

# **NARPM® 31st Annual Convention & Trade Show**

**October 15-18, 2019  
Arizona Grand Resort & Spa  
Phoenix, Arizona**



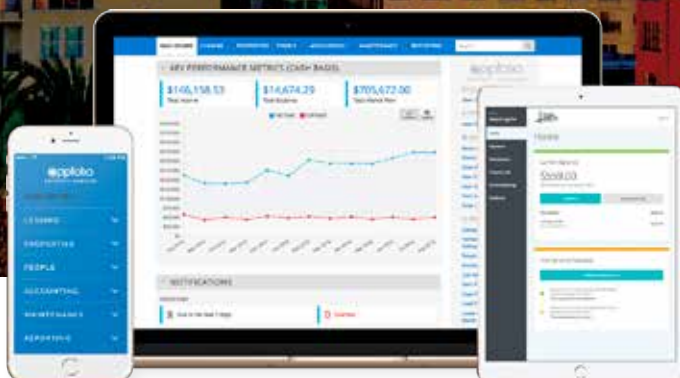
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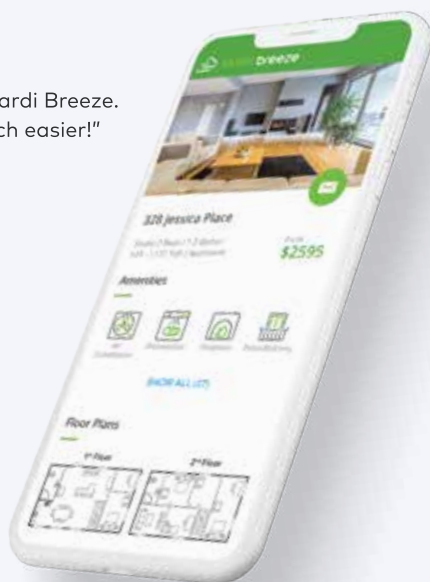
<sup>1</sup> Savings based on US Department of Energy annual heating and cooling estimates

<sup>2,3</sup> Based on Partner Reporting

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Dear NARPM® Colleagues,

It is my pleasure and honor to welcome you to the 31st Annual NARPM® Convention and Trade Show and to the beautiful Arizona Grand Resort and Spa. We know that you are here to learn, grow, and build relationships; and everything has been planned with that in mind. We certainly expect that you will realize a great “Return on Relationships” as you spend time with old friends.

Ten years ago, I could say that I did not know a single person in the property management business. Now, I have property managers I consider friends in nearly every state around the country. These people have helped me grow as a property manager, as a leader, and as a person. I want to say a heart-felt ‘thank you’ to each person that I have met as a result of my involvement with NARPM®. I am much better off for having met you, and I hope that I have given something back to you all along the way. My Return on Relationships has been immeasurable.

I want to personally thank Peter Howlett, RMP®, Convention Committee Chair, and Brooke Doty, CMP, NARPM® Convention Coordinator, along with their team of dedicated volunteers who have put together an amazing program for you. They have worked hard to ensure that we have the best speakers, exciting networking opportunities, and a value-packed trade show.

Details about the program can be found in the Schedule of Events, starting on page 17. I know you will not want to miss a single session.

I sincerely hope you enjoy your time here as we learn, grow, and build relationships together. I look forward to meeting you at one of the many activities along the way.

A handwritten signature in dark ink, reading "Eric Wetherington". The signature is fluid and cursive.

**Eric Wetherington, MPM® RMP®**  
2019 NARPM® President



# Past Presidents

Ralph Tutor	1987-88	Marc Banner, MPM® RMP®	2005
Susan Gordon, MPM® RMP®	1988-90	Rose G. Thomas, MPM® RMP®	2006
Steve Urie, MPM® RMP®	1990-91	Sylvia L. Hill, MPM® RMP®	2007
Peggy Rapp, MPM® RMP®	1991-92	Betty Fletcher, MPM® RMP®	2008
*Ivan "Rocky" Maxwell, MPM® RMP®	1992-93	Fred Thompson, MPM® RMP®	2009
Dave Holt, MPM® RMP®	1993-94	Vickie Gaskill, MPM® RMP®	2010
Kittredge Garren, MPM® RMP®	1994-95	Tony A. Drost, MPM® RMP®	2011
Donna Brandsey, MPM® RMP®	1995-96	Jayci Holden, MPM® RMP®	2012
Robert A. Machado, MPM® RMP®	1996-97	James Emory Tungsvik, MPM® RMP®	2013
Mark Kreditor, MPM® RMP®	1997-98	Stephen D. Foster, MPM® RMP®	2014
Denny Snowdon, MPM® RMP®	1998-99	Andrew L. Propst, MPM® RMP®	2015
Raymond Scarabosio, MPM® RMP®	1999-00	Bart Sturzl, MPM® RMP®	2016
Melissa Prandi, MPM® RMP®	2000-01	Steve Schultz, MPM® RMP®	2017
Mike Mengden, MPM® RMP®	2002	Brian Birdy, MPM® RMP®	2018
Chris Hermanski, MPM® RMP®	2003		
Andrea Caldwell, MPM® RMP®	2004	*Deceased	

## 2019 Board Officers

### President

Eric Wetherington, MPM® RMP®  
843-202-2130  
president@narpm.org

### Past President

Brian Birdy, MPM® RMP®  
210-524-9400  
pastpresident@narpm.org

### President-Elect

Kellie Tollifson, MPM® RMP®  
425-485-1800  
presidentelect@narpm.org

### Treasurer

Scott Abernathy, MPM® RMP®  
615-867-8282  
treasurer@narpm.org

### Secretary/CEO

Gail S. Phillips, CAE  
800-782-3452  
CEO@narpm.org



# 2019 Directors/RVPs

## Atlantic Region

Tim Wehner, MPM® RMP®  
804-355-7368  
atlanticrvp@narpm.org

## Central Region

Pete Neubig, MPM® RMP®  
888-866-6727 x702  
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## Pacific & Pacific Islands Regions

