

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

**October 15-18, 2019**

Education classes are  
October 14 & 15.

**Arizona Grand Resort & Spa  
Phoenix, Arizona**



## **Registration Brochure**

Registration now open at:  
[www.narpmconvention.com/register](http://www.narpmconvention.com/register)



# Location

Our 2019 Annual Convention & Trade Show will be held at the Arizona Grand Resort & Spa. The address of the property is 8000 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



## HOTEL RESERVATIONS

The special NARPM® room rate is \$269 per night single/double occupancy, plus applicable tax.



You will make your hotel reservations within the online convention registration form.

The **reservations cut-off date is Wednesday, September 18, 2019**, or until the contracted room block is sold out, whichever comes first. After the cut-off date, any reservations will be accepted based on hotel availability at their current published room rate.



*Hotel photos courtesy of Arizona Grand Resort*



# Other Information

## 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.

## REGISTRATION POLICIES

Team discounts are offered when two or more NARPM® members from one office register for the entire Convention at the same time. The **second and each additional registration** receive a \$50 discount. Cancellation policies are outlined on the registration form, but it is important to remember that there are no refunds given 1 – 14 days prior to the start of the convention on October 15, 2019. **Walk-in registrations are accepted, but at a much higher rate. Walk-ins are not guaranteed access to meals at the Convention due to space restrictions.**

## FOR ADDITIONAL INFORMATION, CONTACT:

National Association of Residential Property Managers  
638 Independence Parkway, Suite 100  
Chesapeake, Virginia 23320  
Phone: 800-782-3452  
Email: [conventioninfo@narpm.org](mailto:conventioninfo@narpm.org)  
Website: [www.narpmconvention.com](http://www.narpmconvention.com)

# Phoenix Activities

Check out all that Phoenix has to offer by visiting Phoenix's Official Tourism site at: [www.visitphoenix.com](http://www.visitphoenix.com)

**Phoenix: Beautiful. Wild. Distinct. Diverse. Fun.**

Greater Phoenix is America's sunniest metropolis and the cosmopolitan heart of Arizona. The city is surrounded on all sides by mountains, and the sun shines during 85 percent of daylight hours. Metropolitan Phoenix is expansive: It's similar in size to the nation of Denmark and the state of Delaware, and it encompasses more than 20 cities and towns. Getting around, however, is easy. The airport is located three miles from a downtown that's refreshingly compact and walkable, and the city's streets are laid out on a grid. METRO Light Rail serves downtown Phoenix — including the Central Avenue corridor — and connects it to the neighboring communities of Tempe and Mesa. What sets Phoenix apart from every other big city in the

United States is its Sonoran Desert scenery. Phoenix has more acreage of parks and preserves than any other major metropolis in the nation, and visitors can explore them via hundreds of miles of trails — or from the basket of a hot-air balloon. Phoenix is a relatively young city by both historical and demographical standards. It was founded in 1861, and today's populace has a median age of 32 years old. Like the best American metropolises, Phoenix is a place where it's easy to migrate between high culture and low. It is known as much for street tacos, spring-training baseball, and casual patio dining, as it is for high-desert golf courses, destination spas, and upscale shopping.



*Photo courtesy of visitphoenix.com*

# General Session Featured Speakers



## VINCE POSCENTE

NARPM® Keynote Opening General Session –

**Full Speed Ahead**

Wednesday, October 16 | 9:00 am – 10:15 am

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.



## MARC CUNNINGHAM, RMP®

General Session –

**The 7 Biggest Mistakes in Property Management and How to Avoid Them**

Wednesday, October 16 | 3:30 pm – 4:30 pm

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.





# General Session Featured Speakers



**JON ACUFF**

**General Session –**

**The Finish**

**Thursday, October 17 | 8:30 am – 10:00 am**

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!

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.



**BETH ZIESENIS**

**Closing Session –**

**Secret Tech Weapons for Professionals**

**Friday, October 18 | 3:00 pm – 4:00 pm**

Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z has been featured on Best Speaker lists by *Meetings & Conventions* magazine and *MeetingsNet*. And she recently attained her credentials to be a Certified Speaking Professional. It's kind of a big deal.

