Suggested Track: Property Managers

Speaker: Zach Howel, Ingersoll Rand

Heating, ventilation, and air conditioning (HVAC) can be one of the most expensive and unpredictable expenses in managing your portfolio. This session will serve as an overview of HVAC basics and how they can affect your portfolio and your owners. It will preview regulatory changes and how you can prepare your budgets to better handle HVAC. It will also cover tools for diagnosing when you may expect an HVAC issue, common HVAC repair techniques, and how to know when to call a professional – and how to find the right partner! After attending this session, you will feel more confident in understanding your HVAC portfolio and what to do when you do have an issue with HVAC at one of your properties.

What did you learn
today to improve your
business?
Share it.
#narpm2018

SCHEDULE OF EVENTS

8. To Do or To Get Done – That is the Question

Suggested Track: Leadership

Speaker: James Alderson, MPM® RMP®, Alderson Properties

This session explores concepts and ideas based on Michael Gerber's book, *E-Myths Revisited*. You will learn how to work ON your business versus IN your business, as well as the pros and cons of outsourcing and hiring employees.

3:30 pm – 4:30 pm

**General Session – NARPM® Talks –
Leveraging Technology**

Speakers: See below

**Commodore
Ballroom**

In this session four subject matter experts and NARPM® Professional Members will give brief talks about four areas of technology that are relevant to the property management industry. This is a fast-paced and information-packed session. The four areas of technology to be covered are:

- Google Sites – How to Streamline & Establish Uniformity
To Your Staff's Responses to Questions
Speaker: Paul Kankowski, RMP®, House Match, Inc.
- Tim's Top Tech Trends
Speaker: Tim Wehner, MPM® RMP®, Dodson Property Management, CRMC®
- When is it Time for a Virtual Assistant?
Speaker: Greg Doering, MPM® RMP®, GDAA Property Management, CRMC®
- Are You Ready for Automation!
Speaker: Salvatore Friscia, San Diego Premier Property Management

4:30 pm – 8:30 pm

**Exhibit Hall Grand Opening/
Trade Show and Reception**

**Pavillion
Exhibit Hall**

Join us for the Grand Opening of the Trade Show Exhibits and Reception, where you'll be able to visit vendor booths and learn about the latest advances in property management. The ribbon cutting for the Trade Show will be performed by 2018 NARPM® President Brian Birdy, MPM® RMP®, and the 2018 Convention Chair, Trent Ratliff, MPM® RMP®.



SCHEDULE OF EVENTS

THURSDAY, OCTOBER 18, 2018

7:00 am – 2:00 pm	Registration Open	Commodore Foyer
7:00 am – 8:30 am	Coffee with Exhibitors	Pavillion Exhibit Hall
8:30 am – 10:00 am	Keynote General Session – The Potential Principle: A Proven System for Closing the Gap Between How Good You Are And How Good You Could Be with Mark Sanborn	Commodore Ballroom

Mark Sanborn, CSP®, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted expert on leadership, team building, customer service and change.

Mark Sanborn graduated cum laude from The Ohio State University. In addition to his work as a business educator and author, Mark continues to be an active leadership practitioner, including having served as the president of the National Speakers Association. Mark holds the Certified Speaking Professional designation (CSP®) from the National Speakers Association (NSA) and is a member of the Speaker Hall of Fame. He was honored with the Cavett Award, the highest honor the NSA bestows on its members, in recognition of his outstanding contributions to the speaking profession. Mark is also a member of the exclusive Speakers Roundtable, made up of 20 of the top speakers in America.

He has created and appeared in 20 videos and numerous audio training programs. His video series, *Team Building: How to Motivate and Manage People*, made it to the #2 spot for bestselling educational video series in the U.S. “We each know how good we have become,” Mark says, “but none of us knows how good we can be. One of the most exciting opportunities we get each day is to pursue our potential.” Mark Sanborn will challenge you with this message and provide insights for extraordinary living.

10:00 am – 10:45 am	Coffee/Snack Break with Exhibitors	Pavillion Exhibit Hall
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10:50 am – 11:40 am Workshop Sessions 9–12
Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.

