

NARPM® Legislative and Educational Virtual Conference

AGENDA

2020

May 18-19, 2020



Day 1 – MONDAY, MAY 18, 2020

- 1:00 pm – 2:00 pm **Attendee Check in and Social Time**
Mix and mingle with your fellow attendees before the conference kicks off.
- 2:00 pm – 2:05 pm **Welcome, Introductions, Zoom etiquette and functions for all attendees**
Speakers: Amanda Han, RMP®, Michael Hodges, MPM® RMP®, and Lori Hendrix, MPM® RMP®
- 2:05 pm – 2:30 pm **Congressional Staff Panel**
In this session, two housing staffers from key Congressional committees will speak with us and take your questions. This is the perfect opportunity for you to get a really good insider's view of Capitol Hill. Whether it's the latest on housing issues or how to better make your voice heard, this is a session you will not want to miss.
Speakers: Colin Carr, Legislative Director for Congressman Barry Loudermilk (GA-11); Trey Reffett, Senior Policy Advisor for Senator Brian Schatz (HI)
- 2:30 pm – 3:00 pm **Break Out Sessions with NARPM® Partners (running concurrently)**
- 2:30 pm – 3:00 pm (running concurrently) **Buildium: Taking your Business Virtual**
COVID-19 is on everyone's minds right now, and its impacts will be felt for many months to come. By talking to property managers across the country every day, we have found what's working and what's needed to pivot to a completely online business that you can run from your own home. Buildium will use this session to share the tools, processes, and tech that property managers have found to be the most important for property managers to keep running their businesses in the current climate.
Speaker: Dan Szczyz, Property Management Software Expert
- 2:30 pm – 3:00 pm (running concurrently) **PointCentral: The Smart Home Revolution**
Much like the demand for Smart Phones grew in the 2010s, the demand for home automation is also charting its course in the 20s. This session will provide updated industry data and educate the attendee on this technology that's bound to dominate the landscape by the mid part of the decade.
Speaker: Mark Brandt, National Account Manager, PointCentral
- 2:30 pm – 3:00 pm (running concurrently) **Yardi Breeze: Tech Tools For The New Normal**
The COVID-19 health crisis has presented new and unique challenges for everyone. As with past disruptions, technology will be a key part of the solution for businesses to survive this crisis and thrive in a "new normal" environment. Learn about innovative tools and best practices you can implement today to improve your business continuity, safety and efficiency.
Speaker: Aaron Hanel, Senior Manager, Yardi Breeze
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Day 1 –

MONDAY, MAY 18, 2020 (continued)

2:30 pm – 3:00 pm
(running concurrently)

Second Nature: How To Prevent Maintenance During Social Distancing and Create a New Profit Center: Self-Touring Data & Industry Trends

How to drive up the non-rent revenue you need right now, while driving down the emergency maintenance everyone wants to avoid.

- How Second Nature is helping hundreds of thousands of residents maintain social distance while taking care of the home.
- Why home delivery service and proper home care has never mattered more than right now.
- Get the lowdown on air quality: What percentage of virus-carriers, allergens, etc. are blocked for each quality-level of filter?
- How to “flatten the curve” of HVAC maintenance ticket spikes May-July, while flattening the COVID-19 curve by keeping distance.
- The findings from the largest HVAC study ever conducted in the history of Property Management.

Speaker: Andrew Smallwood, Director of Sales, Second Nature

3:05 pm – 3:30 pm

Housing During and After a Pandemic

Join Sr. Principal Economist Skylar Olsen as she discusses the state of housing during this unprecedented crisis and answers big questions about what’s to come. From record job loss to historical government aid and the vulnerable state of the American renter, we’ll explore what’s next for the U.S. rental market.

Speaker: Skylar Olsen, Director of Economic Research at Zillow Group

3:35 pm – 4:05 pm

Break Out Sessions (running concurrently)

3:35 pm – 4:05 pm
(running concurrently)

Maintenance: The Cardiac Arrest of Property Management

Cardiac arrest usually results from an electrical disturbance in the heart. Property Management cardiac arrest usually results from a disturbance in the maintenance process. In this session we will discuss the foundations that need to be in place in your maintenance process to eliminate the need for CPR.

Speaker: Brian Birdy, MPM® RMP®, National Sales Manager, PetScreening

3:35 pm – 4:05 pm
(running concurrently)

Lessons Learned: NARPM Members Discuss State and Local Issues

In this session, we will have several examples from the field of issues fights that state and local chapters have engaged in, along with results and lessons learned. We will also have a Q&A. This is the perfect opportunity to see how other chapters have dealt with the kinds of issues we are facing at the state and local level around the country.

Panelists: Lacy Hendricks, RMP®, Operations Coordinator, Hendricks Property Management; Michael Hodges, MPM® RMP®, Broker/Owner, FPM Properties; Jim Henderson, President, Landlord Solutions

4:10 pm – 4:30 pm

Update from National Apartment Association

One of our key allies is the National Apartment Association. In this session, their senior lobbyist will join us to share the latest about their priorities and their perspective about what they are seeing on Capitol Hill.

