

A large, stylized logo for the year 2020. The '0's are yellow circles with blue outlines, and the '2's are blue. The logo is positioned on the left side of the page, partially overlapping the text.

# NARPM® Convention & Trade Show *Rewired* October 20-22, 2020

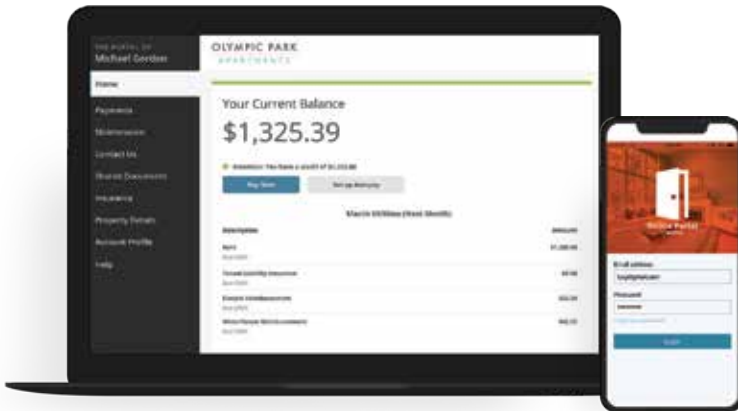
EVENT PROGRAM





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Property  
Managers earn  
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annually on  
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Near  
**100%**  
tenant  
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HVAC  
tickets  
reduced by  
approx  
**40%**<sup>3</sup>

Learn more about our air filter delivery service at  
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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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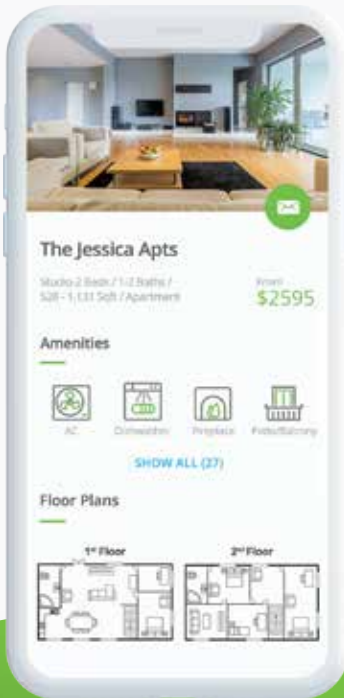
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Danielle Drozdek  
RB Homes, Inc.

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HVAC Monitoring



Energy Management



Leak Detection



Resident access

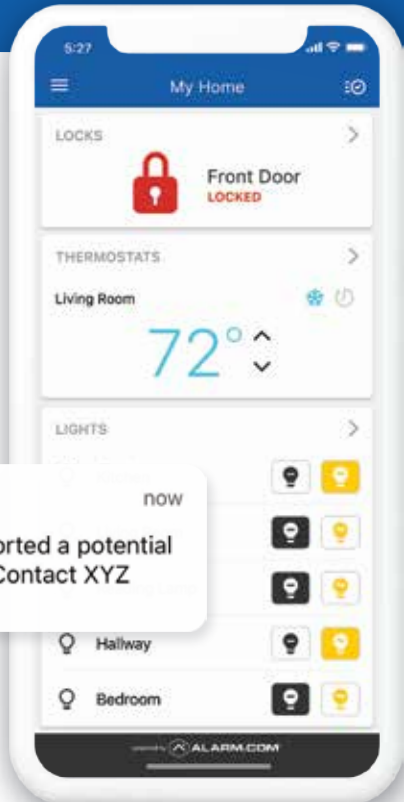


POINTCENTRAL

now

Rental Home: The thermostat reported a potential heating & cooling system failure. Contact XYZ HVAC for service

LEARN MORE AT  
[pointcentral.com/NARPM](https://pointcentral.com/NARPM)







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Come see us at Booth #1  
to learn more!

## IF YOU'RE NOT TAKING ADVANTAGE OF AUTOMATION YOU'RE ALREADY BEHIND

If you've sampled the benefits of automation, but don't know how to maximize it, **Rent Bridge is here to show you how!**

Grow your doors and serve your clients better with  
**marketing automation** and **process automation**.

FOR MORE INFO  
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### PROCESS AUTOMATION TOOLS

help you manage more doors with  
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Sales and new owner onboarding



Leasing, expirations, and renewals



Move-ins and move-outs



Late rent collection



Reducing churn and closing leads

### MARKETING AUTOMATION

brings in new leads and moves them  
toward conversion without extra work  
for your team.



