

KANSAS CITY

NARPM®

Photo courtesy of Jonathan Tasker

33rd Annual Convention and Trade Show

October 26-29, 2021

Loews Kansas City Hotel

(Education classes are on October 26)



**REGISTRATION
BROCHURE**



Location

Our 2021 Annual Convention and Trade Show will be held at the Loews Kansas City Hotel. The address of the property is 1515 Wyandotte Street, Kansas City, MO 64108



Kansas City, the original Gateway to the West, is known for its warm, welcoming hospitality. The new Loews Kansas City Hotel embodies that feeling from the minute you walk through the front doors. It starts with one of the most convenient locations in town—directly connected to the Kansas City Convention Center and within walking distance to the city's most exciting dining and entertainment in the Kansas City Power & Light District. There's a swirl of fresh energy in downtown KC and Loews Kansas City Hotel puts you in the center of it all.

You'll feel it in the lobby bar, the perfect gathering place, whether you're heading out for dinner or wrapping up a day of business. Floor-to-ceiling windows provide beautiful views of the city and the stylish space is designed for groups of all sizes to meet and mingle. You can eat like a local in our three-meal restaurant or grab a bite to go from our lobby coffee shop and, when it's time to unwind, enjoy a treatment at our spa or take a dip in our indoor saltwater lap pool. The business center, fitness center and long list of services are at the ready to take care of whatever you may need during your stay.



HOTEL RESERVATIONS

The special NARPM® room rate is \$205 per night single/double occupancy, plus applicable taxes.

You will make your hotel reservations online at www.narpmconvention/hotel.

The **reservations cut-off date is Friday, October 8, 2021**, or until the contracted room block is sold out, whichever comes first. After the cut-off date, any reservations will be accepted based on hotel availability at their current published room rate.

Hotel photos courtesy of Loews Kansas City Hotel

Other Information

CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention is business casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good. The average high temperature in Kansas City in October is 64 degrees and the average low is 44 degrees.

REGISTRATION POLICIES

Team discounts are offered when two or more NARPM® members from one office register for the entire Convention at the same time. The **second and each additional registration** receive a \$50 discount. Cancellation policies are outlined on the registration form, but it is important to remember that there are no refunds given 1 – 14 days prior to the start of the convention on October 26, 2021. **Walk-in registrations are accepted, but at a much higher rate. Walk-ins are not guaranteed access to meals at the Convention due to space restrictions.**

FOR ADDITIONAL INFORMATION, CONTACT:

National Association of Residential Property Managers
1403 Greenbrier Parkway, Suite 150
Chesapeake, Virginia 23320
Phone: 800-782-3452
Email: conventioninfo@narpm.org
Website: www.narpmconvention.com

Kansas City Activities

Check out all that Kansas City has to offer by visiting their Official Tourism site at www.visitkc.com.

Welcome to the heart of the New Midwest, where creativity and entrepreneurial spirit help push us forward together. With a thriving creative arts scene, robust craft brewing culture and die-hard sports – plus so much more – it's no wonder why the center of the country is quickly becoming the center of attention. Near or far, it's easy to fall for KC.

Nothing holds back Kansas City. Immerse yourself in KC's culture by surrounding yourself with entertainment. Internationally known museums, dynamic gallery districts and outstanding performances create a colorful palette for both locals and visitors.

Experience for yourself #HowWeDoKC.



Photos courtesy of visitkc.com

Special Events

Tuesday, October 26



MEALS on WHEELS
AMERICA



13TH ANNUAL PAST PRESIDENTS' CHARITY EVENT – BOWLING

Noon – 3:00 pm

(Separate registration and additional fee to attend.)

(Buses depart from hotel at noon. Buses depart from bowling venue at 3:00 pm)

2021 NARPM® President Scott Abernathy, MPM® RMP®, has selected this year's charity, Meals on Wheels America

I have been volunteering to deliver meals for decades. Many of the recipients are senior citizens on a fixed income, and some may even be your residents.

A hot meal delivered each day can be their last chance to remain in their home and maintain their independence.

However, Meals on Wheels is much more than just a hot lunch; it is a personal visit by a volunteer each day. Many times that will be the only person the recipient will see all day long. That personal touch helps keep our seniors connected to the world while aging in place.

Supporting Meals on Wheels is our opportunity to help those who

are genuinely unable to help themselves. Chances are there is a Meals on Wheels program in your community. I ask not only that you contribute to our charity this year, but that you reach out to your local program about becoming involved in delivery. Take a lunch break and volunteer to deliver a handful of meals. Who knows, you might make a new friend. ~ Scott Abernathy, MPM® RMP®

Visit

www.narpmconvention.com/past-presidents-charity-tournament
to sponsor, register for bowling and/or the lunch party, or donate.



PRESIDENT'S CELEBRATION & RECEPTION

5:00 pm – 7:00 pm

Prior to the opening of the convention, attendees are invited to join Scott Abernathy, MPM® RMP®, NARPM® President, for the NARPM® President's Celebration reception. This event is included in the price of a full convention registration.

† Guest tickets are available for purchase.