Since her first Commodore 64 computer, Beth has made a verb out of the word nerd. She helps computer users all over the country filter through thousands of apps, gadgets, widgets, and doodads to find the perfect free and bargain technology tools for business and personal use through presentations and her books, including the latest title, *The Big Book of Apps*, available on Amazon.com.



# Special Events

## Tuesday, October 15



no access to clean water. Learn more about Jessie and that water by visiting [JessiesWell.org](http://JessiesWell.org)

Join NARPM® Past Presidents in raising \$125,000, so that our NARPM® community can give the gift of clean water to the children of a Dominican Republic community. With this money, another Jessie's Well will be built, providing up to 6,000 gallons of clean water each day, activity in a safe environment among a supportive group of peers.

### 11TH ANNUAL PAST PRESIDENTS' CHARITY TOURNAMENT - GOLF \*

7:00 am – 3:00 pm

The NARPM® 11th Annual Past Presidents' Charity Golf Tournament is scheduled for October 15, 2019, at the Arizona Grand Resort Golf Course.

2019 NARPM® President Eric Wetherington, MPM® RMP®, has selected this year's charity, Jessie's Well. Eric was inspired by NARPM® Past President Kit Garren, MPM® RMP®, and his wife, Marilyn. Their daughter, Jessie, was only 15 years old when it was discovered that she had cancer. For 18 months, Jessie battled valiantly before God took her home on September 8, 2008.

In the spring of 2008, Jessie had been making plans to join her church youth group on a mission trip to the Dominican Republic. While Jessie was never able to make that trip, she developed a deep love and concern for the children of that country. Today, Jessie's Well is a foundation that provides funding to build clean water stations in areas of the Dominican Republic that otherwise have limited or

#### Charity Event Sponsors



#### Visit

[www.narpmconvention.com/past-presidents-charity-tournament](http://www.narpmconvention.com/past-presidents-charity-tournament)  
to sponsor, donate, register to play golf, or attend the luncheon.

### PRESIDENT'S CELEBRATION – RECEPTION AT OASIS WATER PARK

6:00 pm – 9:00 pm

Prior to the opening of the convention, attendees are invited to join Eric Wetherington, MPM® RMP®, NARPM® President, for the NARPM® President's Celebration reception at the Oasis Water Park. This event is included in the price of a full convention registration.

† Guest tickets are available for purchase.

President's  
Celebration Sponsor



President's  
Celebration Sponsor

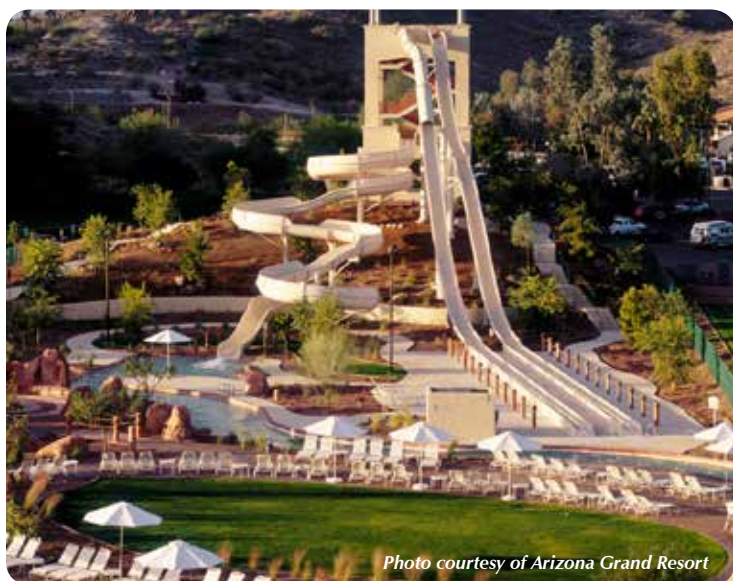


Photo courtesy of Arizona Grand Resort



# Special Events



## Wednesday, October 16

### FIRST-TIME ATTENDEE WELCOME/ORIENTATION & COFFEE

7:30 am – 8:45 am

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 Convention registration, so plan to be there! **(Be sure to mark on the registration form if you are a first-time Convention attendee to receive an invitation to this event.)**



### LUNCH WITH DESIGNATION RECOGNITION PROGRAM

11:30 am – 1:00 pm

During this lunch event, we will also celebrate the new designees and their accomplishments.