Increase traffic and conversions



Nurture leads who aren't ready yet

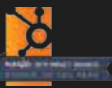


Help your sales team close more deals



Delight your existing clients!

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### CONTACT US

1402 S. Custer Road  
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972.805.8535

[info@rentbridgegroup.com](mailto:info@rentbridgegroup.com)





Hello NARPM Friends,

I am honored and privileged to welcome you to the first ever virtual NARPM® Convention & Trade Show *Rewired*. While it is our 32nd Annual Convention, seldom do we get the chance to have such extraordinary opportunities like this one. Not only is the Convention being presented on a really slick virtual platform, we have rewired the registration fee to just \$120.20 per person!

Our year has been chock full of so many firsts and this year's Convention is no different. I promise it to be a rewarding and inspiring experience for you – exactly what we all need to *Elevate the Vision*! Just like our previous Conventions, we will have in-depth educational offerings, innovative speakers, networking opportunities, and just plain fun! You can find the complete program details here at <https://www.narpmconvention.com/schedule/>

Throughout your year you have been presented with so many challenges and this Convention is designed to provide you with tools, resources, and peers to help you *Elevate the Vision*, both personally and professionally.

Some of the highlights include our favorites, such as TED-Style Talks, HUD Assistant Secretary, Anna Maria Farias, Panel interviews/discussions and my personal favorite, meeting up in the “Hallway” – just like we did when we were in person. We will be swearing in the 2021 Board of Directors and giving out the 2020 Awards. Our closing event will be with Daymond John, long time investor on ABC's *Shark Tank* and Founder, President & CEO of FUBU.

We have taken extra care to ensure the Vendor Trade Show provides ample opportunities for you to meet with our valued vendor affiliates within this new virtual platform.

I want to thank Sarah Turocy, RMP®, Convention Committee Chair, and Brooke Doty, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers who have worked tirelessly to put together a rich and robust program full of terrific content for all attendees.

I'm glad that you registered for this first-time ever event – NARPM® Convention *Rewired*. Now, just sit back and relax in the comfort of your own home or office and take in all NARPM® has to offer! It's a great way to build momentum as we head into 2021!

**Kellie Tollifson, MPM® RMP®**  
2020 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
Kittedge 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	Eric Wetherington, MPM® RMP®	2019
Andrea Caldwell, MPM® RMP®	2004	*Deceased	

# 2020 Board Officers

## President

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

## Past President

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

## President-Elect

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

## Treasurer

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

## Secretary/CEO

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



# 2020 Directors/RVPs

## **Atlantic Region**

AJ Shepard, RMP®  
503-941-0276  
atlanticrvp@narpm.org

## **Central Region**

Pete Neubig, MPM® RMP®  
888-866-6727 x702  
centralrvp@narpm.org

## **Pacific & Pacific Islands Regions**

Charlene Minor, MPM® RMP®  
404-230-9855  
pacificrvp@narpm.org  
pacificislandsrvp@narpm.org

## **Southwest Region**

Liz Cleyman, MPM® RMP®  
303-255-1990  
southwestrvp@narpm.org

## **Southeast Region**

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

## **Northwest Region**

Melissa Sharone, MPM® RMP®  
208-321-1900  
northwestrvp@narpm.org

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# 2020 Committee Chairs

## **Communications**

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

## **Finance**

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

## **Member Services**

Angela Holman, MPM® RMP®  
970-245-1133  
memberserviceschair@narpm.org

## **Professional Development**

Leann Ghiglione, MPM® RMP®  
206-621-9840  
profdevelopmentchair@narpm.org

## **Governmental Affairs**

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

## **Nominating**

Eric Wetherington, MPM® RMP®  
843-883-6130  
nominatingchair@narpm.org

## **Annual Convention & Trade Show Chair**

Sarah Turocy, MPM® RMP®  
843-795-4461  
conventionchair@narpm.org

## **Broker/Owner Conference & Expo Chair**

Randall Henderson, MPM® RMP®  
801-407-1301  
brokerownerchair@narpm.org

## **Technology Chair**

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

## **Vendor Ad Hoc Chair**

James Barrett  
vendoracchair@narpm.org



# 2020 Convention Committee

Thank you to these dedicated NARPM® Members who have engineered a great 2020 Convention.