Special Events



Wednesday, October 27

FIRST-TIME ATTENDEE WELCOME/ORIENTATION & COFFEE

7:30 am – 8:45 am

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee Welcome/Orientation. This is a great opportunity to have coffee with the NARPM® Leadership and get to know other first-timers. You will also get valuable tips on how to get the most out of your experience at the Convention. This is a special “invitation-only” event for first-time attendees to the Convention and is included in your Convention registration, so plan to be there! **(Be sure to mark on the registration form if you are a first-time Convention attendee to receive an invitation to this event.)**



LUNCH WITH DESIGNATION RECOGNITION PROGRAM

11:30 am – 1:00 pm

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

† Guest tickets are available for purchase.

EXHIBIT HALL GRAND OPENING/ TRADE SHOW AND RECEPTION

4:30 pm – 7:30 pm

Our Grand Opening of the Exhibits and Opening Reception will be held on Wednesday, October 27. The ribbon cutting for the Trade Show will be performed by the 2021 NARPM® President and the 2021 Convention Chair.

† Guest tickets are available for purchase.



Featured Speakers



ERIC BOLES

Opening Keynote General Session

Wednesday, October 27 | 9:15 am – 10:15 am Eastern

Eric Boles is the CEO and Founder of The Game Changers, Inc., a noted global expert in talent development, business strategy, change management, cultural transformation and peak performance.

Eric impacts an organization's most valuable resource, its people, through high energy and powerful story telling aimed at unleashing individual and team potential, navigating change and leading with purpose.

Recent clients include IBM, Walser Automotive, Northwestern Mutual, NAPA Auto Parts, Michelin, Motorola, Medtronic, Motion Industries, Bridgestone Tires, and Boys & Girls Clubs of America.

With his vast experience in corporate boardrooms as an executive coach and business consultant, Eric brings razor sharp insights and leadership strategies that have impacted the marketplace. His perspectives on managing and leading change, transforming culture and overcoming complacency are laced with practical tools and principles that can be applied both professionally and personally.

Prior to becoming a sought-after speaker and consultant, Eric learned many of his principles of peak performance, team dynamics and leadership from his experience as a Wide Receiver with the National Football League's Green Bay Packers and New York Jets.

Eric is also an author of a book entitled Moving to Great...Unleashing Your Best in Life and Work.

Eric is a committed husband of over 25 years, father of two girls and community leader in the Seattle / Tacoma area.



CRYSTAL WASHINGTON

Keynote General Session

Thursday, October 28 | 9:15 am – 10:15 am Eastern

Crystal Washington, CSP works with organizations that want to leverage technology to increase profits and productivity! As a technology strategist and certified futurist, Crystal takes complex social media, app, and web topics and makes them easy to understand and accessible for everyday people. Crystal's clients comprise Fortune 500 companies including Google, Microsoft, and GE, and as a sought-after keynote speaker, she has entertained and educated audiences around the globe. As one of Forbes' 50 Leading Female Futurists, she has appeared in numerous publications including Entrepreneur and Bloomberg Businessweek. She is regularly called on by major television networks as a tech expert. Crystal is the author of the books, One Tech Action and The Social Media Why.

Featured Speakers



COMMANDER MARY KELLY PHD, CSP, US NAVY (RET)

Closing Keynote General Session

Friday, October 29 | 2:00 pm – 3:00 pm Eastern

Mary is an internationally known economist and leadership expert specializing in the fields of leadership, productivity, communication, and business profit growth. An energetic, engaging, and perceptive leadership author and speaker, Commander Kelly delivers humorous, inspiring, and insightful keynote speeches, offering tools and insights that increase productivity, morale, and profits. As a consultant she provides creative and insightful problem-solving tools that enable her to transform corporate cultures and structures.

Mary Kelly is a graduate of the United States Naval Academy and spent over 20 years on active duty in intelligence and logistics. She retired from the Navy as a commander.

She has masters' degrees in history and economics, and a PhD in economics.

With over 20 years combined teaching experience at both the Naval Academy and at Hawaii Pacific University, she taught economics, finance, history and management. She has extensive experience in business coaching, management, economics, finance, banking, insurance, real estate, government, organizational leadership, communication, business growth, teamwork, strategic planning, human resources, customer service, time management, and project development. Mary has a track record for success as an organizational change agent.

In her role as a human resources director, Dr. Kelly developed a business model for the computer and telecommunications organization for personnel hiring, training and retention that was adopted globally by the U. S. Navy. Managing culturally diverse teams, she orchestrated organizational changes for over 3,000 personnel for 2 military base closures. Her ability to problem solve and provide innovative solutions enabled her to transform the Navy's largest pay and personnel organization from the lowest in customer satisfaction to the highest in the nation in 18 months, with 23% fewer employees and a 19% budget decrease.

As an educator, Dr. Kelly created a mandatory curriculum for a college student body of 4,500 students. During her teaching career, she developed 31 university courses in the areas of business management, economics, history, management, geography, political science, human resources and international relations. Mary taught remote course work for multiple colleges while creating 4 distance learning courses using online lectures, webinars, interactive exercises and podcasting. In addition to standard curriculums, Dr. Kelly coached 450 students on life skills and time-management. She created and taught wealth building and personal finance to students at the United States Naval Academy, resulting in a student body educated on budgeting and retirement planning before graduation.