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pacificislandsrvp@narpm.org

## Southwest Region

Liz Cleyman, MPM® RMP®  
303-255-1990  
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## Southeast Region

Joel Elliott, MPM® RMP®  
404-343-2794  
southeastrvp@narpm.org

## Northwest Region

Chrysztyna Rowek, MPM® RMP®  
360-698-3829  
northwestrvp@narpm.org

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# 2019 Committee Chairs

## Communications

Lori Hendrix, MPM® RMP®  
813-949-7444 x104  
communicationschair@narpm.org

## Finance

Scott Abernathy, MPM® RMP®  
615-867-8282  
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## Member Services

Bryan Jenkins, MPM® RMP®  
205-682-9106  
memberserviceschair@narpm.org

## Professional Development

Melissa Sharone, MPM® RMP®  
208-519-5113  
profdevelopmentchair@narpm.org

## Governmental Affairs

Amanda Han, R, RMP®  
808-375-1905  
govtaffairschair@narpm.org

## Nominating

Brian Birdy, MPM® RMP®  
210-524-9400  
nominatingchair@narpm.org

## Annual Convention and Trade Show Chair

Peter Howlett, RMP®  
407-739-1716  
conventionchair@narpm.org

## Broker/Owner Conference and Expo Chair

Philip Scarborough, RMP®  
904-553-4748  
brokerownerchair@narpm.org

## Technology Chair

Philip Scarborough, RMP®  
904-553-4748  
technologychair@narpm.org

## Vendor Ad Hoc Chair

James Barrett  
vendoracchair@narpm.org



60%

less time spent on  
coordinating maintenance

87%

increase in resident  
satisfaction

9:58 am *Tenant:* repair request



10:04 am *Vendor:* repair scheduled

10:16 am *Owner:* approved



2:35 pm *Job* completed

2:51 pm *Tenant* satisfaction: 5/5



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# 2019 Convention Committee

Thank you to these dedicated NARPM® Members who have engineered  
a great 2019 Convention.

## **Convention Committee Chair:**

Peter Howlett, RMP®

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

Sarah Turocy, RMP®

## **Affiliate Members Committee Chair:**

Richard Burton, RMP®

## **Committee Members:**

Sandy Baber

Dan Baldini

Shawn Beard

Bret Brockbank

Christopher Lopez

Dawn Ostovich, MPM® RMP®

Trent Ratliff, MPM® RMP®

Jacqueline Rogers

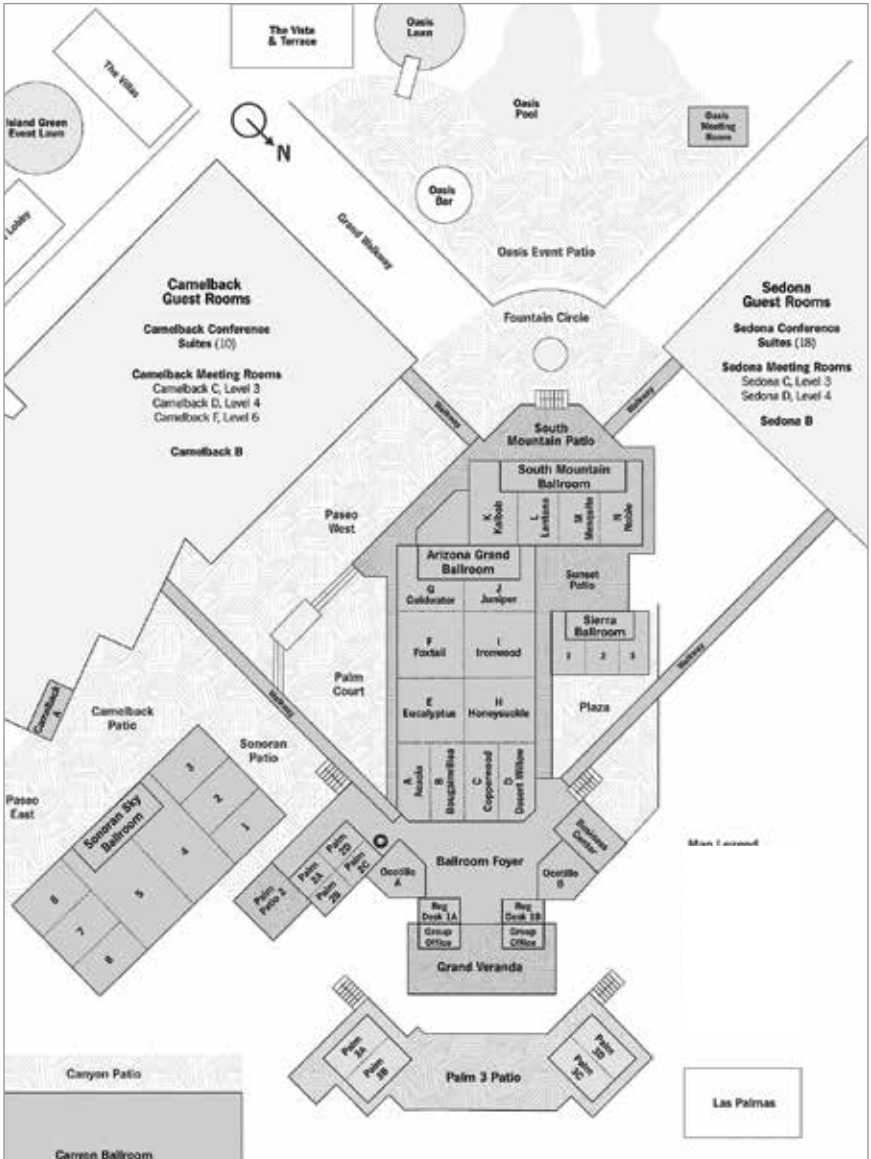
Joi Walker, MPM® RMP®

Brooke Doty, CMP, NARPM® Conferences & Convention Coordinator

**There will be exciting  
vendor door prizes  
at this year's event.  
#NARPM2019**

**Don't forget to enter  
the NARPM® PAC  
Sweepstakes.**

# Hotel Floorplan



All hotel photos courtesy of Arizona Grand Resort.