## **Convention Committee Chair:**

Sarah Turocy, MPM® RMP®

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

Amy Karns, RMP®

## **Vendors Sub-committee Chair:**

James Alderson, MPM® RMP®

## **Committee Members:**

Scott Brady

Trent Ratliff, MPM® RMP®

Pete Howlett, RMP®

Dawn Ostovich, MPM® RMP®

Lindsey Blackburn, RMP®

Jessica Case, RMP®

Tim Snelgrove, MPM® RMP®

Jennifer Stoops, MPM® RMP®

Brooke Doty, CMP, NARPM® Conferences & Convention Coordinator





# Convention Information

## VIRTUAL PLATFORM INFORMATION

### **Conference Chat**

Each page throughout the platform has its own chat feature built into it. Feel free to join the conversation as you join each page or room.

### **Lobby**

Be sure to check back in the lobby, as we will post important information and updates here!

### **Sessions**

This tab is where you will find the full conference agenda. The virtual presentations will be in each of their separate rooms. In each session room, you also have the option to chat with other attendees, interact with the speaker, and download session documents. Don't forget to try the "filter" feature if you are looking for specific sessions to attend.

### **Networking Tab**

From here, you can search the Attendee list and network before, during, and after the conference. To connect, select the desired attendee so their profile is showing, and click "Start Chat". A pop up window will appear to send a private message.

### **Exhibit Hall**

In the new virtual, Exhibit Hall, you can learn and connect with Exhibitors. You have the options to email an Exhibitor, start a chat with booth staff, or even join a live video call. You can also request information and download any documents they have made available.

### **Computer**

Be sure to participate using a laptop or desktop computer for the best experience.

### **Internet Browser**

Google Chrome is the recommended browser.

### **Pages loading slowly?**

Check your internet speeds at speedtest.net. A minimum of 5 Mbps (download speed) is recommended.

### **Questions**

If you have any questions about the virtual platform or the conference, please search the Networking list for "Event Support" to start a chat. You can also email [support@powereventgroup.com](mailto:support@powereventgroup.com)



# Schedule of Events - Day 1

All times are for the current **Eastern time zone**.

All sessions will be recorded and will be available on-demand.

## TUESDAY, OCTOBER 20, 2020

**11:00 am – 11:55 am Sponsor Spotlight Sessions – In-depth discussions on current issues, topics, and technology that have a direct impact on the property management industry**

### **1. Rent Bridge – Process Automation Benefits**

Join these speakers as they break down and answer many of your questions about process automation and the benefits of automation for property managers.

**Speakers:** Pete Neubig, MPM® RMP®, Regional Director at Mynd PM;

Ray Hespen, CEO of Property Meld;

Deb Newell, MPM® RMP®, Founder & Executive Consultant of Real Time Consulting Services; and

Michael Park, Co-Founder of Rent Bridge

### **2. Property Meld – Maintenance Repair Speed: How to Track and Improve It**

There's a direct correlation between the completion of service requests and happy residents. A growing portfolio equates to a variety of different ongoing maintenance projects. Automating and accelerating the maintenance process greatly improves the lives of both your staff, residents, and investors. Tracking your repair speed has become a must in the property management industry. In this presentation, Ray Hespen, CEO, and founder will break down the importance of monitoring your repair speed, tips to improve it, and sharing why it's the most crucial KPI in maintenance.

**Speaker:** Ray Hespen, CEO of Property Meld

### **3. SureVestor – Use Insurance For Better Risk Management And To Grow Doors**

Description to follow.

**Speakers:** Dave Holt, MPM® RMP®, Co-Founder, SureVestor &

Kevin Knight, MPM® RMP®, Co-Founder, SureVestor

### **4. Tenant Turner – The Leasing Landscape is Changing: Major Events from 2020 Will Impact Rental Demand in 2021 -- Get Prepared Now**

2020 was full of surprises with more still to come. But how will a year that included a global pandemic, financial crisis, and presidential election change the leasing landscape in 2021? In this session we'll review how the unique events of 2020 will impact demand for your rentals next year and what you can do now to be better prepared for a surge in demand bolstered by "contactless" and "virtual" leasing.

**Speakers:** James Barrett

### **5. Summit VA Solutions - Leveraging The Power of a VIRTUAL ASSISTANT to Grow Your Business in 2021**

You will learn about the power of Leveraging an Assistant and the added benefit of using Virtual Assistants as it pertains to a property managers business. We will discuss the

*Continued next page.*



# Schedule of Events - Day 1

pros and cons of both and some of the pitfalls that the property manager needs to look out for. We wrap this up with a brief conversation about how COVID-19 has exposed the realities of working remote and how beneficial and profitable it is to run a virtual property management business.