Speaker: Greg Brown, Senior Vice President of Government Affairs, National Apartment Association

4:30 pm

Day One Wrap Up

4:30 pm

Virtual Happy Hour – Wine Down with Us!

(Day 2 begins on next page.)

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HOME WELLNESS



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May 18-19, 2020



Day 2 – TUESDAY, MAY 19, 2020

- 1:30 pm – 2:00 pm **Attendee Check in and Social Time**
Check in and Network with other attendees.
- 2:00 pm – 2:05 pm **Welcome to Day 2**
- 2:05 pm – 2:30 pm **Break Out Sessions (running concurrently)**
- 2:05 pm – 2:35 pm (running concurrently) **Ancillary Fees**
Join Todd Ortscheid to learn about increasing revenue to NARPM property management businesses. He'll be focusing on three specific programs, each of which will bring the average 200-door property management company "enough revenue in your first month to more than pay for the cost of attendance."
Speaker: Todd Ortscheid, Chairman, President, CEO, & Owner, GTL Real Estate
- 2:05 pm – 2:35 pm (running concurrently) **National Update**
A national legislative update from NARPM on COVID-19 and The CARES Act
Speaker: Tyler Craddock, Director, NARPM Governmental Affairs
- 2:35 pm – 3:05 pm **Break Out Sessions with NARPM® Partners (running concurrently)**
- 2:35 pm – 3:05 pm (running concurrently) **Propertyware: Managing COVID-19 Resident Rent Relief with Propertyware**
Are you having to waive late fees or offer payment plans for your tenants during the COVID-19 crisis? As the situation continues to evolve, learn how to use Propertyware to administer and monitor your payment related tenant requests. Join the discussion about customizing Propertyware to track tenants' requests for rent relief, how to implement payment plans, and control late fee charges. This all helps to ensure that you are accurately tracking and reporting this information for your tenants and owners.
Speaker: Jayci Holton, Consultant, Propertyware and Barbara Kaplan, Industry Principal, Propertyware
- 2:35 pm – 3:05 pm (running concurrently) **Rently: Self-Touring Data & Industry Trends**
In this session, we will be diving into details of Self-Touring, including how COVID-19 played an impact in self-touring. We will also be providing demonstrations of overall tour metrics, times, and heatmaps. This is a not to miss session!
Speaker: Andre Sanchez, COO, Rently

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Day 2 – TUESDAY, MAY 19, 2020 (continued)

- 2:35 pm – 3:05 pm
(running concurrently) **AppFolio: Technology to Build Organizational Resilience**
COVID-19 has accelerated the shift towards a digital transformation of property management businesses. We recently surveyed thousands of property managers and it's clear the industry's reached a tipping point where operating remotely and virtually is a requirement for doing business going forward. Property managers are quickly realizing the benefits of running their business on a cloud-based property management system built with automation at its core. Join us for a readout of key findings from our survey and to learn about how your peers are responding to this new normal. We'll also cover ways you can use technology to complete virtual leasing, collect online payments, communicate instantly, and support dispersed teams.
Speaker: Travis White, Product Manager, AppFolio, Inc.
- 2:35 pm – 3:05 pm
(running concurrently) **Rent Manager: Digital Communication in a Post-COVID-19 World**
Property management is very much a "people" business. That's what makes the COVID-19 virus outbreak so challenging. How do you keep your staff on the same page when they can't even be in the same room? How do you get closer to your key clients when social distancing keeps you from getting within six feet of them? This session explores how to maintain a strong and cohesive operation by utilizing communication and tracking tools available within most enterprise-grade property management software solutions. Even after our country puts the corona virus in the rear-view mirror, COVID-19 is going to have a lasting impact on how employees and clients communicate for a long time to come. This session is about how to get ahead of the inevitable digital future of communication within property management.
Speaker: Chris Griesinger, Director of Implementation & Training, Rent Manager
- 3:05 pm – 3:30 pm **Fair Housing Update**
Monica Gilroy of the Gilroy law firm in Atlanta has over 27 years of experience on issues related to property management. In this session, she will provide us with an update on the latest fair housing issues, like assistance animals and disparate impact. This is a wonderful opportunity to hear about the latest fair housing issues that affect your work with the property manager and to gain valuable insight from an industry veteran.
Speaker: Monica Gilroy, Principal and Managing Attorney, The Gilroy Firm
- 3:35 pm – 4:35 pm **Surviving COVID-19**
In this session, we will break out into small groups so attendees can give updates on COVID-19 best practices, tips and tricks with dealing with The CARES Act, and how their business model pivoted.
Group discussion in breakout rooms
- 4:35 pm **End of Conference**



Many thanks to Second Nature for hosting
the NARPM® Legislative and Educational Virtual Conference!

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