# Convention Information

## Location

Welcome to our 2019 Annual Convention and Trade Show. We are happy that you are here, and hope that this Convention and your attendance at the Arizona Grand Resort & Spa is enjoyable, rewarding, educational, and fulfilling. The address of the property is 8000 S. Arizona Grand Pkwy, Phoenix, AZ 85044.

Arizona Grand Resort & Spa puts you in the midst of one of Phoenix, Arizona's most naturally beautiful places. The region's only AAA Four-Diamond, all-suite hotel is ideally situated on the doorstep of 17,000 acres of South Mountain Preserve, the largest municipal park in the world and the most visited hiking destination in the state. The Arizona Grand Resort & Spa serves up stunning perspectives and unique Southwestern touches that make your visit to Phoenix feel naturally grand.

The resort is conveniently located just six miles from Phoenix's Sky Harbor International Airport, and features a variety of exciting amenities that put you in a world beyond, including:

- Challenging 18-hole golf course
- 7-acre private resort water park
- 20,000 square-foot athletic club
- Full-service spa and salon
- Casual dining at six on-site restaurants

For a virtual tour of Arizona Grand Resort, please visit <https://www.arizonagrandresort.com/>

## Convention Dress

Appropriate dress for all parts of the NARPM® Convention 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 Phoenix in October is 89 degrees and the average low is 64 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 after the Installation of the 2020 NARPM® Board of Directors in the Arizona Grand Ballroom E-J on Friday afternoon at 2:00 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.

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# Schedule of Events

## MONDAY, OCTOBER 14, 2019

9:00 am – 4:00 pm	NARPM® Advanced Risk Management*	Palm 2A
9:00 am – 4:00 pm	NARPM® Finance: Cash Flow Analysis*	Palm 2B
9:00 am – 4:00 pm	NARPM® Intro to Maintenance: Covering the Basics of Standards, Codes & Safety*	Palm 2D
9:00 am – 5:00 pm	NARPM® Board Meeting <i>(All attendees invited to meeting)</i>	Camelback D

## TUESDAY, OCTOBER 15, 2019

7:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament* <i>(Separate registration)</i> <i>(Luncheon/Awards at 1:00 pm.)</i>	Arizona Grand Golf Course
9:00 am – 4:00 pm	NARPM® Personnel Procedures Essentials - Hiring and Firing*	Palm 2A
9:00 am – 4:00 pm	NARPM® Tenancy*	Palm 2B
9:00 am – 12:00 pm	NARPM® Ethics Class*	Palm 2D
11:00 am – 5:30 pm	Registration Open	Arizona Grand Ballroom Foyer
6:00 pm – 9:00 pm	President's Celebration – Reception at the Oasis Water Park <i>(Included in full registration fee.)</i> <i>Sponsored by OnSight PROS</i>	Meet on the Lawn at Oasis Water Park

## WEDNESDAY, OCTOBER 16, 2019

7:30 am – 6:00 pm	Registration Open	Arizona Grand Ballroom Foyer
7:30 am – 8:45 am	First-Time Attendee Welcome/ Orientation & Coffee	The Vista

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 – Arizona Grand Full Speed Ahead with Vince Poscente**      **Ballroom E-J**

Vince Poscente will draw from his story of “recreational skier to Olympian in four years” plus his *New York Times* bestselling book, *The Age of Speed*. He inspires audiences to thrive in a world of more-faster-now. Vince highlights the leadership essentials of:

- Alignment (with the emotional buzz)
- Agility (by doing what the competition is not willing to do)
- Aerodynamics (efficiency by eliminating drag).

The solutions to roadblocks for leaders of corporations are explored in this entertaining and thought-provoking message.

**10:30 am – 11:20 am**      **Workshop Sessions 1 – 4**

**Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

## **1. Are Employee Problems Impacting Company Growth and Profitability?**

**Arizona Grand Ballroom A/B**

*Suggested Track: Leadership*

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

Are you experiencing high turnover, turmoil, and drama; lack of accountability by employees, and is all your time spent hiring, training, and putting out fires? In this workshop, you will learn tried and true solutions to put you on the right track for hiring the right people, building a cohesive team that is accountable and has ownership in the success of the company, along with increasing profitability and company growth.

## **2. The 5th Annual State of the Property Management**

**Industry Report: Strategies for Success in the 2020 Rental Market**

**Arizona Grand Ballroom E-J**

*Suggested Track: General*

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

This session brings to light new findings from the *5th Annual State of the Property Management Industry Report*, which synthesizes insights from thousands of property managers, owners, and renters from across the country.

During this session, Buildium’s CEO, Chris Litster, will join NARPM®’s CEO, Gail Phillips, to reveal the top challenges that we’ll face in the property management industry in 2020 and beyond. They’ll identify where problems and opportunities lie within many small businesses, and discuss what can be done to resolve property managers’ biggest pain points.

*Continued next page.*

# Schedule of Events

To commemorate the fifth consecutive year that Buildium has released their Industry Report in collaboration with NARPM®, this session will combine intensive market research with survey data collected from thousands of property managers, renters, and owners over the last five years. Attendees will learn how they can build strong relationships and leverage technology to differentiate their businesses in a highly competitive, rapidly evolving market.