9. More Potential Principle

Suggested Track: Broker/Owners, Leadership, Property Managers
Speakers: Mark Sanborn, CSP®, CPAE, Sanborn & Associates, Inc.

Mark Sanborn will drill deeper into the principles that everyone needs to know about “how the best get better.”

SCHEDULE OF EVENTS

10. Negotiations for Property Managers

Suggested Track: Property Managers

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

Become a BETTER negotiator! In this session, you will learn all of the considerations and skills for becoming a better negotiator. This presentation covers knowing the interests of your opponent; communication strategies; legitimacy; building trust; contract language; game theory; collaborative negotiation; it is not what you say, but how you say it; priorities and positions, and much more! Learn what you need to be more effective in everything you do.

11. Who, What, Why, When, and How of Property Inspections

Suggested Track: Property Managers

Speaker: Bryan Jenkins, MPM® RMP®, AHI Properties

This workshop, designed from the ground up as an educational tool for 2018, explores property “inspections” through the lens of the question words:

- WHO – Explores the pros and cons of different methods of getting Property Surveys done (property manager, third-party, employee/staff, maintenance partners/contractors, etc.).
- WHAT – Explores what Property Managers should look for on reviews (safety items, maintenance items, liability risks, lease/legal violations).
- WHY – Seeks to answer the fundamental questions of why thorough Property Surveys matter (protect security deposit, reduce risk, create accountability, etc.).
- WHEN should we do property surveys (initial, move-in/out, periodic, lease renewal)?
- HOW – Gives an in-depth look at how to pay for/monetize “inspections” in the Property Manager’s business.

12. Fuel Trust & Employee Engagement with Authentic Communication

Suggested Tracks: Leadership

Speaker: Carletta Clyatt, Omnia Group

Communication between a manager and their employees is fundamental to the operation of any business. One of the most powerful management tools is simple self and team awareness. Knowing your natural communication style and behavioral tendencies allows you to more effectively recognize the differences within your team and manage to those preferences. This is the foundation for authentic communication, making it easy to build employee trust and lay the foundation for successful engagement.

What You’ll Learn:

- What is authentic communication?
- The components of authentic communication
- 5 quick and effective tips to improve your communication style
- 3 trust killers and how to avoid these obstacles

SCHEDULE OF EVENTS

Noon – 1:30 pm

Lunch with NARPM® Annual
Business Meeting and Chapter Awards

Commodore
Ballroom

1:45 pm – 2:30 pm

Workshop Sessions 13 – 16

Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.

13. A Step by Step Guide to Hiring

Suggested Track: Broker/Owners

Speaker: Matthew Whitaker, gkhouses.com

Matthew Whitaker hired and built his company on “the back of the millennial generation.” In doing so, he has developed a step-by-step process for hiring that has a better than 80% success rate. This session will take you through his step-by-step process, provide examples of the type of interview questions to ask, and what you should expect for answers that will result in hiring “A Players”.

14. Fraud: The Invisible Resident

Suggested Track: Property Managers

Speaker: Maitri Johnson, TransUnion

For most residential property managers, fraud is an invisible resident which goes unrealized until it is too late. With the increase in online rental applications, property managers are challenged with verifying identities, and detecting potentially fraudulent applicants. These applicants can be hiding criminal records or may be likely to “skip,” putting property managers at risk for identity misuse. As a primary learning objective, attendees will learn how to combat online fraud, make smarter and better decisions on leasing to prospective residents, and better protect their businesses. Attendees will also gain valuable insights from a new industry study that sheds light on the prevalence of different types of fraud in the residential property industry.

15. How to Get the Most for Your Money from Your Service Providers

Suggested Track: Broker/Owners

Speaker: James Wagley, Real-Time Leasing, LLC, CRMC®

As a business owner, you rely heavily on a variety of service providers to help you run your business, but it can be expensive! Attendees will hear some of the best kept secrets in how to negotiate with service providers, what means most to them, and ultimately how to get the biggest bang for your buck! From website providers, to property management software providers, to banks, and others, learn how to get the most for your money from your service providers.