† Guest tickets are available for purchase.

### EXHIBIT HALL GRAND OPENING/ TRADE SHOW AND RECEPTION

4:30 pm – 8:30 pm

Our Grand Opening of the Exhibits and Opening Reception will be held on Wednesday, October 16. The ribbon cutting for the Trade Show will be performed by the 2019 NARPM® President and the 2019 Convention Chair.

† Guest tickets are available for purchase.



# Schedule of Events

## MONDAY, OCTOBER 14, 2019

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

## TUESDAY, OCTOBER 15, 2019

7:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament at the Arizona Grand Hotel Golf Course * ( <i>An easy walk from the hotel and golfing starts at 8:00 am. Luncheon/Awards at 1:00 pm.</i> )
9:00 am – 4:00 pm	NARPM® Personnel Procedures Essentials - Hiring and Firing *
9:00 am – 4:00 pm	NARPM® Tenancy *
9:00 am – 12:00 pm	NARPM® Ethics Class *
11:00 am – 5:30 pm	Registration Open
6:00 pm – 9:00 pm	President's Celebration – Reception at the Oasis Water Park ( <i>Located on-site at the hotel and included in full convention registration fee</i> )

## WEDNESDAY, OCTOBER 16, 2019

8:00 am – 6:00 pm	Registration Open
7:30 am – 8:45 am	<b>First-Time Attendee Welcome/Orientation</b> ( <i>Be sure to mark on the online registration form if you are a first-time Convention attendee to receive an invitation to this event</i> )
9:00 am – 10:15 am	<b>NARPM® Keynote Opening General Session – Full Speed Ahead with Vince Poscente</b>
10:30 am – 11:20 am	<b>Workshop Sessions 1 – 4</b> <ul style="list-style-type: none"><li>① Are Employee Problems Impacting Company Growth and Profitability? ■</li><li>② The 5th Annual State of the Property Management Industry Report: Strategies for Success in the 2020 Rental Market ■</li><li>③ Making an Emotional Connection and Building Trust to Obtain New Clients ■</li><li>④ Thrive in a More, Faster, Now World ■</li></ul>
11:30 am – 1:00 pm	Lunch with Designation Recognition Program, CRMC® & Darryl Kazen Scholarship Award
1:15 pm – 2:15 pm	NARPM® Regional Meetings with RVPs
2:30 pm – 3:15 pm	<b>Workshop Sessions 5 – 8</b> <ul style="list-style-type: none"><li>⑤ Governmental Affairs Update &amp; NARPM® Legislative Agenda ■</li><li>⑥ The Ultimate Boost for Your Business – Spectacular Customer Service ■</li><li>⑦ The Acquisition Playbook ■</li><li>⑧ Artificial Intelligence for the Property Manager ■</li></ul>
3:30 pm – 4:30 pm	<b>General Session – 7 Biggest Mistakes in Property Management and How to Avoid Them with Marc Cunningham, RMP®</b>
4:30 pm – 8:30 pm	Exhibit Hall Grand Opening/Trade Show in Exhibit Hall

Suggested Tracks: ■ Leadership; ■ Team; ■ General

\* Additional fee to attend.