## **3. Making an Emotional Connection and Building Trust to Obtain New Clients**

**Arizona Grand  
Ballroom C/D**

*Suggested Track: Team*

*Speaker: Bob Preston, North County Property Group*

Why is it that only a small percentage of people can truly move others? Why is it that the very best property managers and business development managers (BDMs) are not following the company “playbooks,” pitch kits, and scripts being given to them? These people all share some common characteristics when meeting new clients and customers: vulnerability, great listening skills, and a clear sense of why they do what they do. These top performers use their own life experiences along with openness to listen to others to make an emotional connection and quickly build trust. This workshop will provide some practical tools and involve participants in exercises to learn simple techniques for making a connection and building trust. Bob Preston also shares his personal experiences as a mentor, coach, and speaker at sales kickoffs, conferences, and leadership retreats in many other industries for using these techniques effectively to obtain new clients and customers.

## **4. Thrive in a More, Faster, Now World**

**Sierra 1 & 2**

*Suggested Track: General*

*Speaker: Vince Poscente, Keynote Speaker*

To learn how to overwhelm and thrive in our fast-paced lives, join Vince Poscente’s hands-on breakout. You will first identify the personality profiles in The Age of Speed (Zeppelin, Balloon, Bottle Rocket, and Jet). Which one are you? Next you will learn your own emotional buzz that will create more alignment in the business of life. Next, you’ll come up with the tactics necessary to do what the competition is not willing to do by working smarter, not harder. Finally, you will identify all the key ways you can be more efficient with your time, in a time-starved world.

**11:30 am – 1:00 pm      Lunch with Designation Recognition  
Program, CRMC® & Darryl Kazen  
Scholarship Award**

**Arizona Grand  
Ballroom E-J**

# Schedule of Events

## 1:15 pm – 2:15 pm Regional Meetings with RVPs

Meetings will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.

Northwest  
Pacific/Pacific Islands  
Southwest  
Central  
Atlantic  
Southeast

Arizona Grand Ballroom E-J  
Arizona Grand Ballroom A/B  
Arizona Grand Ballroom C/D  
Sierra 1 & 2  
TBD  
TBD

## 2:30 pm – 3:15 pm Workshop Sessions 5 – 8

Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.

### 5. Governmental Affairs Update & NARPM® Legislative Agenda

Arizona Grand Ballroom A/B

*Suggested Track: General*

*Speakers: John Bradford, MPM® RMP®, Park Avenue Properties, LLC;  
Scott Abernathy, MPM® RMP®, Property Management, Inc., PMI Professionals;  
Amanda Han, RMP®, Cornerstone Properties*

The speakers will share legislative updates, including federal bills that came through this year, updates regarding assistance animals and what HUD is doing, our May NARPM® Legislative Conference – what we did this year and what to expect for next year, and the NARPM® PAC and how to get involved. The main focus is to be in the “know” about changes in our industry and how to be involved and invested in our industry as NARPM® Members.

### 6. The Ultimate Boost for Your Business – Spectacular Customer Service – Ideas and Techniques for You and Your Staff to Put You at the Top and Amaze Your Clients and Customers

Arizona Grand Ballroom E-J

*Suggested Track: Team*

*Speaker: Fred Richter, FGR, LLC*

Offering and providing customer service that is so exceptional that your clients and customers will never forget you, will tell everyone they know about you and your company, and constantly refer business to you is one of the most important success tools ever. Discussions will reveal how to amaze everyone you and your staff deal with, making your company stand out above all others in this present-day business climate, how to deal with difficult situations and turn unhappy people into admirers, and how to present your services in such a way that prospects can't wait to work with you. You will leave this workshop with many ideas and a long list of staff training and super customer service ideas that will help you achieve a surprising level of success and a reputation that your competition will envy. This workshop will include brainstorming and encouraging attendees to share new ideas.



# Schedule of Events

## 7. The Acquisition Playbook –

**A step-by-step guide to acquiring a property management company that could save you \$100,000**

**Arizona Grand Ballroom C/D**

*Suggested Track: Leadership*

*Speaker: Matthew Whitaker, gkhouses.com*

gkhouses has grown over the last 4 years by acquiring 9 companies in multiple markets. Now they are going to open up their “playbook” and give attendees step-by-step instructions on how to acquire a property management company. The session will be divided into and cover topics such as – term sheets/LOI’s, due diligence, contracts, closing and the “must do” and “must NOT do” of the first 90 days. Attendees will learn lessons that have cost gkhouses hundreds of thousands of dollars.

## 8. Artificial Intelligence for the Property Manager

**Sierra 1 & 2**

*Suggested Track: General*

*Speakers: Kit Garren, MPM® RMP®, Tonsofrentals.com Asheville; Dr. Ethan Bahir, CTO, Diffe.rent, Inc.*

The biggest technology companies, such as Microsoft, Apple, Google, and Amazon are investing a huge effort in artificial intelligence technology. They predict it is the next thing and the technology that can bring the most significant change in everyone’s life. What does it mean for real estate and property managers? How can one harness this technology to improve management and residents’ lives? In this short session, we are about to explore some basic concepts of Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP) and the difference between them. Terms, best practice, including examples from insurance, automotive, and other industries will be presented. Then, we will discuss the methods and AI use cases for the future of property management and how to implement them within the real estate market. Finally, we will explore how this technology can benefit the quality of life of tenants and the profitability of managers.

### Agenda

- What is artificial intelligence?
- Related terms and examples (Machine learning, deep learning, natural language processing).
- The use of AI in real estate (e.g. Zillow AI).
- Possible usages of AI to facilitate the work of property managers.
- More information on current market and demographic trends for property managers, where AI will help along with property management process applications.