**Speakers:** Stacy R. Sutter, President, Summit VA Solutions

## 6. HireSmart Virtual Employees – Multiply Yourself:

### **How to Scale Smart for More Time or More Profit**

In this session, we will be talking about getting the support you need to either get your time back or to grow and make more money. There are many options for you to choose from, and we will break down the differences so you can get the help you need.

**Speakers:** Anne Lackey, Co-Founder, HireSmart Virtual Employees

## 7. EZ Repair Hotline – 5 Steps to an Easier Maintenance Process

Learn 5 keys that you can implement right away that will make your life easier when it comes to coordinating maintenance. In this session, you will learn from Andy Shinn's experience at AAA and with his own property management company, to know how to run a more efficient and effective maintenance coordination operation.

**Speakers:** Andy Shinn, President, EZ Repair Hotline LLC

## 8. The Home Depot – Partnership and Preparedness

Here at The Home Depot Pro our job is to help you do yours especially in times of man-made and natural disasters. Through our Home Depot Foundation, we focus on supporting communities and business partners impacted by these disasters with the additional help of national nonprofits, such as The Red Cross and Operation Blessing. Our teams work around the clock to move necessary product and equipment into stores caught in the path of natural disasters. Our stores often become command centers for first responders and relief agencies and our Team Depot field team joins in the rebuilding process. Join us in this informational session where we discuss tips on disaster planning and also additional resources for your business to use in these times of need.

**Speaker:** George Brogan, National Account Manager, The Home Depot

Noon – 1:00 pm

### **NARPM® Keynote Opening General Session – Time to Rejuvenate™ with Juanita McDowell**

Juanita delivers over 200 seminars and workshops to entrepreneurs and corporate employees across the globe every year. As an Electrical Engineering graduate of Georgia Tech and a business owner, she has been teaching technology and personal productivity for over ten years. Juanita takes pride in her ability to simplify technology so that the average person can understand how and why to use it. Each year Juanita travels the country and Canada, delivering keynotes and workshops on Sales, Marketing, and Technology. Today she owns a training company that delivers over 200 workshops and seminars each year to corporations and non-profit associations.

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

*Continued next page.*



# Schedule of Events - Day 1

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.

## 1:05 pm – 1:50 pm Breakout Sessions 1 – 4

### 1. Workflow Platforms

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.

**Speaker: Blais Case, Rent Bridge**

### 2. The 6th Annual State of the Property Management Industry Report: Strategies for Success in Today's Rental Market

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.

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



# Schedule of Events - Day 1

## 3. The Meaning of (Your Property Manager) Life

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.

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

## 4. Survive and Thrive with Acquisitions

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

**Speaker:** Michael Catalano, Real Estate Connections

1:55 pm – 3:30 pm    TED-Style Talk Sessions T2 – T4

### T2. 2:20 pm – 2:40 pm

#### **The 3 Most Important Things I Did in 2020 to Improve My Business**

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.

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

### T3. 2:45 pm – 3:05 pm

#### **Preventing and Identifying Rental Fraud from Impacting your Business**

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.

**Speaker:** Janet Peters, TransUnion

### T4. 3:10 pm – 3:30 pm

#### **Rock-Solid Financial Controls**

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, the virtual assistant 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 rock-solid financial controls. With an overview of the NARPM® Accounting Stan-

*Continued next page.*



# Schedule of Events - Day 1

dards Financial Controls Guide, this practical session will help demystify financial controls, and guide you through some key controls you should be implementing and monitoring in your business to protect you from fraud, error, and audit risk – and help keep you out of jail.

**Speaker: Daniel Craig, ProfitCoach**

- 3:35 pm – 4:35 pm**      **COVID Crazy! How to Cope – A panel on mental health**
- 4:40 pm – 5:40 pm**      **Small Group Discussions –  
What are the biggest challenges you’re currently facing in your business?**
- 5:45 pm**      **Happy Hour Networking & Entertainment**  
Join Buildium and other attendees around a virtual campfire! Share your strangest, funniest, most bizarre, heart-warming, and most shocking stories from your time in property management and you could win a prize! Or, you can sit back and listen to others share their stories and help us vote on the winner.
- 5:45 pm**      **Happy Hour – Virtual AppFolio AppoTini Mixology & Mingle.  
Sponsored by Appfolio**  
Learn more about AppFolio Property Manager, connect with colleagues, and watch a certified mixologist craft AppFolio’s signature drink, the AppoTini, and other fun cocktails. Also, we will send a special gift after the event so you can create your own AppoTini at home. Visit our virtual booth for details on the event.
- 5:45 pm**      **Happy Hour – Trivia Night & Prize Giveaway  
Sponsored by Rent Manager**  
Show off your knowledge of technology, gaming, sports, and more at Trivia Night, presented by Rent Manager. A professional host will guide you through this unique virtual event full of fun and networking. Join as an individual or bring your colleagues and get ready to experience an hour of action-packed entertainment and the chance to walk away with a prize! This is a can’t miss event!