SCHEDULE OF EVENTS

16. How to Add a Door a Day

Suggested Track: Broker/Owners, Property Managers

Speaker: Scott Brady, Progressive Property Management, Inc.

Most property management companies want to add more doors for more profitably. Even if they aren't looking to grow exponentially, every property management company needs to replace doors lost to yearly attrition and owner turnover. One way to add more doors quickly and cost effectively is to add multiple marketing channels.

This session will cover three distinct marketing channels: retail, wholesale, and virtual. The retail group performs traditional property management services with property managers, leasing agents, and support staff. This would be the manner that most NARPM® property management companies use to conduct their business. The wholesale division performs all the back office and operations duties for real estate brokers, agents, and small property management companies. Many agents and brokers are managing a few doors, but prefer to focus on tenant and owner issues and outsource operations and back office needs to us. Scott's virtual channel allows real estate agents to manage properties, and provide all back-office support. It is a fusion of property management and real estate sales. Property management provides stable monthly income; the agent handles tenant issues, owner interaction, and leases properties as well. This approach creates more doors at a lower cost per door.

2:30 pm – 4:00 pm	Coffee/Snack Break with Exhibitors	Pavillion Exhibit
2:30 pm – 3:00 pm	National “Get INvolved” Volunteer Appreciation <i>(By invitation only)</i>	Constellation Foyer
3:00 pm – 4:00 pm	NARPM® Committee Meetings Member Services Communications Governmental Affairs Professional Development	Britannia/Cambria Avalon Constellation A Constellation B

4:10 pm – 5:00 pm Workshop Sessions 17 – 20
Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.

17. Killer Leases

Suggested Track: Broker/Owners, Property Managers

Speaker: Robert Locke, MPM® RMP®, Crown Realty & Management

After reading dozens of management agreements, Robert Locke, MPM® RMP®, has figured out what language is best, which stipulations to drop, and which ones to add. Managers often copy and paste from agreements belonging to others without realizing they're handcuffing themselves to archaic language that only hinders them from being scalable as a management company. Agents that adopt their REALTOR® Association standardized agreements, seldom realize the limitations of the language in those agreements. Others just keep adding more stipulations in hopes of managing through their document instead of giving themselves the freedom they need to maximize profits and protect themselves. Learn from Robert how to create a truly Killer Lease!

SCHEDULE OF EVENTS

18. Homeowners Associations – Should I Jump Into Management?

Suggested Track: Broker/Owners

Speaker: Michael McCreary, MPM® RMP®, McCreary Realty Management, Inc.

You keep reading and hearing about HOA Management. You've even been approached by one or more communities about managing their association. So many questions, so many concerns. What should you do? This session will guide you through the good, the bad, and the ugly of HOA Management, so you can make an educated decision to jump in or not! The presentation is being conducted by a seasoned property manager, with 36 years of experience in leasing and management of single-family homes. Mr. McCreary jumped into HOA Management 22 years ago and never looked back. Now, with 40 communities and over 2,500 doors under management, he will be your guide, looking into the murky and often misunderstood world of HOA Management.

19. Let's Talk About Tech, Baby

Suggested Track: Broker/Owners, Property Managers

Speaker: Tiffany Mittal, PayLease

To stay profitable in the property management industry, you need to partner with best-in-breed technologies to streamline your business, and give your residents the effortless experience they've come to expect. In addition to automating receivables and payables, there are exciting new solutions to keep your business ahead of the curve. Find out what's trending in tech among the leading property management companies in the industry. It's time to hop on the tech train, or find yourself left in the dust by your competition.

20. Get Involved and Master Maintenance

Suggested Track: Property Managers

Speaker: Susan Albern, MPM® RMP®, SavvyBiz, LLC

Anyone can master the least popular function of the property manager's job description! This session will focus on communication with investors and residents, vendor relationship building, and workflow management.

