NARPM®
32nd Annual Convention and Trade Show
October 19-22, 2020
Omni Amelia Island, Florida
Schedule of Events
MONDAY, OCTOBER 19, 2020

7:00 am – 3:00 pm  Past Presidents’ Charity Golf Tournament* (Separate registration) (Luncheon/Awards at 1:00 pm.)
Omni Amelia Island Plantation Golf Course

9:00 am – 4:00 pm  NARPM® In-House Maintenance – Running a Profitable Operation Class*
Room TBD

9:00 am – 4:00 pm  NARPM® Personnel Procedures Essentials – Hiring and Firing Class*
Room TBD

9:00 am – 4:00 pm  NARPM® 101 – Basics of Property Management Class*
Room TBD

12:00 pm – 5:00 pm  Registration Open
Amelia Foyer

OFFICIAL CONVENTION OPENING

5:00 pm – 7:00 pm  President’s Celebration – Kick Off Party
(On-site, Included in full registration fee.)
Beach

TUESDAY, OCTOBER 20, 2020

8:00 am – 6:00 pm  Registration Open
Amelia Foyer

8:15 am – 9:20 am  First-Time Attendee Welcome/ Orientation & Coffee
Live Oak Room

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!

9:30 am – 10:30 am  NARPM® Keynote Opening General Session – Time to Rejuvenate™
with Juanita McDowell
Magnolia Ballroom

Even the best of sales people experience the unfortunate “dry” period. Juanita will show you how to give your team a boost, a chance to rejuvenate. Even better, give them an unfair advantage over the competition. This motivational keynote combines mind power principles with amazing success stories and innovative strategies to recharge and refresh. The end result – fat funnels and closed opportunities.

*Additional fee to attend.
## 1. Workflow Platforms

**Room TBD**

Rent Bridge presents an overview of what every property manager wants and what some would consider the Holy Grail of property management operations – an automated workflow platform. All the available options will be broken down into cost, compatibility, limitations, and user friendliness. This is all very important information when deciding which workflow platform will be best for you and your company. Blais will cover how having an automated workflow platform can reduce labor hours and stress on your staff, as well as how it can allow you to add more doors without having to make more hires. Both of these actions translate into a more profitable property management company.

### Rent Bridge

- **Speaker:** Blais Case, Rent Bridge


**Room TBD**

This session brings to light new findings from the 6th Annual State of the Property Management Industry Report, which synthesizes insights from thousands of property managers, owners, and renters from across the country. The past year has been particularly turbulent, with the effects of a global pandemic and financial crisis catching businesses by surprise after more than a decade of expansion. Property managers’ ongoing struggles with attracting and retaining residents, growing and marketing their businesses, and expanding their portfolios will grow deeper and more complex in this new environment that’s unlike anything we’ve faced in the past.

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 2021 and beyond. They’ll identify where problems and opportunities lie within small businesses and discuss what can be done to resolve property managers’ biggest pain points. This session will combine intensive market research with an analysis of the big-picture trends revealed across six years’ worth of data. In addition, the presentation and report will bring property managers’ own words to the forefront as they describe the impact that the year’s unprecedented changes have had on their businesses.

The much-anticipated Industry Report is scheduled for publication in tandem with the NARPM® Annual Convention and has become a staple for NARPM® members and property managers. It will be available for conference attendees, both in print and as a downloadable PDF.
3. The Meaning of (Your Property Manager) Life  Room TBD
Speaker: Scott P. Brady, Progressive Property Management, Inc.

Just as in a small business where there are five stages of existence (1) aspirational, (2) entry, (3) growth, (4) crucible, and (5) exit, there are five stages in the life of a property manager (1) birth, (2) becoming a property manager, (3) growing that business, (4) monetizing your clients, and (5) death. This presentation goes over those stages and is both educational and inspirational.

4. Survive and Thrive with Acquisitions  Room TBD
Speaker: Michael Catalano, Real Estate Connections

In this session, you will learn the top 10 successes and pitfalls of acquisitions.

11:35 am – 1:00 pm  Lunch with your RVP / Regional Roundtable  Magnolia Ballroom

1:00 pm – 2:00 pm  COVID-19 Panel Discussion  Magnolia Ballroom

Description to follow.