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





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



Maintenance Automation  
**propertymeld.com**



# Schedule of Events - Day 2

## WEDNESDAY, OCTOBER 21, 2020

**11:00 am – 11:55 am Partner Spotlight Sessions – In-depth discussions on current issues, topics, and technology that have a direct impact on the property management industry**

### **1. Buildium – Best Practice & In Practice: Today's Tech**

Description to follow.

**Speakers:** Dan Szenczy, Product Consultant at Buildium

### **2. Second Nature – Resident Benefit Package Builder**

The 5 Questions Everyone Needs Answered on Resident Benefits Packages

1) What do you want your RBP to do for you?

2) What goes in it?

3) Standardized or Options?

4) How do you price?

5) What are the execution steps?

**Speakers:** Bob Hansen, Head of Sales, Second Nature &

Andrew Smallwood, Director of Sales - National Accounts, Second Nature

### **3. Rent Manager – Building A Winning Team Culture**

Talking corporate strategy is great, but even our best laid plans can be quickly overturned by future unknowns. For example, how many new ideas and goals got tabled at your business due to COVID? It's good to have plans, but having an enduring team culture is even better. What does it take to empower your staff to take on new challenges and roll with the punches when things inevitably change? What keeps your team from owning their roles and growing into the A-team that you need? This class explores those questions while providing simple steps to start building a more dynamic team culture that emphasizes ownership and professional development.

**Speaker:** Chris Griesinger, Director of Implementation & Training, Rent Manager

### **4. Propertyware – Three Steps to Increase Revenue Per Door**

As a single-family property manager, you should be monitoring operational and financial metrics regularly. One of the most important metrics to monitor and optimize for business profitability is your revenue per door. In this session, we'll discuss three ways to increase revenue including: Adding or increasing fees Connecting tenants and owners to vendors and services via API to offer services for profit. Reducing labor costs through process automation We'll review specific examples and include calculations to illustrate potential return.

**Speakers:** Inaas Arabi, VP of Single Family, Industry Principal, RealPage;

Jeanette Harty, Senior Manager, Sales, Propertyware, A RealPage Company

**Noon – 1:00 pm**

**Keynote General Session –**

**Amp it Up, Make More Money, Have More Fun  
with Merit Kahn**

With more than 20 years of sales, sales management, coaching, training, consulting, writing and speaking experience, Merit has worked with thousands of clients across multiple industries with one goal in mind... grow sales and influence.

*Continued next page.*



# Schedule of Events - Day 2

Merit performs stand-up comedy to unwind... because that's not stressful at all! Whether she is on stage with thousands or working with a small executive team, her presentation style is a blend of content, connection & comedy.

Merit's work experience and certifications in both Emotional Intelligence and cultural transformation give her a unique perspective for hiring, onboarding, selling and retaining top talent. In her various roles as a business owner, trainer, coach, consultant and keynote speaker, she has worked with CEOs, business owners, entrepreneurs, sales management teams and professionals across a wide variety of industries including financial services, manufacturing, engineering, professional services, technology and even pest control.

A true adventurer, Merit pulls business and life lessons from her experiences backpacking around the world on her own, bungee jumping, sky diving, ice climbing, scuba diving, paragliding and crashing. She's likely the only person on the planet who's broken a left foot in Israel and a right leg in Croatia, but somehow she's walked away from both with inspiring messages that enable people to create new possibilities in business and life.

## **1:05 pm – 3:05 pm    TED-Style Talk Sessions T5 – T9**

### **T5. 1:05 pm – 1:25 pm**

#### **Top 10 Business Development Practices**

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.

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

### **T6. 1:30 pm – 1:50 pm**

#### **Resident Benefit Package – Implementation Experts**

Learn the keys to implementation and details that make things run smoothly. Get your questions answered live from the experts who have seen and worked with more RBPs than anyone else!