# Schedule of Events

## THURSDAY, OCTOBER 17, 2019

7:00 am – 2:00 pm	Registration Open
7:00 am – 8:30 am	Coffee with Exhibitors
8:30 am – 10:00 am	<b>Keynote General Session – The Finish with Jon Acuff</b>
10:00 am – 10:45 am	Coffee/Snack Break with Exhibitors
10:50 am – 11:40 am	<b>Workshop Sessions 9 – 12</b> <ul style="list-style-type: none"><li>⑨ Retention Equals Growth ■</li><li>⑩ NARPM®: Know Your Member Benefits ■</li><li>⑪ Tackling Tenant Damage vs Normal Wear &amp; Tear Like a Pro ■</li><li>⑫ The 5X Profit Road Map: How to Achieve Breakthrough Profitability Using the NARPM® Accounting Standards ■</li></ul>
Noon – 1:30 pm	Lunch with NARPM® Annual Business Meeting and Chapter Awards
1:45 pm – 2:30 pm	<b>Workshop Sessions 13 – 16</b> <ul style="list-style-type: none"><li>⑬ Tune Into Your iPod (Irresistible Points of Difference) ■</li><li>⑭ Increase Your Profit in 30 Days ■</li><li>⑮ Focus on the Owner Interview ■</li><li>⑯ Maintenance: From Mess to Mastery ■</li></ul>
2:30 pm – 4:00 pm	Coffee/Snack Break with Exhibitors
2:30 pm – 4:00 pm	Committee Meetings
4:10 pm – 5:00 pm	<b>Workshop Sessions 17 – 20</b> <ul style="list-style-type: none"><li>⑰ Heal the Pain (Points) ■</li><li>⑱ If Your Website Was an Employee, Would You Fire It? ■</li><li>⑲ Developing a Company Culture That Creates Growth ■</li><li>⑳ How to Become Your Inner Leader ■</li></ul>
4:00 pm – 5:15 pm	Past-President's Reception (Closed Session, by invite only, for NARPM® National Past Presidents)
5:30 pm – 6:45 pm	President's Reception by invitation only (Closed Session, by invite only, for NARPM® Leadership – Past Presidents/Chapter Leaders)

## FRIDAY, OCTOBER 18, 2019

7:15 am – 8:45 am	Coffee with Exhibitors
7:30 am – 2:00 pm	Registration Open
9:00 am – 10:15 am	<b>Special Workshop Session: Software Seminars with NARPM® Partners</b>
10:15 am – 10:55 am	Coffee/Snack with Exhibitors
11:00 am – 11:50 am	<b>Workshop Sessions 21 – 24</b> <ul style="list-style-type: none"><li>⑳ Qualify Applicants without Violating Fair Housing ■</li><li>㉑ How to Put On Landlord Seminars That Will Explode Your Portfolio ■</li><li>㉒ Talent Acquisition – How to discover and retain talent for your company ■</li><li>㉓ 29 Tech Tools to Create Cool Content for Social Media Marketing ■</li></ul>
12:00 pm – 2:00 pm	Lunch with Membership Awards, Longevity Recognition, and Committee Reports
1:30 pm	Trade Show Closes
2:00 pm – 3:00 pm	<b>Installation of the 2020 NARPM® Board of Directors</b> <b>Introduction of the 2020 NARPM® President, and Vendor Giveaways</b>
3:00 pm – 4:00 pm	<b>Closing Session – Secret Tech Weapons for Professionals with Beth Ziesenis</b>

Suggested Tracks: ■ Leadership; ■ Team; ■ General

\* Additional fee to attend.

# Workshops

1 - 4

WEDNESDAY,  
OCTOBER 16, 2019

10:30 am – 11:20 am

Workshop Sessions 1 – 4

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## 1 ARE EMPLOYEE PROBLEMS IMPACTING COMPANY GROWTH AND PROFITABILITY? ■

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.

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

## 2 THE 5TH ANNUAL STATE OF THE PROPERTY MANAGEMENT INDUSTRY REPORT: STRATEGIES FOR SUCCESS IN THE 2020 RENTAL MARKET ■

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.

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.

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

## 3 MAKING AN EMOTIONAL CONNECTION AND BUILDING TRUST TO OBTAIN NEW CLIENTS ■

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.

