



National Association of Residential Property Managers

VIRGINIA STATE CHAPTER

**Join us: The 6th Annual Virginia State NARPM Conference  
 and Trade Show  
 February 18- 19, 2019  
 Renaissance Portsmouth-Norfolk Waterfront Hotel  
 425 Water St, Portsmouth VA 23704**

**Feb 17, 2019 Sunday – Theater Room**

Mastermind	Property Managers	(Additional Cost)	
6:00pm - 9:30pm	<b>Best Door Growth Hacks, Strategies and Activities.</b>	<p><b>[WARNING- you will potentially LOSE hundreds of thousands of dollars by choosing NOT attending this event. This content WILL NOT BE TAUGHT at the main conference]</b></p> <p>Deniz Yusuf is by far the best Door Growth and BDM trainer on the circuit right now, and in this session, he delivers all the strategies he uses to coach BDM's (Business Development Managers) to sign up to 30 new doors each month, having implemented the same to personally sign-up 900 doors over 4 years.</p> <p>If you want to have massive Door Growth, you need to ensure you attend this SPECIAL Mastermind Session- Over 2 hours</p> <p>Deniz will reveal to you-</p> <ul style="list-style-type: none"> <li>• WHY having an effective BDM position is no longer optional whether you're a real estate business running sales and PM, or a dedicated PM only business.</li> <li>• THIRTY key monthly BDM tasks and activities and aligned KPIs to generate more leads and sign-up more new doors to dominate your marketplace.</li> <li>• RECEIVE a monthly schedule for your business to stay accountable for serious DOOR GROWTH.</li> </ul>	Deniz Yusuf Darren Hunter

Email: [NARPMChapter@gmail.com](mailto:NARPMChapter@gmail.com)

Crystal Lovell or Patty Young (Registrations) or Lisa Doud (Vendors)

**Feb 18, 2019 Monday- Portsmouth Room**

8:00am	Registration	Conference Registration	
9:00am	Welcome	A Message from Our President	Eric Wetherington, MPM RMP
9:45am	How secure is your network?	This session discusses the impact of cybersecurity and business email compromise.	Col. Lisa Whittaker/ Special Agent, Erik Gudmundsen
11:00am	KEYNOTE	Perfect Your Property Management Business with Coach Deniz Yusef	Deniz Yusef
12:15pm	LUNCH		
1:15pm	Scripts to Overcome the BIGGEST Fee Discount Requests	<p>You can get quality fees with new business despite cheaper competitors, when you focus on impressing them with service, value, trust and expertise instead of discounts. In this session we show you how you can shine and earn more in your marketplace with new business.</p> <ul style="list-style-type: none"> <li>• Learn ten effective scripts, methods and strategies to overcome fee discount requests.</li> <li>• Get your marketing material right so you are perceived as high quality.</li> <li>• 40 plus different things you can add to your Listing Kit to really impress.</li> </ul>	Darren Hunter
2:30pm	Ten Different Highly Engaging Facebook Posts – Growing Your Business with Facebook	<p>There’s no doubt social media has taken over traditional marketing, and the biggest out there is Facebook. It’s only going from strength to strength boasting over 1.8 billion active users. There are few people NOT spending time on Facebook on a daily basis. Therefore, you need to know how to engage with your audience effectively, and in this session, we will teach you ten different post types that will engage with your audience, and grow your profile. Darren’s business page on Facebook actively engages with thousands and commonly reaches to over 100,000 people in any 7-day period.</p> <ul style="list-style-type: none"> <li>• Learn how Facebook decides what posts will be seen by your audience.</li> <li>• Why you need to engage to make Facebook work, and the best three ways to do this effectively.</li> <li>• Know the different post types that will go deep into the news-feeds of your followers, and the ones that won’t.</li> <li>• Understand how to use video effectively to reach your audience and get their attention among all the news-feed noise.</li> </ul>	Darren Hunter

Email: [NARPMChapter@gmail.com](mailto:NARPMChapter@gmail.com)

Crystal Lovell or Patty Young (Registrations) or Lisa Doud (Vendors)