**Have you built some new  
relationships today?**

# Schedule of Events

**3:30 pm – 4:30 pm**      **General Session –  
7 Biggest Mistakes in Property Management  
and How to Avoid Them**      **Arizona Grand  
Ballroom E-J**  
**with Marc Cunningham, RMP®**

In our 40+ years of property management business we have made many mistakes. In this session, I will share what we wish we had known and how other property managers can avoid our mistakes. Attendees will learn best practices when it comes to: How to select clients, how to find, attract and retain the best employees, how to stay self-motivated, how to depend on systems, and how to market when you have no money.

**4:30 pm – 8:30 pm**      **Exhibit Hall Grand Opening/  
Trade Show and Reception**      **Canyon Ballroom**

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 2019 NARPM® President Eric Wetherington, MPM® RMP®, and the 2019 Convention Chair, Peter Howlett, RMP®.

## THURSDAY, OCTOBER 17, 2019

**7:00 am – 2:00 pm**      **Registration Open**      **Arizona Grand  
Ballroom Lobby**

**7:00 am – 8:30 am**      **Coffee with Exhibitors**      **Canyon Ballroom**

**8:30 am – 10:00 am**      **Keynote General Session –  
The Finish with Jon Acuff**      **Arizona Grand  
Ballroom E-J**

According to a study conducted by the University of Scranton, 92% of resolutions fail. That's a staggering number considering how important goals are to companies. You actually have a greater shot of getting into Julliard in New York City to be a ballerina than hitting your next sales goal. Or your next budget reduction. Or your next widget production.

At every element of your work, goals matter. What if we could do some simple things to improve how often we finished what we started? What if we could complete the incomplete projects and tasks? What if we could get more done in a world of bottomless opportunities and endless distractions? *New York Times* bestselling author, Jon Acuff, says you can. In this presentation he details easy changes you can make to your corporate culture to make sure everyone hits their goals. Some of the ideas are obvious. Some are counterintuitive. Some will surprise you, but the best part is they actually work. How does Acuff know? Research, research, and more research!

*Continued next page.*

# Schedule of Events

Jon suspected goal-completion was not luck or genetics. And he partnered with a university researcher to test what makes a person a CONSISTENT FINISHER instead of just a CHRONIC STARTER. The research team analyzed 900 people over a lengthy process. These are not just theories – these are principles built on analytics and research. The good news is, you can learn to finish. It's not a natural talent some people have and others do not. It can be taught. Ever have an employee, team member or department almost finish something? It's time to learn what it really takes! Starting is fun, but the future belongs to finishers.

**10:00 am – 10:45 am    Coffee/Snack Break with Exhibitors**

**Canyon Ballroom**

**10:50 am – 11:40 am    Workshop Sessions 9–12**

**Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

## **9. Retention Equals Growth**

**Arizona Grand  
Ballroom A/B**

*Suggested Track: General*

*Speaker: Brad Larsen, MPM® RMP®, RentWerx San Antonio*

During this session you will learn how to identify all of the areas where leakage or losses occur – meaning better retention is needed.

- Business development for new owner business.
- Tenant retention for new and existing lease agreements.
- Employee retention to attract, hire, and retain employees.
- Owner retention to focus on end-of-lease home sales.
- Referral gathering techniques from clients.
- REALTOR® relations to include referral programs and market awareness.
- Methods to gather quantifiable data to illustrate improvements and successes.

The speaker will include detailed techniques of what they, as a business, already use and have developed to better retain the business and existing relationships they already have. He will illustrate where the effects of points 1 and 2 have on the bottom line of their business.

## **10. NARPM®: Know Your Member Benefits**

**Sierra 1&2**

*Suggested Track: General*

*Speaker: Bryan Jenkins, MPM® RMP®, AHI Properties,  
2019 NARPM® Member Services Chair*

Would you like to learn more about your membership benefits? If so, plan to attend this informative breakout session which will highlight the benefits available to NARPM® Members and ensure that you are getting the most out of your membership. Benefits include current industry-related news in the *Residential Resource* magazine, Annual Convention and Trade Show, nationally-recognized designations and certifications, new member mentor program, business-building referrals, listing on national website, Discussion Boards, Member Discount Programs, and access to National and Local Affiliates.

# Schedule of Events

- 11. Tackling Tenant Damage vs Normal Wear & Tear Like a Pro** **Arizona Grand Ballroom E-J**  
*Suggested Track: Teams*  
*Speaker: Mike Giallanza, MPM® RMP®, Home Realty & Management*

Learn to master the “grey area” between tenant damage and normal wear and tear. This session will provide tips and techniques on:

- Utilizing third-party industry and government sources to determine “useful life” and how to distinguish between normal wear and tear versus tenant damage
- Documenting the condition of the property to leave no questions
- Analyzing several examples of damages and deciding “who pays?”
- Providing third-party expert documentation to support your charges

- 12. The 5X Profit Road Map: How to Achieve Breakthrough Profitability Using the NARPM® Accounting Standards** **Arizona Grand Ballroom C/D**  
*Suggested Tracks: Leadership*  
*Speaker: Daniel Craig, ProfitCoach*

Are you interested in dramatically improving the profitability of your business and maximizing your entrepreneurial freedom? This powerful presentation will help you, the property management entrepreneur to 1) get crystal clear on the current financial performance of your business; 2) define an achievable profit goal for your business; and 3) determine the 3-5 key financial initiatives required to achieve breakthrough 5X profitability...all by using the tools provided to NARPM® Members in the brand new NARPM® Accounting Standards. You're already working crazy hard. Why not 5X your profits?

- Noon – 1:30 pm** **Lunch with NARPM® Annual Business Meeting and Chapter Awards** **Arizona Grand Ballroom E-J**

- 1:45 pm – 2:30 pm** **Workshop Sessions 13 – 16**  
**Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

- 13. Tune Into Your iPod (Irresistible Points of Difference) to Deliver a Remarkable Client Experience** **Sierra 1&2**  
*Suggested Track: General*  
*Speaker: Jo-Anne Oliveri, Ireviloution Intelligence*

Being different from competitors is no longer sufficient for achieving business growth and relevance. Every business needs more. That more is defined as ‘irresistible.’ The definition of irresistible is ‘too attractive, tempting, powerful and convincing to be resisted.’ To stand out in an industry of sameness, every business owner must find their irresistible. Jo-Anne Oliveri shares insight she learned through her Disney training and experience in the real estate industry to help you find your irresistible and deliver a remarkable client experience.