**Speaker:** Bob Preston, North County Property Group

## 4 THRIVE IN A MORE, FASTER, NOW WORLD ■

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.

**Speaker:** Vince Poscente, Keynote Speaker

**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.



# Workshops

5 - 8

WEDNESDAY,  
OCTOBER 16, 2019

2:30 pm – 3:15 pm

Workshop Sessions 5 – 8

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## 5 GOVERNMENTAL AFFAIRS UPDATE & NARPM® LEGISLATIVE AGENDA ■

Description to follow as soon as available.

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

## 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 ■

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.

**Speaker:** Fred Richter, FGR, LLC

## 7 THE ACQUISITION PLAYBOOK – A STEP-BY-STEP GUIDE TO ACQUIRING A PROPERTY MANAGEMENT COMPANY THAT COULD SAVE YOU \$100,000 ■

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.

**Speaker:** Matthew Whitaker, gkhouses.com

## 8 ARTIFICIAL INTELLIGENCE FOR THE PROPERTY MANAGER ■

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.

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

# Workshops

9 - 12

THURSDAY,  
OCTOBER 17, 2019

10:50 am – 11:40 am

Workshop Sessions 9 – 12

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## 9 RETENTION EQUALS GROWTH ■

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.

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

## 10 NARPM®: KNOW YOUR MEMBER BENEFITS ■

Description to follow as soon as available.

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

## 11 TACKLING TENANT DAMAGE VS NORMAL WEAR & TEAR LIKE A PRO ■

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

**Speaker:** Mike Giallanza, MPM® RMP®, Home Realty & Management

## 12 THE 5X PROFIT ROAD MAP: HOW TO ACHIEVE BREAKTHROUGH PROFITABILITY USING THE NARPM® ACCOUNTING STANDARDS ■

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?

**Speaker:** Daniel Craig, ProfitCoach





# Workshops

13 - 16

THURSDAY,  
OCTOBER 17, 2019

1:45 pm – 2:30 pm

Workshop Sessions 13 – 16

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## 13 TUNE INTO YOUR IPOD (IRRESISTIBLE POINTS OF DIFFERENCE) TO DELIVER A REMARKABLE CLIENT EXPERIENCE ■

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.

**Speaker:** Jo-Anne Oliveri, Ireviloution Intelligence

## 14 INCREASE YOUR PROFIT IN 30 DAYS ■

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.

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

## 15 FOCUS ON THE OWNER INTERVIEW ■

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.

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

## 16 MAINTENANCE: FROM MESS TO MASTERY ■

Description to follow as soon as available.

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



# Workshops

17 - 20

THURSDAY,  
OCTOBER 17, 2019

4:10 pm – 5:00 pm

Workshop Sessions 17 – 20

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## 17 HEAL THE PAIN (POINTS): OWNER AND TENANT MARKETING PROGRAMS THAT GENERATE ADDITIONAL REVENUE AND DOOR GROWTH ■

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.

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

## 18 IF YOUR WEBSITE WAS AN EMPLOYEE, WOULD YOU FIRE IT? ■

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.

**Speaker:** John Bykowski, Fourandhalf.com

## 19 DEVELOPING A COMPANY CULTURE THAT CREATES GROWTH ■

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 FilterEasy, as he talks about fostering a company culture that favors growth – all while having fun!

**Speaker:** Thad Tarkington, FilterEasy, Inc.

## 20 HOW TO BECOME YOUR INNER LEADER ■

Understanding who you are, where you are, and how to consistently be the best version of yourself in today's changing business environment.

In this session you will learn:

- How to define who you are in the company (your role)
- Defining your strengths and getting the best out of them
- Tweaking your routine to a successful
- How to Invest YOUR time more wisely

**Speaker:** Steve Rozenberg, Empire Industries Property Managers





# Workshops

21 - 24

FRIDAY,  
OCTOBER 18, 2019

11:00 am – 11:50 am

Workshop Sessions 21 – 24

Suggested Tracks: ■ Leadership; ■ Team; ■ General

## SPECIAL WORKSHOP SESSION: SOFTWARE SEMINARS WITH NARPM® PARTNERS

9:00 am – 10:15 am

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.

