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# 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.

**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.

**Heal the Pain (Points): Owner and Tenant Marketing Programs that Generate Additional Revenue and Door Growth**

**Format**: **X** Workshop Panel Discussion Other

**Category**: **X** Small Company **X** Large Company Personal Development

(Check all Technology  Office Procedures  Legal

that apply) Tools and/or Forms  Skills Management

Professional Advice **X** 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**.

**Scott P. Brady, Progressive Property Management, Inc.**

**1251 Yorba Linda Blvd., Placentia, CA 92870**

**(714) 528-3100 – (714) 528-5522**

[**scottbrady1963@gmail.com**](mailto:scottbrady1963@gmail.com)

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

I am the owner of Progressive Property Management, Inc. In less than 7 years, we have grown to 20 branches, manage over 1,200 “doors” and cover most of Southern California.

I have spoken at the following conference on these topics:

February 2016 at the CalNARPM Conference in San Diego  
**“Marketing to SMIPOs (Self-Managing Investment Property Owners).**

October 2016 at the NARPM Conference in Hawaii  
**“Squeeze More Out of Your Doors:**

**Are SMIPOs the Blue Ocean for Property Management Companies?”**

October 2017 at the NARPM Conference in Orlando  
**”The Virtues of Virtual Property Management”**

April 2018 at the CalNARPM Conference in Indian Well

**Light, Camera, Action:**

**How to Prepare & Profit from the Coming Renter State**

October 2018 at the NARPM Conference in San Diego

**How to Add a Door a Day:**

**Door Growth Through Multiple Marketing & Distribution Channels**

April 2019 at the PM Grow Summit & CalNARPM

**Heal the Pain (Points):**

**Generate Revenue & Door Growth with Owner & Tenant Marketing Programs**

**Completing “How to Build a Profitable Property Management Company…One Door at a Time” with Brad Larsen and Industry Experts**

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

**None**

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.

**Biography:**

Scott P. Brady is Broker/Owner/President of Progressive Property Management, Inc., Progressive Association Management, Partners Real Estate Group, Sierra Maintenance Services, Onsight Inspections and Lagani Insurance Services. He started Progressive in 2012 and has grown the business organically from 0 to 1,200 doors in that time.

He now covers most of Southern California with 20 branches by training real estate agents to be property managers. He has a BA in Comparative Literature (German, Latin & English) from UC Berkeley and an MBA from Cal State Fullerton. Scott has served as a Director for the California Association of Realtors for 9 years and on the Pacific West Association of Realtors for the past 10 years.

Scott has spoken 9 times at conferences and shares both his business model and practices to help other companies grow effectively and efficiently. He is currently completing a book on property management with Brad Larsen and other industry experts titles “How to Build a Profitable Property Business...One Door at a Time.”

**Heal Their Pain (Points):   
Generate Door Growth and Revenue Through Owner and Tenant Programs**

When an investment property owner feels some pain managing their own property, they look for an answer, and professional property management solves that pain. If you have programs available that address their concerns and make them feel confident you have a solution to their problems, they may consider hiring you. If you understand the salient pain points of property owners and offer programs that solve that pain, you can profit from that solution and then market these programs to other owners to grow your business.

We will discuss why growth is critical to every property management company; which market segments offer the most opportunity; the pain points for SMIPOs (Self-Managing Investment Property Owners); specific owner and tenant programs we use to generate income and growth; learn how to fish where the fish are in the blue ocean of SMIPOs; how to leverage these programs in your marketing; and how to build multiple, profitable revenue streams. I will share three specific marketing programs that we use in our marketing: the Preferred Tenant Program, Preferred Owner Program and the Preferred Property Program.

The next few years could be a time for historic growth for our industry. It is the perfect storm of a possible economic slowdown; the onslaught of tenant friendly laws making self-managing more difficult; and the acceleration of technology forcing more households to become renters. Whoever can heal the pain points will benefit from these trends.

1. Learn the pain points of SMIPOs (Self-Managing Investment Property Owners)
2. Discuss owner and tenant programs to solve these pain points and generate revenue
3. How to leverage these programs in marketing channels to grow your company

**SHORT DESCRIPTION**

Learn how to solve self-managing owners’ property management pain points with compelling owner and tenant programs. These programs generate revenue to fund them, create profit for your company, and can be used as calls to action in your marketing**.**

###### 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: **Scott P. Brady**

Date: **2/1/2019**

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