



## 2019 Annual Convention Call for Presentations

October 15-18, 2019

Proposed workshops/breakout sessions are now being considered for the 2019 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 and presentation format.** The Association will provide a screen and projector and microphones for all sessions based on the specific session needs. **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.

**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 22, 2019.**
- \* **Notification of acceptance will be made no later than April 19, 2019.**

# 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.

Email your completed proposal 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:** ☐ Small Company ☐ Large Company ☐ Personal Development  
(Check all ☐ Technology ☐ Office Procedures ☐ Legal  
that apply) ☐ Tools and/or Forms ☐ Skills ☐ Management  
☐ Professional Advice ☐ Marketing

## 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.

Enter presenter name, email address and phone number here

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

**Describe public speaking experience here**

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

**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 BRAD LARSEN 1 March 2019  
Date: Enter date

---

Copyright 2019, National Association of Residential Property Managers (NARPM®). All Rights Reserved.

All content, material, seminars, presentations, handouts, brochures, and all other publications (“Services”) are PROPRIETARY, PRIVILEGED, PROTECTED and OWNED by NARPM® or its approved authors. YOU ARE PROHIBITED FROM COPYING, REPRODUCING, DISTRIBUTING, MODIFYING, DISPLAYING, VIDEOTAPING, RECORDING, PUBLISHING, PERFORMING, OR TRANSMITTING ANY OF THE CONTENTS OF THE SERVICES FOR ANY PURPOSES, WITHOUT THE EXPRESS PRIOR WRITTEN CONSENT OF NARPM® AND THE AUTHOR.

THE SERVICES AND ALL CONTENT ARE PRESENTED WITH THE UNDERSTANDING THAT NARPM® AND THE AUTHORS DO NOT RENDER ANY LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICE. BECAUSE OF THE RAPIDLY CHANGING NATURE OF THE LAW, INFORMATION CONTAINED HEREIN MAY BECOME OUTDATED. IN NO EVENT WILL NARPM® AND THE AUTHORS BE LIABLE FOR ANY DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OF THE SERVICES AND THE CONTENT THEREFROM.

**National Association of Residential Property Managers**

638 Independence Parkway, Suite 100

Chesapeake, VA 23320

P: 800-782-3452 | F: 866-466-2776

conventioninfo@narpm.org



## NARPM PRESENTATION – 2019 NATIONAL CONFERENCE

# Retention Equals Growth

Brad Larsen, Broker – Owner  
 MBA, RMP, MPM, CRMCC, TRLS, TRPM, GRI, CRS, ABR  
[www.RentWerx.com](http://www.RentWerx.com)  
[Brad@RentWerx.com](mailto:Brad@RentWerx.com)  
 210.385.4424

**Intent:** Provide a detailed presentation of where retention equals business growth to include all facets of working with owners, tenants, employees and vendors.

**Audience:** Main Stage as Keynote Speaker

**Timeframe:** Requesting a Pre-Lunch time slot on 1<sup>st</sup> or 2<sup>nd</sup> day with a presentation to last 45-60 minutes.

**Summary:** This presentation will be full of usable content that some would call red meat. As my focus has always been in presenting anything on stage – I want to offer the membership real world techniques and strategies to increase what they are doing. This is not a “try your best presentation” – this will be a look into what we do at our business with the HOW and the steps to complete the how in 1,2,3 format.

### **Outline:**

- 1) Identify all of the areas where leakage or losses occur – meaning better retention is needed.
  - a. Business development for new owner business.
  - b. Tenant retention for new and existing lease agreements.
  - c. Employee retention to attract, hire, and retain employees.
  - d. Owner retention to focus on end of lease home sales.
  - e. Referral gathering techniques from clients.
  - f. Realtor relations to include referral programs and market awareness.
  - g. Methods to gather quantifiable data to illustrate improvements and successes.
- 2) Include detailed techniques of what we as a business already use and have developed to better retain the business and existing relationships we already have.
- 3) Illustrate where the effects of points 1 and 2 have on the bottom line of their business.

### **NARPM Presentation Experience:**

- 1) Broker Owner Conference Main Stage Presentations 2017, 2018, 2019
- 2) Various NARPM State Conferences: North Carolina, Florida, Texas.
- 3) Keynote Speaker at Pulling Back The Curtain Conference: August 2018, January 2019, August 2019.

**NARPM Committee Experience:** Chairman of the NARPM Accounting Standards