**Speaker:** Todd Ortscheid, GTL Real Estate and Bob Hansen, Second Nature

### **T7. 1:55 pm – 2:15 pm**

#### **Emotional Intelligence Training and the Impact on Business Relationships**

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

*Continued next page.*



# Schedule of Events - Day 2

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.

**Speaker: Stacey McKay, President, Stacey McKay Company**

## **T8. 2:20 pm – 2:40 pm**

### **COVID-19 and Home Technology**

As 2020 has brought about many changes, a major catalyst for change has been COVID19. The pandemic has had macro and micro level economic and operational ramifications. Mark Brandt, with PointCentral, talks about some of the changes that have taken place as a result of this and how the industry is reacting and how it's even providing opportunities for growth.

**Speaker: Mark Brandt, PointCentral**

## **T9. 2:45 pm – 3:05 pm**

### **Processes: Going from Zero to Sixty**

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.

**Speaker: Chris Berkompas, CTO, LeadSimple Inc.**

## **3:10 pm – 3:55 pm      Workshop Sessions 1 – 5**

### **1. How You Can Find Superstar BDMs (Business Development Managers) to Grow Your Business For You**

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 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, scorecard, 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.

**Speaker: Jeremy Pound, CEO, RentScale**



# Schedule of Events - Day 2

## 2. Run In-House Maintenance Profitably

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.

**Speaker: Mike Schraepfer, President, Heirloom Property Management**

## 3. EOS – Entrepreneurial Operating System

This session will provide attendees with an interactive training experience, giving them actionable information to help them effectively “work on their business” not just “work in their business” to achieve breakthroughs in business growth after the NARPM National Convention.

**Speaker: Jeremiah Cundiff, Vice President, PMI Corporate**

## 4. Systematizing for Success: Running Your Property Management Business on Autopilot

Successful companies don't rely on people for their success, they rely on systems. Systems are simply detailed documented processes that allow each part of your business to be run by anyone. Systems will make your property management business consistent, scalable, increase the value of your company, reduce your liability, and let you step away from the daily operations. In this fast-moving session we will walk through the step-by-step process of how to create and implement a System Manual specific to each position in your company. System Manuals changed our business, and they can change yours too!

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

## 5. Take a SWOT at It: Using the SWOT Analysis to Improve Your Business

A common, practical and effective management tool is the SWOT analysis: looking at internal strengths and weaknesses as well as external opportunities and threats to better position your property management company for current challenges and future opportunities. This breakout will introduce the SWOT concept and allow participants to generate actionable tactics to achieve your business goals.

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

**4:00 pm – 5:00 pm      Small Group Discussions –  
What have you learned this week that's made you pivot?**

**5:05 p-m – 5:35 pm      Awards Ceremony**

**5:40 pm                  Happy Hour – Hardcore Carnivore BBQ Class  
Sponsored by Yardi Breeze**

Join Yardi Breeze for a scrumptious virtual BBQ happy hour with the incredible Chef Jess Pryles. This Australian-born meat lover is now a proud Texan BBQ expert who calls herself the Hardcore

*Continued next page.*



# Schedule of Events - Day 2

Carnivore, and she's going to show you how to make mouth-watering ribs like you've never seen or tasted before. You'll be able to ask questions during the live event — just stick around for a Q&A at the end. You'll also receive a copy of her book, *Hardcore Carnivore: Cook Meat Like You Mean It*, along with a selection of her own line of meat seasonings. Don't miss out!

5:40 pm

## **Halloween Trivia Happy Hour – Sponsored by Propertyware**

Please join Propertyware for a Spooktacular hour of Halloween Themed Trivia. Your host for the evening will be Virtual Game Host, Ryan Budds, who is also a comedian, TV producer, and actor. Ryan has hosted over 3,000 trivia nights and comedy shows in LA and Chicago. Before starting his hosting biz, Budds worked as a segment producer for Super Jacket Productions and Rob Dyrdek's *Ridiculousness* on MTV. If you've been to other trivia nights, you'll always remember the questions but it's rare where you recall the host...until now. We have a fun evening planned for you so please take time to click the link below to register. You're in for a real Treat!

5:40 pm

## **Boozy Bingo – Sponsored by Rently**

Join Rently for Boozy Bingo. Here's How:

1. Pour yourself your favorite cocktail/mocktail
2. Generate your Rently Boozy Bingo card by clicking on this link:  
<https://bingobaker.com/play/35ee91e1adcfac67>
3. Log into our Boozy Bingo at 5:40 pm
4. Follow along for the Bingo calls and each time a drink is drawn, take a sip of your drink!
5. First person to get bingo wins \$100 Amazon Gift card
6. Have fun!