**Speakers Representing:** AppFolio, Buildium, Propertyware, Rent Manager, Yardi

### 21 QUALIFY APPLICANTS WITHOUT VIOLATING FAIR HOUSING ■

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.

**Speaker:** Robert M. Locke, MPM® RMP®, Crown Realty & Management; Monica Gilroy, Esq., The Gilroy Firm

### 22 HOW TO PUT ON LANDLORD SEMINARS THAT WILL EXPLODE YOUR PORTFOLIO ■

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.

**Speaker:** Mike Connolly, East Bay Property Management, Inc.

### 23 TALENT ACQUISITION – HOW TO DISCOVER AND RETAIN TALENT FOR YOUR COMPANY ■

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.

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

### 24 29 TECH TOOLS TO CREATE COOL CONTENT FOR SOCIAL MEDIA MARKETING ■

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
- Create infographics for little or no cost!

**Speaker:** Beth Ziesenis, Keynote Speaker

# Education Classes

\*There is a **separate registration fee** needed to take classes.  
Sign up online at [www.narpm.org/education/course-schedule](http://www.narpm.org/education/course-schedule)



## 1 ADVANCED RISK MANAGEMENT\*

**October 14, 2019 • 9:00 am – 4:00 pm**

The course is designed for the owner, leader, or executive of the property management company. There are discussions pertaining to managing risk, understanding laws that affect the real estate manager, items of importance that should be in a policy and procedures manual, how one can structure their business in order to negate some liability, and preparing for a legal situation when necessary.

**Instructor: Bev Perina, MPM® RMP®**

## 2 FINANCE: CASH FLOW ANALYSIS\*

**October 14, 2019 • 9:00 am – 4:00 pm**

ADVANCED COURSE

This advanced course will teach you how to forecast and calculate your client's cash on cash return and their internal rate of return on their investment properties. You will also learn how to measure your performance and effectiveness as a property manager. Whether your client is a traditional investor or a "frustrated seller", once the property becomes a rental, it is all about the numbers. Understanding the "numbers" will enable you to advise your clients based on what is in their financial best interests and explain how. You can better forecast how a replacement vs. a repair, or a rent increase, can enhance the property's value. You move from someone that just collects rent and coordinates repairs and move to being their consultant.

**Instructor: Michael McCreary, MPM® RMP®**

## 3 INTRO TO MAINTENANCE: COVERING THE BASICS OF STANDARDS, CODES & SAFETY\*

**October 14, 2019 • 9:00 am – 4:00 pm**

This course touches on aspects of the Uniform Housing Code, habitability standards & local codes, policies of insurance companies and NARPM's Standards of Professionalism; Participants will explore why it is important to know how buildings are put together and what to look at when taking properties into management. Click here for more information.

**Instructor: Tom Sedlack, MPM® RMP®**

## 4 PERSONNEL PROCEDURES ESSENTIALS - HIRING AND FIRING\*

**October 15, 2019 • 9:00 am – 4:00 pm**

You've reached capacity! You can't add another property without help! This course from NARPM will guide you through the hiring & employee management process of the small property management company while also looking at when and how best to address expansion of the company and its portfolio.

**Instructor: Steve Schultz, MPM® RMP®**

## 5 TENANCY\*

**October 15, 2019 • 9:00 am – 4:00 pm**

This is a comprehensive look at the Tenant Cycle that all property management companies experience in their businesses. From Procurement through Move out, this is an immersive examination of the details involved in the day to day administration of the tenants.

**Instructor: Fred Thompson, MPM® RMP®**

## 6 ETHICS\* (Required for all members every 4 years.)

**October 15, 2019 • 9:00 am – 12:00 pm**

Are you ethical? You may be surprised at the pitfalls. This course will cover the basics of ethical behavior in your property management business. The NARPM's Code of Ethics will be reviewed as well as the entire grievance process. The case-study method makes an interesting course.