2:00 pm – 3:15 pm  TED-Style Talk Sessions T1 – T4  Magnolia Ballroom

T1. 2:00 pm – 2:17 pm
Virtual President & CEO –  Magnolia Ballroom
Fasten your Seat Belt and Buckle In
WE Are Going For a Ride
Speaker: Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®

What is it like to be a Virtual President & CEO, while keeping life balance and a positive attitude? What did COVID-19 do to change our businesses? Fasten your seat belt and we’ll talk about what positive things came out of the pandemic. Melissa will show you how to motivate, navigate, and communicate with your team when things are changing so rapidly. Our latest tools are virtual, involving technology, communication, marketing, and gearing up for growing your business when things turn the corner. This will be an interactive class of sharing and best practices.

T2. 2:19 pm – 2:36 pm
The 3 Most Important Things I Did in 2020 to Improve My Business  Magnolia Ballroom
Speaker: Marc Cunningham, RMP®, Grace Property Management & Real Estate

For many PM companies 2020 has been a very challenging year. In this short talk Marc shares the 3 things he did in 2020 to finish strong and to prepare for success in 2021.
Schedule of Events

T3. 2:38 pm – 2:55 pm Magnolia Ballroom
Preventing and Identifying Rental Fraud from Impacting your Business
Speaker: Janet Peters, TransUnion

Fraudulent activity is an emerging issue in the rental industry as the proliferation of digital face-to-face interactions has grown. Consumers are increasingly shifting to online applications – and this poses new challenges for property managers. During the screening process, property managers must verify identities and detect potentially fraudulent applicants in a seamless manner without hindering the consumer experience. While companies may believe they already have fraud detection tools in place, fraudulent activity is still typically not identified until after move-in. This session will advise property managers of the red flags to look for during the application process. This ensures potential fraudsters are identified at the time of application rather than during the lease cycle, which could significantly boost the company’s bottom line.

T4. 2:57 pm – 3:14 pm Magnolia Ballroom
Bullet-Proof Financial Controls and Why Bad Things Happen to Good PMs
Speaker: Daniel Craig, ProfitCoach

Property management is one of the few industries where you, the small business owner, is required to manage hundreds of thousands, if not millions of dollars of other people’s money. And guess what? Everyone is watching you – The state, your clients, and your employees. And oh yeah, and the virtual assistant (VA) half-way across the world with access to your client’s routing information. What’s the result? Bad things happen to good PMs. But it’s OK, you can stay in control with bullet-proof financial controls. By unpacking the NARPM® Accounting Standards Financial Controls Guide, this practical session will demystify financial controls, and guide you through the key controls you should be implementing and monitoring in your business to protect you from fraud, error, and audit risk – and keep you out of jail.

3:15 pm – 3:30 pm Magnolia Foyer
Refreshment Break

3:30 pm – 4:30 pm Room TBD
PIVOT! Crisis or Opportunity?
Description to follow.

4:30 pm – 6:30 pm Amelia Ballroom
Exhibit Hall Grand Opening/Trade Show and Reception

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 2020 NARPM® President Kellie Tollifson, MPM® RMP®, and the 2020 Convention Chair, Sarah Turocy, MPM® RMP®.
Schedule of Events

WEDNESDAY, OCTOBER 21, 2020

8:00 am – 12:00 pm  Registration Open  Amelia Foyer

8:00 am – 9:00 am  Refreshments with Exhibitors  Amelia Ballroom

9:00 am – 10:00 am  TED-Style Talk Sessions T5 – T9  Magnolia Ballroom

T5. 9:00 am – 9:17 am  
Top 10 Business Development Practices  
Speaker: Brad Larsen, MPM® RMP®, RentWerx San Antonio and BizDev Mastermind  
Magnolia Ballroom

In this session, you will learn the top 10 best business development practices. Brad will detail the 10 best ways to improve your business development skills in finding sources of leads, interviewing prospective owners, and closing new deals so you can grow your business.

T6. 9:18 am – 9:35 am  
Resident Benefit Packages  
Speaker: Todd Ortscheid, GTL Real Estate  
Magnolia Ballroom

Description to follow.