# Schedule of Events

## 14. Increase Your Profit in 30 Days

**Arizona Grand  
Ballroom E/J**

*Suggested Track: Leadership*

*Speaker: Pete Neubig, MPM® RMP®, Empire Industries Property Managers*

10 strategies to increase your bottom line in 30 days or less. We look at the mindset difficulty and the implementation difficulty of implementing each strategy. The presentation also discusses strategies to implement in your business to increase profitability after 30 days. We discuss hiring, automation, and outsourcing.

## 15. Focus on the Owner Interview

**Arizona Grand  
Ballroom A/B**

*Suggested Track: Team*

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

Be the professional. How to ensure that the owner interview concludes with you having all the information you will need to successfully manage a client's house. Also, equally important, leave the interview confident that you have proven your professionalism by educating clients on having realistic expectations of what property managers do.

## 16. How NOT to Lose \$147,500 in Your Maintenance Operation

**Arizona Grand  
Ballroom C/D**

*Suggested Track: General*

*Speaker: Robert Gilstrap, MPM® RMP®, Title One Management*

Robert explains the different ways of setting up and implementing a maintenance company into your overall property management business. We will discuss options such as "in-house" hourly employee techs, independent contractors, complete outsourcing, and hybrid arrangements, etc. We will examine pricing models and strategies, software to manage it all, best practices, what works, what doesn't, and potential pitfalls to avoid.

**2:30 pm – 4:00 pm**

**Coffee/Snack Break with Exhibitors**

**Canyon Ballroom**

**2:30 pm – 3:00 pm**

**National Volunteer Appreciation**

**Palm 3D**

*(By invitation only)*

**2:30 pm – 4:00 pm**

**NARPM® Committee Meetings**

**Meetings will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

**Member Services**

**Sierra 1&2**

**Communications**

**Palm 3AB**

**Governmental Affairs**

**Arizona Grand A/B**

**Professional Development**

**Arizona Grand C/D**

**Technology**

**Arizona Grand E-J**

# Schedule of Events

**4:10 pm – 5:00 pm      Workshop Sessions 17 – 20**

**Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

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

**Arizona Grand  
Ballroom C/D**

*Suggested Track: Team*

*Speaker: Scott Brady, Progressive Property Management, Inc.*

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.

**18. If Your Website Was an Employee, Would You Fire It?**

**Sierra 1&2**

*Suggested Track: Leadership*

*Speaker: John Bykowski, Fourandhalf.com*

Every person, every vendor, every process, and every product your business spends money on has a job. In many ways, they're all like employees. And, like employees, you have to evaluate them on a regular basis. Is this "employee" doing their job? Are they the right person/product/vendor for that job? If they have more than one job, do they conflict, or is there synergy? This talk will help property management company owners evaluate the various job functions needed in their company, give ways to judge whether those functions should/can be done by a human, service or product, and make sure the function and the solution are in line with your company's goals.

**19. Developing a Company Culture That Creates Growth**

**Arizona Grand  
Ballroom E-J**

*Suggested Track: Leadership*

*Speaker: Thad Tarkington, Second Nature (formerly FilterEasy)*

Second Nature (formerly FilterEasy) has grown from two employees to more than one hundred in just four short years due to an award-winning culture centered on growth. Join Thad Tarkington, CEO of Second Nature (formerly FilterEasy), as he talks about fostering a company culture that favors growth – all while having fun!

**20. How to Become Your Inner Leader**

**Arizona Grand  
Ballroom A/B**

*Suggested Track: General*

*Speaker: Steve Rozenberg, Empire Industries Property Managers*

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.



# Schedule of Events

## FRIDAY, OCTOBER 18, 2019

7:15 am – 8:45 am	Coffee with Exhibitors	Canyon Ballroom
7:30 am – 2:00 pm	Registration Open	Arizona Grand Ballroom Lobby
9:00 am – 10:15 am	<b>Special Workshop Session: Software Seminars with NARPM® Partners</b> <i>Speakers Representing: AppFolio, Buildium, Propertyware, Rent Manager, Yardi</i>	<b>Final room assignments for each partner will be available at the event</b>

For existing customers of these software providers, come and learn about new products and services, any current challenges that you are trying to overcome with your software and API, and integration with other vendors.

10:15 am – 10:55 am	Coffee/Snack Break with Exhibitors	Canyon Ballroom
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**11:00 am – 11:50 am Workshop Sessions 21 – 24**  
**Workshops will be held in the Arizona Grand Ballrooms A/B & C/D, Palm 2A & 2B & 3AB, and Sierra 1&2. Final room assignments will be available at the event.**

<b>21. Qualify Applicants without Violating Fair Housing</b> <i>Suggested Track: Team</i> <i>Speakers: Robert M. Locke, MPM® RMP®, Crown Realty &amp; Management; Monica Gilroy, Esq., The Gilroy Firm</i>	<b>Arizona Grand Ballroom C/D</b>
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Fair housing violations are on the rise and professional managers are feeling the pinch. There are 100 moving parts that affect qualifying applicants and doing it without violating their rights is a surgical process. In 35 years (processing about 18,000 applications), we've never had a fair housing claim and one of the reasons is we had a written set of qualifying guidelines and trained, re-trained, and re-re-trained our staff on how to do this without garnering a fair housing claim. This can be your story, too, if you'll follow the guidelines laid out in this workshop.