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SCHEDULE OF EVENTS

FRIDAY, OCTOBER 19, 2018

7:15 am – 8:45 am	Coffee with Exhibitors	Pavillion Exhibit Hall
7:30 am – 2:00 pm	Registration Open	Commodore Foyer
9:00 am – 10:15 am	General Session – NARPM® Talks – Business Growth <i>Speakers: See below</i>	Commodore Ballroom

Four subject matter experts, some of whom are NARPM® Professional Members, will give brief talks about four areas of business growth relevant to the property management industry. The four areas of growth that will be covered are:

- Company Acquisitions – What to Expect
Speaker: Steve Schultz, MPM® RMP®, Blue Fox Properties, LLC, CRMC®
- Networking and Referrals – Make them Work for You
Speaker: Jim Roman
- Generating Leads Through the Web
Speaker: Jennifer Stoops, RMP®, Park Avenue Properties, LLC
- Using Video to Attract Owners
Speaker: Tony Cline, RMP®, HomeVault Property Management

10:15 am – 10:55 am	Coffee/Snack Break with Exhibitors	Pavillion Exhibit Hall
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11:00 am – 11:50 am Workshop Sessions 21 – 24

Workshops will be held in the Britannia/Cambria, Avalon, Constellation A, and Constellation B rooms. Final room assignments will be available at the event.

21. Essential Tools & Tips for Proactive Property Management

Suggested Track: Property Managers

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

Time management and effective communication are two of the most important things as it applies to retaining current clients, and driving new business. These proven processes and tips will help you change your workday from reactive, to proactive. You will develop a level of consistency that both your clients and customers will come to enjoy; making it easier for you, not only to set expectations, but to exceed them.

22. The Professional Residential Property Manager's Toolbox

Suggested Track: Property Managers

Speakers: Trent Ratliff, MPM® RMP®, All 3 Realty, LLC; Bryan Jenkins, MPM® RMP®, AHI Properties

Based on the lessons learned through the years, this session walks through the process of being a property manager while providing tools and tips that any property manager can use to become more productive, profitable, and professional. Warning: This will be

Continued next page.

SCHEDULE OF EVENTS

a fast-paced workshop for both new and seasoned managers and will cover 15 different processes that every property manager faces. Trent and Bryan will go over the tools that you can put in your toolbox that can assist you in your journey to be able to manage more properties with less overhead.

23. Hot Topics in Fair Housing

Suggested Track: Property Managers

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

This high-energy workshop will serve as a refresher and update on Fair Housing hot-topic issues for the property management industry. The session will cover topics such as federal protected classes, familial statuses, individuals with disabilities (reasonable accommodations and modifications), LEP (lack of English proficiency), criminal history/disparate impact, occupancy guidelines, general documentation, and training.

24. Who is Today's Renter?

Suggested Track: Broker/Owners, Property Managers

Speaker: Dr. Skylar Olsen, Zillow Group

More than a third of U.S. households currently rent their home, close to the highest share in recent history. Factors such as the housing bust, that turned many former homeowners into renters, and housing affordability are impacting the number of renters. Join Zillow Group's Director of Economic Research, Dr. Skylar Olsen, for a look at today's renter and the trends in the rental market. The session will include discussion of:

- The demographics of today's renters
- What today's renters are looking for
- A look at affordability through the eyes of today's renter

12:00 pm	Trade show closes	
12:00 pm – 2:00 pm	Lunch with Membership Awards, Longevity Recognition, and Committee Reports	Commodore Ballroom
2:00 pm – 2:30 pm	Installation of the 2019 NARPM® Board of Directors and Introduction of the 2019 NARPM® President	Commodore Ballroom
2:30 pm – 3:30 pm	Closing Session – Work, Laugh, Repeat with Greg Schwem	Commodore Ballroom

Greg Schwem's comedic take on the 21st century workplace and work/life balance has landed him on *SIRIUS Radio*, *FOX News*, *Comedy Central* and the pages of *Parents Magazine*. More than just a business humorist, Greg is also an author, nationally syndicated humor columnist, award-winning greeting card writer and creator of funnydadinc.com, voted one of the top Dad humor sites of 2016. He has shared the concert stage with the

Continued next page.