Note: Does not meet the National Association of REALTORS® (NAR) Ethics Requirement.

**Instructor: Melissa Sharone, MPM® RMP®**

\* Additional fee to attend.



# NARPM® Convention & Expo Registration Information

# 2019

October 15–18, 2019 • (Education classes are on October 14 & 15)

Arizona Grand Resort & Spa • 8000 S. Arizona Grand Parkway • Phoenix, Arizona 85044

**ALL REGISTRATION MUST BE DONE ONLINE AT**  
**[www.narpmconvention.com/register](http://www.narpmconvention.com/register)**

## REGISTRATION FEES

Category explanations are below.	PROFESSIONAL MEMBERS & SUPPORT STAFF			ASSOCIATE MEMBERS			NON-MEMBERS		
	Early Bird By 9/15/19 Postmark	9/16/19 to 9/26/19 Postmark	9/27/19 & After Postmark & Onsite Reg.	Early Bird By 9/15/19 Postmark	9/16/19 to 9/26/19 Postmark	9/27/19 & After Postmark & Onsite Reg.	Early Bird By 9/15/19 Postmark	9/16/19 to 9/26/19 Postmark	9/27/19 & After Postmark & Onsite Reg.
<b>Enhanced Convention</b> <b>Includes Video*</b>	\$545	\$615	\$790	\$595	\$665	\$765	\$700	\$850	\$900
<i>This event is included in your registration. You will be asked to choose online if attending the President's Celebration</i>									
<b>Basic Convention</b>	\$495	\$565	\$665	\$545	\$615	\$715	\$600	\$700	\$800
<i>This event is included in your registration. You will be asked to choose online if attending the President's Celebration</i>									
<b>Team Discount**</b>	-\$50	-\$50	N/A	-\$50	-\$50	N/A	N/A	N/A	N/A
<i>(**Available for Basic and Enhanced Convention only. See Team Discount section below.)</i>									
<b>Single-Day Registration</b> <i>(Includes full day's events with meals.)</i>									
Tuesday	\$100	\$200	\$300	\$150	\$250	\$350	\$170	\$270	\$370
Wednesday	\$250	\$350	\$450	\$300	\$400	\$500	\$350	\$450	\$550
Thursday	\$250	\$350	\$450	\$300	\$400	\$500	\$350	\$450	\$550
Friday	\$300	\$400	\$500	\$350	\$450	\$550	\$400	\$500	\$600
<b>Trade Show ONLY</b>	\$50	\$50	\$100	\$100	\$100	\$150	\$150	\$150	\$200
<i>You will be asked to choose one only. (AM Thursday or PM Thursday or AM Friday. Does not include meals.)</i>									