<b>22. How to Put On Landlord Seminars That Will Explode Your Portfolio</b> <i>Suggested Track: Team</i> <i>Speaker: Mike Connolly, East Bay Property Management, Inc.</i>	<b>Arizona Grand Ballroom E-J</b>
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Self-managing landlords are hungry for any tips, tools, or techniques on how to better manage their rental(s). In this workshop, you'll learn everything needed to put on a dynamic, 2-hour landlord seminar that will have owners saying at the end, "Why don't I just have this company take over?" We'll cover how to promote it, where and when to have it, as well as the actual content. The presenter has grown his company to 550 doors in just three years, due largely to promoting quarterly landlord seminars.

# Schedule of Events

## 23. Talent Acquisition –

Sierra 1&2

### **How to Discover and Retain Talent for Your Company**

*Suggested Track: Leadership*

*Speakers: DD Lee, RMP®, Skyline Properties Group, Inc.; Sarah Laidler, RMP®, Accolade Property Management Group*

The strength of your organization has so much to do with the people in it. Usually, it is one of the most challenging aspects of managing a business. The speaker will discuss multiple ways to find the best people possible for your organization, as well as how to identify talent and leaders with necessary skills for your organization. In addition, the speakers will discuss ways to keep the talent inside of your organization.

## 24. 29 Tech Tools to Create Cool Content for Social Media Marketing

Arizona Grand Ballroom A/B

*Suggested Track: General*

*Speaker: Beth Ziesenis, Keynote Speaker*

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

You will learn how to: Make professional-level multimedia pieces in less than two minutes; Add depth and interest to your boring social media posts; Transform ordinary photos into works of art; and Create infographics for little or no cost!

12:00 pm – 2:00 pm

**Lunch with Membership Awards, Longevity Recognition, and Committee Reports**

Arizona Grand Ballroom E-J

1:30 pm

**Trade Show closes**

2:00 pm – 2:30 pm

**Installation of the 2020 NARPM® Board of Directors and Introduction of the 2020 NARPM® President and Vendor Giveaways & PAC Sweepstakes Winners**

Arizona Grand Ballroom E-J

2:30 pm – 3:30 pm

**Closing Session – Secret Tech Weapons for Professionals with Beth Ziesenis**

Arizona Grand Ballroom E-J

Exasperated by email? Peeved about passwords? Tired of tedious tasks? You're not alone. Join Your Nerdy Best Friend, aka Author Beth Ziesenis, for a research-based look at common productivity problems, followed by the technology to solve them. Discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, get organized and finally get stuff done. You will learn how to Discover low-cost, high-value apps and tech tools that you can start using right away; Learn great tech tips and app ideas from your colleagues; and Get new ideas to increase efficiency, improve relationships and get things done!



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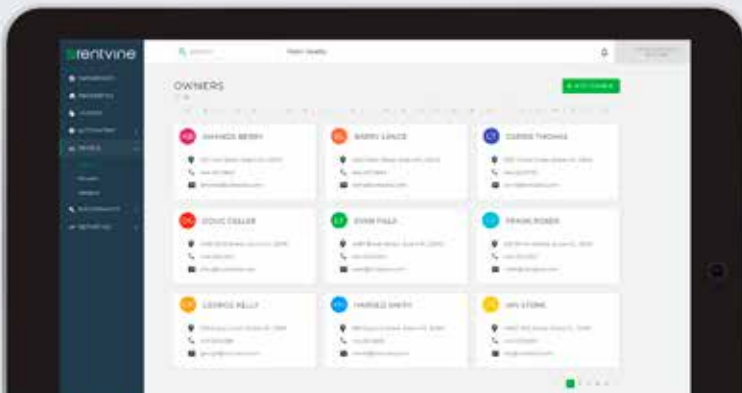
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**NARPM® ANTITRUST STATEMENT** It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive or otherwise illegal.

# NARPM®

## 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.



# Save the Dates for 2020

## BROKER/OWNER *Conference & Expo*

**April 20-22, 2020**

*Turtle Bay Resort*  
On the North Shore of Oahu, Hawaii

**Keynote  
Speaker  
Daymond  
John**



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*\*Only these members will be in attendance  
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550 who register and provide payment. Only 2  
people from the same company may register.  
No Affiliates may attend the Conference.*

**Visit [www.narpmbrokerowner.org](http://www.narpmbrokerowner.org) for details.**

An aerial photograph of the Omni Amelia Island Plantation Resort, showing multiple large resort buildings, a central courtyard with palm trees, and a curved walkway.

  
**NARPM® 2020  
Annual Convention  
and Trade Show  
October 19-22, 2020**  
**Omni Amelia Island Plantation Resort  
Fernandina Beach, FL**

# Exhibitors

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www.showmojo.com  
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## Enter to Win the 2019 NARPM® PAC Sweepstakes

The NARPM® PAC Trustees have launched the 2019 NARPM® PAC Sweepstakes to support the NARPM® PAC. Between now and the NARPM® Annual Convention & Trade Show in October (and at the convention), we will be selling entries. With your support, the NARPM® PAC can be in a strong position to support the election of candidates who understand the residential property management industry and are receptive to our concerns. You can win some cash in the form of a gift card.

Prizes are same-as-cash gift cards in the following amounts:

1st Prize: \$2,000; 2nd Prize: \$500; 3rd Prize: \$250

Drawing to be held at the 2019 NARPM® Annual Convention & Trade Show. You do not need to be present to win!

\$25 PAC investment = 1 entry

\$100 PAC investment = 5 entries



Enter by filling out the form, found at

[https://www.narpm.org/docs/legislative/sweepstakes/NARPM Sweepstakes investment card.pdf](https://www.narpm.org/docs/legislative/sweepstakes/NARPM%20Sweepstakes%20investment%20card.pdf)

Mail to: NARPM® PAC or Email to: [info@narpm.org](mailto:info@narpm.org). Must be received by October 9, 2019.