T7. 9:36 am – 9:53 am  
Emotional Intelligence Training and the Impact on Business Relationships  
Speaker: Stacey McKay, Rental Home Management Services  
Magnolia Ballroom

Stacey McKay, a Real Estate Broker and Trainer with over 30 years experience in real estate and property management, will share the key principles of relational wisdom (RW), going beyond emotional intelligence (EI). As a Certified Relational Wisdom Instructor, she will provide new skill sets that will help management companies, property managers, and their support staff, better understand their clients. This includes owners and tenants, as well as the vendors used in operating their property management business.

Most people experienced in business know or have had some training in emotional intelligence. Stacey will go a step beyond, providing new skills sets better designed to focus on the emotions behind EI and how emotional reactions impact relationships at work and home, with practical applications for property management professionals.
Schedule of Events

T8. 9:54 am – 10:11 am  
Technology PM Pain Points – The Future is Now  
Speaker: Jamey King, PointCentral  
Ballroom

This session will take property managers on an educational journey through the pain points they are facing with day-to-day operations. It will focus on technology that is available to the industry now, and also, what is coming in the future. Jamey uses a historical approach to grasp the controls that are available but often overlooked. This educational session will provide each attendee with at least one key takeaway to implement in their day-to-day operations.

T9. 10:12 am – 10:29 am  
Processes: Going from Zero to Sixty  
Speaker: Chris Berkompas, CTO, LeadSimple Inc.  
Ballroom

Many companies are not in a position to prioritize growth, because the processes they have won’t reliably scale. When companies set out to solve this problem, they face the steep learning curve of new software, on top of the work of standardizing and documenting their own processes. Workflow automation is all the rage, but there are a lot of ways to get stuck and stall out. The goal of this presentation is to give attendees a road map for being successful with a process implementation project, by identifying prerequisites, avoiding tar pits, empowering their team, and adopting the right order of operations.

10:45 am – 11:45 am  Keynote General Session –  
Amp it Up, Make More Money, Have More Fun with Merit Kahn  
Ballroom

Description to follow.

11:45 am – 1:00 pm  Lunch (Magnolia Ballroom)  
Trade Show (Amelia Ballroom)

1:00 pm – 2:00 pm  Workshop Sessions 1 – 5  
Room TBD

1. How You Can Find Superstar BDMs  
(Business Development Managers) to Grow Your Business For You  
Speaker: Jeremy Pound, CEO, RentScale

Property management company owners love to get clear on exactly what kind of clients they do, and do not, want. What kind of discounts they will, and will not, concede. And which policies are nice to have and which are non-negotiable. Ironically, owners who also like to sell typically have the least amount of discipline in sticking to these standards while “chasing the deal.” When you systematize and

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document the selling standards, and then remove yourself from the front lines, you
start attracting prospects that are looking for systems and standardization rather
than “deal making.” This session will show you how to define a comp plan, score-
card, and sales management system that will attract a top performing salesperson
for your property management firm. Also, hear from a handful of other NARPM®
Members who have used this exact process and ask them how they have made the
jump to getting out of selling for their management company.

2. Run In-House Maintenance Profitably
   Speaker: Mike Schraepfer, President, Heirloom Property Management

The asset managed by a property manager (PM) is a physical property. This requires
PMs to be proficient at maintaining these assets and drives many PMs to bring
maintenance services in-house. In-house maintenance presents a fundamental
problem: running a maintenance business is completely different than a running a
PM business. This session will unpack the fundamental differences and approach
“maintenance as a business” with a fresh perspective.

3. EOS – Entrepreneurial Operating System
   Speaker: Jeremiah Cundiff, Vice President, PMI Corporate

Description to follow.

   Speaker: Marc Cunningham, RMP®, Grace Property Management & Real Estate

Description to follow.

5. SWOT Analysis
   Speakers: Scott Brady, Progressive Property Management, Inc.
   Deb Newell, MPM® RMP®, Real-Time Leasing

Description to follow.