3:30pm	Reaching the Top 10%- Mastering PM	<p>The very best people in property management all have certain values and skills they have acquired that make them the top 10% of performers in the country. This session delivers the 21 skills, attributes and values you need to develop to join the prestigious ranks of success. If you do what successful PM's do, you will achieve the success that successful PM's enjoy, and your clients will refer you more business too!</p> <p>Understand how you can fast track being an expert simply using your driving time.</p> <p>Know the importance of goal setting and use mistakes, failure and complaints to succeed.</p> <p>Why your attitude is your greatest asset, and why training sets you apart from the average.</p> <p>Know the skills that the very best are mentored and coached with.</p>	Deniz Yusef
6:00pm	Cruise Ship Spirit	Meet at the dock to board the ship- Be on time! Ship leaves at 6:30 sharp.	All
6:30pm- 9:30pm	How to network in a social setting- an interactive live workshop.	Fun opportunity to assist each and every participant leverage their return on relationships.	Jim Roman

**Feb 19,2019 Tuesday- Portsmouth Room**

8:00am	Breakfast with Vendors		
9:00am	Networking – How to turn your CONTACTS into CONTRACTS™	<p>Are you getting the most out of your Networking efforts? Would you like to turn your Networks into PAID works? Networking isn't just meeting people and passing business cards-it's a process. Discover the formula for developing relationships and specific techniques to make meaningful connections and start building your business through relationships rather than cold calls. Don't be a "90 Minute Wonder." Attend this session where you will learn:</p> <ul style="list-style-type: none"> <li>• Key questions to connect every time</li> <li>• Strategies to get more BEFORE, DURING and AFTER events</li> <li>• What you can do to get more appointments with KEY contacts</li> <li>• Networking as an introvert (strategies and tactics)</li> <li>• How to position yourself to attract more business</li> <li>• How to get out of difficult situations at an event</li> <li>• Much, much more</li> </ul>	Jim Roman

Email: NARPMChapter@gmail.com

Crystal Lovell or Patty Young (Registrations) or Lisa Doud (Vendors)

10am	Break		
10:15am	Ask the Attorney	Get answers to property management legal questions from our panel of attorneys.	Panel
11:45am	Lunch	Benefits of NARPM and more...	
12:30pm	Mastering your Daily Agenda (Effective Time Management – Part 1)	<p>When you've got a 'million things' to do, you need to know; what you must do now, in five minutes time and what can wait – and then you must get them in the right order! In this session we give you the best 3 PM time management skills ever taught, allowing you to get 2-3 times more done faster and more efficiently than you ever thought possible.</p> <p>How to use our 'Daily Task Manager' effectively for your agenda.</p> <p>The power of prioritizing your tasks when you've got a million things to do.</p> <p>Understanding the importance of focus to eliminate mistakes and issues that take 3-4 times more time to fix, than if they were done right the first time.</p> <ul style="list-style-type: none"> <li>• How to 'program' yourself to become more effective and efficient with your time – even if you're really bad at it.</li> </ul>	Darren Hunter
1:30pm	Q and A Session	Bring your questions and get answers. Learn from industry experts.	Panel
2:45pm	Break		
3:00pm	BIG Growth Pains to HUGE Personal Gains	Deniz delivers the last session of the event, and there won't be a dry eye in the room as Deniz takes to the stage to bare his soul, become vulnerable in front of you and expose his painfully low moments to inspire you to new levels of courage, success and achievement.	Deniz Yusuf
4:30pm	Close	End of Conference	

**To Register for this conference Please use this link:**

<https://www.eventbrite.com/e/all-aboard-lets-set-sail-6th-annual-va-narpm-conference-tickets-50397749024>

**For hotel Registration: Please use the following information Call 1-888-839-1775 (VA NARPM) or use the following link**

[https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Virginia%20State%20Chapter%20NARPM%5Eorfpt%60narnara%7Cnarnarf%60119.00%60USD%60false%604%602/17/19%602/20/19%601/17/19&app=resvlink&stop\\_mobi=yes](https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Virginia%20State%20Chapter%20NARPM%5Eorfpt%60narnara%7Cnarnarf%60119.00%60USD%60false%604%602/17/19%602/20/19%601/17/19&app=resvlink&stop_mobi=yes)

Email: NARPMChapter@gmail.com

Crystal Lovell or Patty Young (Registrations) or Lisa Doud (Vendors)