SCHEDULE OF EVENTS

likes of Celine Dion and Jay Leno. Greg's show provides a hilarious look at today's corporate environment and the latest tools used to conduct business. What sets Greg apart from other corporate entertainers is his ability—and willingness—to customize material for his audience while working within the parameters of the corporate environment. That means no profanity or politically incorrect material.

When Greg hits the stage he already has perused the company's Internet site, combed the internal message boards and even sifted through numerous PowerPoint presentations. "There is no such thing as too much information," Greg says. "I know corporate audiences like to laugh at themselves so the more ammunition I get, the funnier it will be."

Besides customized material, Greg entertains audiences with stories about tedious business meetings, SmartPhone addiction, "frequently" asked questions and his fascination with the American Girl Doll company. In addition to his hefty speaking schedule, Greg writes a weekly humor column nationally distributed by *Tribune Media Services*. He also is the author of *Text Me If You're Breathing: Observations, Frustrations and Life Lessons From a Low-Tech Dad* and *The Road to Success Goes Through the Salad Bar: A Pile of BS (Business Stories) From a Corporate Comedian*.

3:30 pm

**Vendor Giveaways.
PAC Silent Auction winner results**

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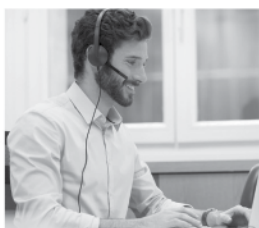
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Antitrust Guidelines

Association Meetings – To minimize the possibility of antitrust problems at association gatherings, the following guidelines should be followed at all meetings of the Board of Directors and committees, as well as all association-sponsored conventions, trade shows, training seminars, conferences, and task force and working group sessions.

- **DO NOT** discuss your prices or competitors' prices with a competitor (except when buying from or selling to that competitor) or anything which might affect prices such as costs, discounts, terms of sale, or profit margins.
- **DO NOT** agree with competitors to uniform terms of sale, warranties, or contract provisions.
- **DO NOT** agree with competitors to divide customers or territories.
- **DO NOT** act jointly with one or more competitors to put another competitor at a disadvantage.
- **DO NOT** try to prevent your supplier from selling to your competitor.
- **DO NOT** discuss your future pricing, marketing, or policy plans with competitors.
- **DO NOT** discuss your customers with your competitors.
- **DO NOT** make statements about your future plans regarding pricing, expansion, or other policies with anti-competitive overtones. Do not participate in discussions where other members do.
- **DO NOT** propose or agree to any standardization, the purpose of which is anti-competitive, e.g., to injure your competitor.
- **DO NOT** attend or stay at any informal association meeting where there is no agenda, no minutes are taken, and no association staff member is present.
- **DO NOT** do anything before or after association meetings, or at social events, which would be improper at a formal association meeting.
- **DO NOT** interpret or enforce the association's Code of Ethics without direction from the leadership.
- **DO NOT** regard compliance with the association's Code of Ethics as justification for anti-competitive communications or actions.
- **DO NOT** represent that the association prohibits or limits advertising, marketing or solicitation other than as the law authorizes prohibitions or limitations.
- **DO NOT** issue any document or communication on behalf of the association unless with proper authorization.
- **DO** send copies to an association staff member of any communications or documents sent, received, or developed by you when acting for the association.
- **DO** alert every employee in your company who deals with the association to these guidelines.
- **DO** alert association staff and legal counsel to anything improper.
- **DO** be conservative. If you feel an activity might be improper, ask for guidance from association staff or legal counsel in advance.

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Your bid on a gift card will help make the NARPM® PAC a stronger voice for property managers. Please stop by the NARPM® PAC table to participate in the Gift Card Silent Auction. We are featuring cash-equivalent and retailer gift cards. One half of the items will be auctioned at the convention, and the other half will be auctioned online. If you have not signed up to bid online, someone at the NARPM® PAC table can help you.



**Dates – Opens Wednesday, October 17 at 9:00 am Pacific Time;
Closes Friday, October 19 at 2:30 pm Pacific Time.**

PAC Silent Auction winner results will be announced Friday, October 19 at 3:30 pm Pacific Time.