# Schedule of Events - Day 3

THURSDAY, OCTOBER 22, 2020

**11:00 am – 11:55 am Partner Spotlight Sessions – In-depth discussions on current issues, topics, and technology that have a direct impact on the property management industry**

**1. Rently - Your Guide to Self-Guided Touring**

Description to follow.

**Speaker: TBD**

**2. Yardi – 7 Big business Strategies for Smaller Budget**

Learn how the right strategic focus, supported by new technology, can put the industry's best tools and strategies within your reach no matter the size of your company. Mark Coverdale will discuss seven strategies successful businesses use to maximize their online reach, profitability and growth potential. Get proven tactics to elevate your property management business and put you in a strong position moving into 2021 and beyond.

**Speaker: Mark Coverdale, Industry Principal, Yardi Breeze**

**3. PointCentral – The Automation Revolution**

Description to follow.

**Speaker: Mark Brandt**

**4. AppFolio – How to Leverage the Technology Transforming Real Estate**

There is no question that when it comes to a successful business, technology is playing a more critical role than ever before. With dispersed teams and a remote work environment, keeping everything moving in the same direction and maintaining efficiency is a challenge. Stacy Holden will share insights on how technology can elevate teams, increasing efficiency and providing better ways to engage with customers.

**Speaker: Stacy Holden, Appfolio Sr. Industry Principal Director**

**Noon – 1:00 pm**

**General Session – Fair Housing Update – Protecting Property Managers from Fair Housing Claims with Monica K. Gilroy, Esq.. Moderated by Scott Abernathy, MPM® RMP®**

This question-and-answer (Q&A) session will be a highly valuable opportunity to deepen your understanding of hot-button issues for the property management industry.

**1:05 pm – 2:05 pm Panel Pandemonium P1 – P3**

**P1. Panel Discussion – KPIs: The GPS for your Business**

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 differ-

*Continued next page.*



# Schedule of Events - Day 3

ence 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.

**Speakers:** Anne Lackey, Solid Source Property Management, Inc. and Deb Newell, MPM® RMP®, Real-Time Leasing

## P2. Panel Discussion – Artificial Intelligence & Automation

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.

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

## P3. Panel Discussion – Company Growth Panel

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.

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.

**Speaker:** Taylor Tenney, On Q Property Management



# Schedule of Events – Day 3

**2:10 pm – 3:10 pm**      **Small Group Discussions**  
**Implementation: What Have You Learned This Week and How Can You Implement It In Your Business?**

**3:15 pm – 4:00 pm**      **NARPM® Annual Business Meeting and Installation of the 2021 NARPM® Board of Directors and Introduction of the 2021 NARPM® President**

**4:05 pm – 4:35 pm**      **Closing Keynote Session –  
Fireside Chat with Daymond John**

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.

**4:35 pm**      **Second Nature's Interactive High-top Table Happy Hour**

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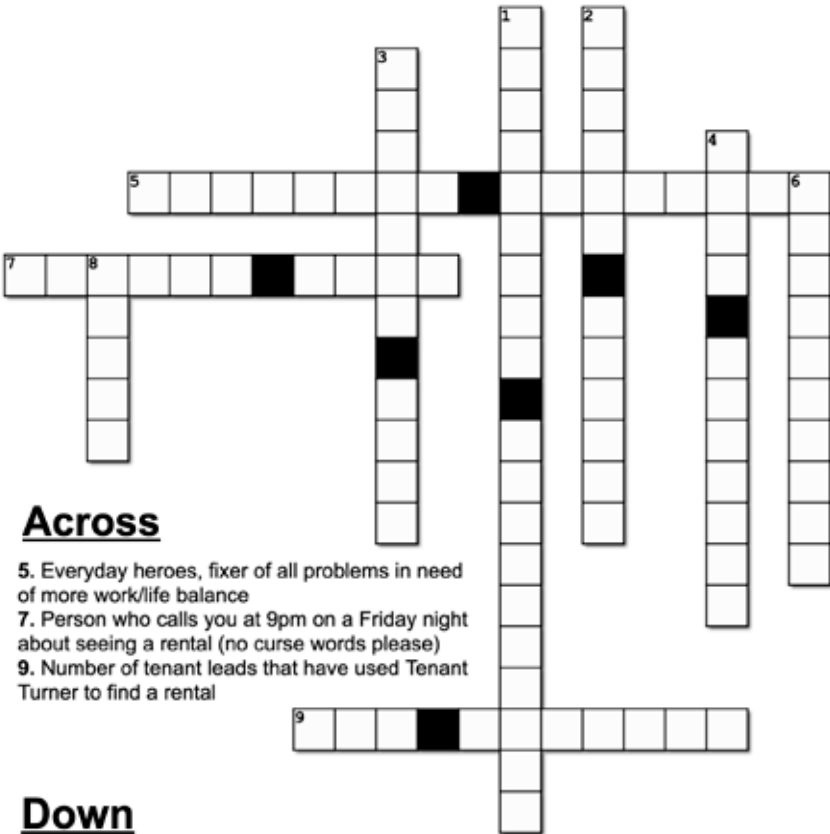