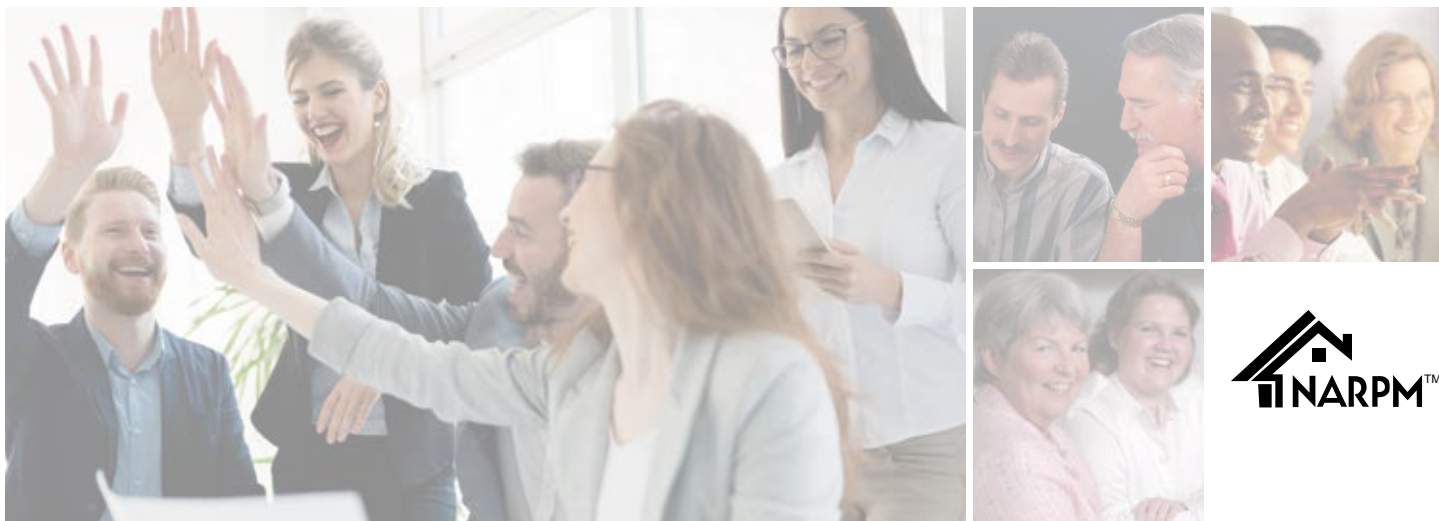
## EXTRA GUEST TICKETS

Available only with accompanying Enhanced Convention or Basic Convention registration. Not available for walk-ins.  
(Note: One ticket for each of these events is included for the person registered for Enhanced or Basic Convention.  
Guest tickets must be purchased separately online.)

President's Celebration Guest – \$95; Wed. Reception & Trade Show Guest – \$75; Wednesday Lunch Guest – \$60;  
Thursday Lunch Guest – \$60; Friday Lunch Guest – \$60

## EDUCATION CLASSES

Separate registration is required. Please check [www.narpm.org/education/course-schedule/](http://www.narpm.org/education/course-schedule/) for registration information.



# NARPM® Convention Attendee Agreement Terms and Conditions

By registering online, I confirm that I have read and agree to the information below.

## **MEMBERSHIP REGISTRATION CATEGORIES**

(Visit [www.narpm.org/find/property-managers](http://www.narpm.org/find/property-managers) or call (800) 782-3452 if you need help determining your category.)

**Professional Members** have successfully completed NARPM®'s 3-hour Ethics course.

**Support Staff Members** are acting in the role of support in the office of a Professional Member.

**Associate Members** have not completed NARPM®'s 3-hour Ethics course.

**Non-members** may join by visiting [www.narpm.org/join/apply](http://www.narpm.org/join/apply). Save on Convention registration by joining.

**Vendors or Affiliate Members** should see the Exhibitor Prospectus for registration information.

## **REGISTRATION DEADLINES**

All registrations must be done online on or before September 27, 2019. After this date, you may only register at the event starting October 15, 2019. People registering onsite (at the event) are not guaranteed access to the luncheons.

## **\*ENHANCED CONVENTION AND VIDEO**

For an extra \$50 for NARPM® Members and \$100 for Non-Members, you can register for the full convention and receive a video of the workshop sessions. This is a great way to make sure you get the most out of your registration fees!

## **\*\*TEAM DISCOUNT**

When two or more NARPM® members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. To receive discount, one registration must be done **online within the same registration**. Team discount is not available after September 27, 2019.

## **CANCELLATION POLICIES**

If this convention is cancelled for any reason, the liability of NARPM® to the registrant is limited to the return of the registration fee. A necessary rescheduling of the convention, as approved by the NARPM® Board, does not constitute a cancellation.

Cancellations must be done online. Cancellation on or before September 27, 2019 will receive a full refund, less a \$25 processing fee. **There is NO refund after September 27, 2019.**

## **IT'S EASY TO REGISTER ONLINE**

Visit: [www.narpmconvention.com/register](http://www.narpmconvention.com/register)



National Association of Residential Property Managers