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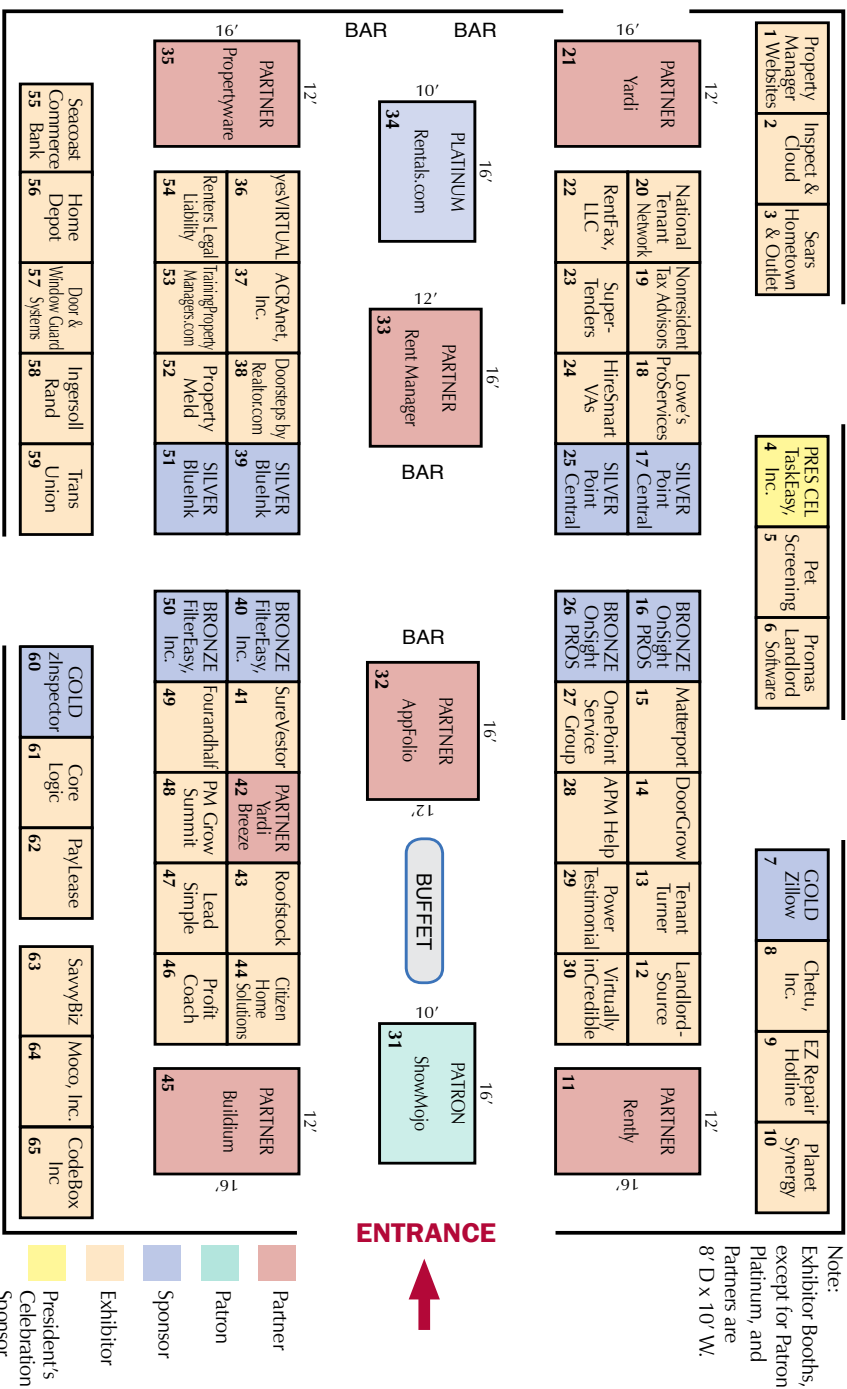
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