2:00 pm – 3:00 pm  Refreshments with Exhibitors  Amelia Ballroom
2:00 pm – 2:30 pm  National Volunteer Appreciation  Live Oak Room
   (By invitation only)
2:30 pm – 3:00 pm  NARPM® Committee Meetings  Cumberland A
   Member Services  Conference 2&3
   Communications  Cumberland B/C
   Governmental Affairs  Talbot Room
   Professional Development  Ossabaw Room
   Technology
Schedule of Events

3:00 pm – 3:50 pm  Panel Pandemonium P1 – P4  Rooms TBD

P1. Panel Discussion –  Room TBD
KPIs: The GPS for your Business
Speakers: Anne Lackey, Solid Source Property Management, Inc; Deb Newell, MPM® RMP®, Real-Time Leasing

Post COVID-19, property managers need to manage their teams based on results. Many PMs are still trying to navigate managing a diverse workforce, constituting in-house staff, contractors, and remote team members. Business is forever changed – have you changed with it? Understanding each person’s roles and how to manage expectations and results are going to be the difference in the new economy. Anne Lackey has been managing a diverse team over several businesses and will share her best practices in this session. Brokers will be able to walk away with clear next steps of what a Key Performance Indicator (KPI) is and how to implement it in their current team environment. You’ll be shown how KPIs can provide the road map to the success of your business, by tracking your business growth. Everything from financial metrics, marketing, and maintenance. By knowing your profit per door, you’ll see how it will help you gain more business.

P2. Panel Discussion –  Room TBD
Artificial Intelligence & Automation
Speakers: Kit Garren, MPM® RMP®, Tonsofrentals.com Asheville; Dr. Ethan Bahir, CTO, Diffe.rent, Inc.; Sina Shekou, CEO of Aptly

The capability of artificial intelligence is growing rapidly and providing the residential property manager with opportunities for improved capabilities only dreamed of a few years ago. We will first define artificial intelligence then provide examples and demonstrations of its current uses for the property manager. Don’t replace your team with robots – help them become superhuman! Automation works best when you use it to enrich, not replace, human-to-human experiences. During this session, we will discuss best practices for charting your tenant and owner customer experiences and how to leverage automation in thoughtful ways. The session will provide templates for mapping customer journeys, best practices for implementing them into your existing workflows, and takeaway blueprints for building your own automation regardless of the tools you use.

P3. Panel Discussion –  Room TBD
Company Growth Panel
Moderator: Taylor Tenney, On Q Property Management

Many property management companies are being solicited to sell their companies by big players with deep pockets that are using scare tactics and/or selling a dream for selling. This could be detrimental to the industry. This session will remind you why you started and how to grow and cash flow.

Continued next page.
Schedule of Events

Learn how one company has grown from 0 properties, in 2010, to over 2,000 properties in less than 10 years, by not purchasing a single contract or company. Witness tools and software that automate day-to-day tasks to become more profitable, while providing better service. This session dives deep on marketing with Google, optimizing your landing page, following up, on-boarding, leasing, managing, handling move-outs, and re-marketing.

P4. Panel Discussion – Room TBD
How to Be the Trusted Voice in Your Market
Using Social Media
Speaker: TBD

Description to follow.

4:00 pm – 5:00 pm Awards Reception
Magnolia Terrace

4:00 pm – 6:00 pm Trade Show in Exhibit Hall
Amelia Ballroom

THURSDAY, OCTOBER 22, 2020

8:00 am – 12:00 pm Registration Open
Amelia Foyer

8:00 am – 9:00 am Refreshments with Exhibitors
Amelia Ballroom

9:00 am – 10:00 am General Session:
Law and Order with Harry Heist
Perfecting the Property Management Agreement
Magnolia Ballroom

This session will examine the most important document in residential property management and how to make it your perfect tool to maximize flexibility, profitability, and control while minimizing your liability. From the decision to accept the account to ending the relationship, each detail and clause will be explained and examined in depth and a ready-to-use Management Agreement and Finder’s Fee Agreement provided to attendees.