**Or visit the PAC desk at the Convention to purchase your tickets.**

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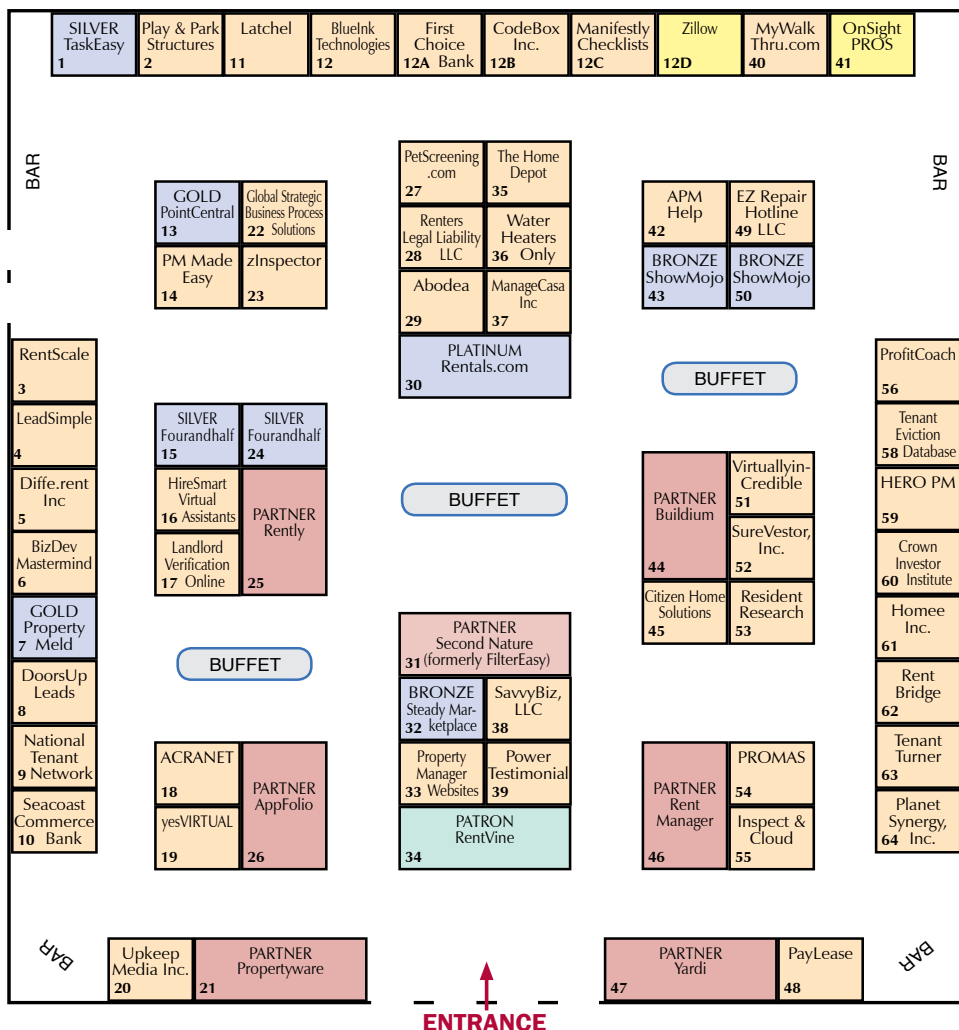


# Trade Show Floorplan

## EXHIBIT HALL FLOORPLAN

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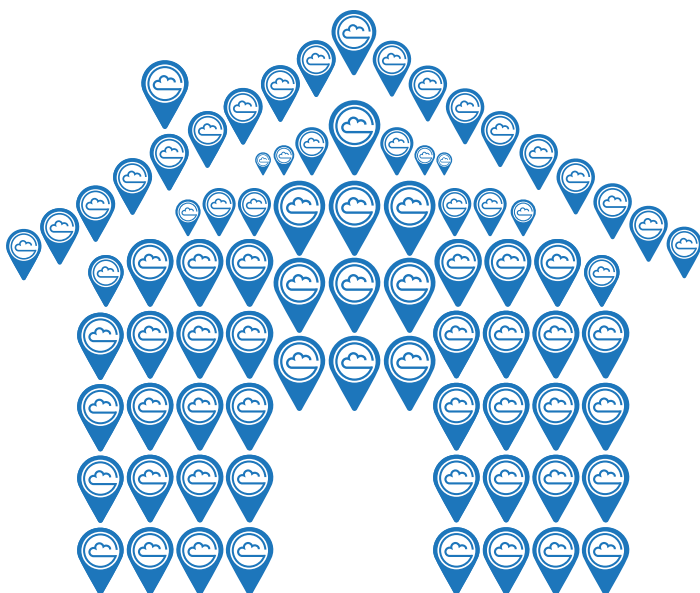
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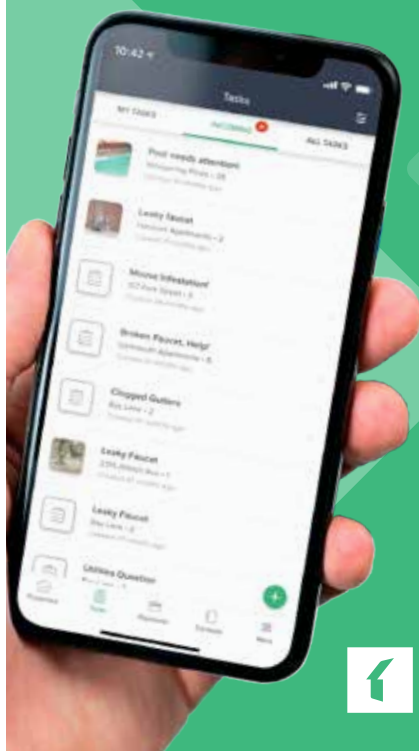


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