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- 9. Number of tenant leads that have used Tenant Turner to find a rental

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- 4. When a tenant lead tours a rental on their own
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### Why MontPac?

#### Property Management Expertise

MontPac has developed its best accounting practices through its 10 years of industry experience in property management, continuously expanding its knowledge and adapting to different accounting systems as they change over time.

#### Time & Cost Savings

- Free up your time so you can grow your business.
- Save 40%-60% of your accounting cost from comparable US-based services because of MontPac's offshore team.
- We can scale our services quickly to meet the demands of your ever-changing business by simply adjusting the number of hours you need.

#### Financial Intelligence

Work with our highly-skilled and fluent English speaking team of accountants who are proficient with U.S. and international accounting standards.

### MontPac Outsourced Accounting Services offers busy Property Managers like you the freedom from:

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# NARPM®

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**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.





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The NARPM® PAC Trustees have launched the 2020 NARPM® PAC Sweepstakes to support the NARPM® PAC. We are now 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.

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Drawing will be held during the 2020 NARPM® Convention & Trade Show ~~Required~~ on October 21, 2020.

\$25 PAC investment = 1 entry

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Email to: [info@narpm.org](mailto:info@narpm.org). Must be received by October 20, 2020.

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### REFLECTIONS FROM KELLIE

When I was nominated as President-Elect of NARPM®, I was excited on so many levels. I had been thinking about this path for a couple of years and it was finally coming to fruition. One area that delighted me was the opportunity to select a charity recipient for the philanthropy aspect of NARPM®. If you have been a member of NARPM® for any length of time you know we are all about learning from one another and giving back.

For the last two years, the incoming President selects a charity organization to partner with during their term as President. This is a great honor and privilege that comes with serving in this position. For

2020, I chose Alexander Hamilton Scholars.

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. After completion of the 5-year Empowerment Program, success is defined by all Scholars reaching the following benchmarks:

Transition, Heritage, Empowerment, Financial Literacy, Leadership

Achieving these goals requires AHS staff to offer their full support and guidance to each Scholar while helping them access resources and opportunities. This relationship and the success of the program relies on reciprocity and a mutual commitment from both AHS staff and Scholars. Each curriculum year has corresponding assignments and conference calls that require Scholar time and attention, and prompt communication is essential.

All winners will have access to AHS internship programs and will join a distinguished cohort of peers from across the US. This unique Scholar community extends back through 12 years of cohorts and supports one another as they take steps together towards achieving a college education and a meaningful career.



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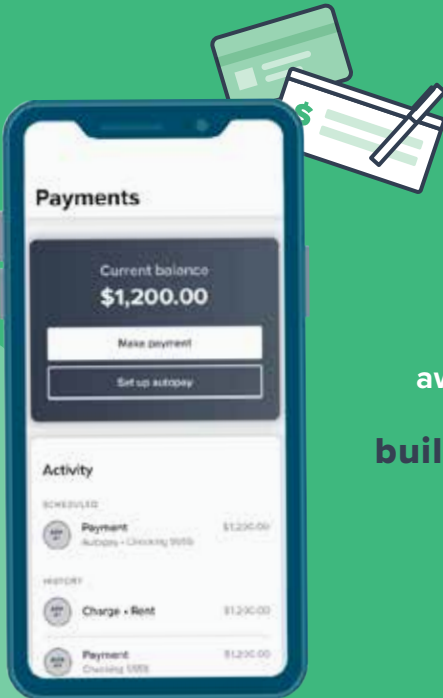
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 Kate Erbe  
 Charles Farhoud  
 Kristina Fogliano  
 Matt Fonk  
 Timothy D. Forbis  
 Bob Fort  
 Linda Foyt  
 Ron Garcia  
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