10:00 am – 10:45 am Refreshments with Exhibitors
Amelia Ballroom

10:45 am – 11:45 am Implementation: What Have You Learned This Week and How Can You Implement It In Your Business?
Room TBD

Description to follow.
Schedule of Events

11:45 am – 1:00 pm  Lunch with NARPM® Annual Business Meeting  Magnolia Ballroom

1:00 pm – 1:30 pm  Installation of the 2021 NARPM® Board of Directors and Introduction of the 2021 NARPM® President  Magnolia Ballroom

1:30 pm – 2:00 pm  Vendor Giveaways  (must be present to win)  Magnolia Ballroom

2:00 pm – 3:00 pm  Closing Keynote Session – 5 Shark Points: Fundamentals for Success in Business and Life with Daymond John  Magnolia Ballroom

Daymond John has been a phenomenally successful business person for over 25 years. Along his entrepreneurial journey, through his many successes as well as failures, he has learned a few things about getting the best out of business and life. He believes the keys to his success include establishing the right mindset and following a few fundamental principles, which he calls his five “S.H.A.R.K. points.” Get ready! Daymond John is going to share his unique goal-setting and achievement strategies, which will empower audience members to make positive changes in every aspect of their lives.

Join Daymond as he explains his SHARK Point basics. (1) Set a goal, (2) Homework – do yours, (3) Adore what you do, (4) Remember, you are the brand, and (5) Keep swimming.

3:00 pm – 4:00 pm  Daymond John Meet & Greet *  Conference 1

FRIDAY, OCTOBER 23, 2020

9:00 am – 12:00 pm  Ethics Class*  Conference 2

9:00 am – 4:00 pm  NARPM® Tenancy*  Room TBD

9:00 am – 4:00 pm  NARPM® Risk Awareness*  Room TBD

9:00 am – 5:00 pm  NARPM® Board Meeting  (All attendees invited to meeting)  Conference 3

*Additional fee to attend.
JOIN US AT THE 2020 NATIONAL CONVENTION TO SUPPORT OUR CHARITY

THE 2020 PAST PRESIDENTS’ CHARITY TOURNAMENT BENEFITS ALEXANDER HAMILTON SCHOLARS

The Annual Past Presidents’ Charity Golf Tournament is scheduled for Monday, October 19, 2020 at the Omni Amelia Island Plantation Resort Golf Course.

Alexander Hamilton Scholars (AHS) focuses on closing the opportunity gap for young people like Alexander Hamilton. Each year, AHS selects 35 underserved high school juniors for their academic, personal, service, and entrepreneurial accomplishments, to participate in its no-cost, 5-year empowerment program. These students receive mentorship, practical guidance, and a comprehensive network of support, much like Hamilton did, so they, too, can leave a lasting legacy that will forever change their communities, our nation, and the world.

Provided at no cost to the student the program consists of individual support through phone calls, video conferencing, and emails with AHS staff members and an assigned peer Scholar mentor. Group support and learning is offered through conference calls and Leader Weeks. All curriculum is designed around our 5 Pillars of Success – TRANSITION, HERITAGE, EMPOWERMENT, FINANCIAL LITERACY, and LEADERSHIP.

To register, visit www.narpmconvention.com/past-presidents-charity-tournament

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.
Enter to Win the 2020 NARPM® PAC Sweepstakes

The NARPM® PAC Trustees have launched the 2020 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 2020 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
Mail to: NARPM® PAC or Email to: info@narpm.org. Must be received by October 9, 2020.

Contributions to NARPM PAC are not tax deductible as a charitable contribution for federal income tax purposes. NARPM PAC is the political action committee of the National Association of Residential Property Managers. Contributions to NARPM PAC are used in connection with federal elections. All contributions to NARPM PAC are voluntary. You may refuse to contribute without reprisal. If this solicitation suggests a contribution in a particular amount, it is just a suggestion, and you may contribute more, less or not at all, and the amount given (or not given) will not benefit or disadvantage you in any way. Federal law requires us to use best efforts to collect and report the name, mailing address, occupation, and name of employer for each individual whose aggregate contributions exceed $200 in a calendar year. No contribution is required to enter. To enter without contributing please send a 3x5 index card with your name, mailing address, phone number and email address to NARPM PAC, c/o NARPM, 638 Independence Parkway, Chesapeake, VA 23320 (must be received by October 9, 2020). Void where prohibited.