As a speaker and presenter, Mary Kelly pulls from her diverse experience to provide keynote presentations that are engaging and compelling, leaving the audience wanting more. With a warm and sincere style, Mary takes her vast knowledge and provides an educational presentation that holds the interest of her audience. She is a popular speaker on topics of leadership, communication, financial planning, and management. As a communicator, she has chaired academic and military panels for economics, political science and historical conferences, and she has conducted over 2,200 seminars on financial, business, management and leadership topics.

Productive Leaders maintains sites in Dallas TX and Denver CO. Mary enjoys skiing, kayaking, time outside with her dogs, and philanthropic activities.

Leadership Expert

- Helping corporations, government agencies, associations and non-profits develop leadership and productivity skills through engaging and informative keynote speeches, break-out sessions, and focused training.
- Member of the National Speakers Association, the Global Speakers Federation, and the Colorado Speakers Association.
- Taught at U.S. Naval Academy, the U.S. Air Force Academy, and Hawaii Pacific University.
- Retired from active duty in the Navy with specialties in Human Resources, Logistics, Intelligence, and Security.

Tentative Schedule of Events

MONDAY, OCTOBER 25, 2021

9:00 am – 5:00 pm NARPM® Board Meeting (*all attendees invited to meeting*)

TUESDAY, OCTOBER 26, 2021

9:00 am – 4:00 pm NARPM® Class - Advanced Risk Management *

9:00 am – 4:00 pm NARPM® Class - Finance: Cash Flow Analysis *

1:00 am – 5:30 pm Registration Open

Noon – 3:00 pm Past President's Charity Fundraiser * – Bowling to support Meals on Wheels America
(Separate registration and additional fee to attend.) (Buses depart from hotel at noon.
Buses depart from bowling venue at 3:00 pm)

5:00 pm – 7:00 pm President's Celebration Reception
(*Located on-site at the hotel and included in full convention registration fee*)

7:00 pm – 9:00 pm Exclusive Virtual Exhibit Hours (Via Zoom)

WEDNESDAY, OCTOBER 27, 2021

7:30 am – 6:00 pm Registration Open

7:30 am – 8:30 am **Women's Council of Property Managers Meeting** (Closed Session, by invite only)

7:30 am – 8:45 am **First-Time Attendee Welcome/Orientation**

(*Be sure to mark on the online registration form if you are a first-time
Convention attendee to receive an invitation to this event*)

9:00 am – 10:15 am **NARPM® Keynote Opening General Session**

10:15 am – 10:30 am **Coffee Break**

10:30 am – 11:20 am **Workshop Sessions 1 – 3**

1. Maximum Referrals for Property Managers
2. Autopilot Business Intelligence
3. Resident Benefits Package: Maximizing Value and Profits

11:30 am – 1:00 pm Lunch with Designation Recognition Program, CRMC® & Darryl Kazen Scholarship Award

1:15 pm – 2:15 pm Vendor Advisory Council Meeting

1:15 pm – 2:15 pm Major Decision Makers Roundtable (By invitation only)

1:15 pm – 2:15 pm NARPM® Regional Meetings with RVPs

2:15 pm – 2:30 pm Coffee Break

2:30 pm – 3:20 pm **Workshop Sessions 4 – 6**

4. Employee-Driven Leadership Development
5. The Paws and Cons of Pets and Assistance Animals
6. Unlocking Profit with the NARPM Accounting Standards: Success Stories

3:30 pm – 4:30 pm **General Session**

Diners, Drive-Ins and Dives: Smoking Hot Confessions Of BBQ & Digital Marketing

4:30 pm – 7:30 pm Exhibit Hall Grand Opening/Trade Show in Exhibit Hall

THURSDAY, OCTOBER 28, 2021

7:30 am – 2:00 pm Registration Open

7:30 am – 8:45 am Breakfast with Exhibitors

9:00 am – 10:15 am **Keynote General Session**

10:15 am – 11:00 am Coffee/Snack Break with Exhibitors

* Additional fee to attend.

Tentative Schedule of Events

THURSDAY, OCTOBER 28, 2021 (Continued)

11:00 am – 11:50 am Workshop Sessions 7 – 9

- 7. Buying, Selling and Starting Over
- 8. How to Work on Your Business (& Not In It)
- 9. Recognizing Signs of Burnout

Noon – 1:00 pm CRMC® Roundtable Discussion (By invitation only)

Noon – 1:30 pm Lunch with NARPM® Annual Business Meeting and Chapter Awards

Exhibit Hall Open

1:30 pm – 2:30 pm General Session

Making Dollars and Sense of Subsidized Housing

2:30 pm – 3:00 pm Volunteer Appreciation Coffee (By Invitation Only)

2:30 pm – 4:00 pm Coffee/Snack Break with Exhibitors

3:00 pm – 4:00 pm Committee Meetings

Communications

Governmental Affairs

Member Services

Professional Development

Technology

4:10 pm – 5:00 pm General Session

The 7th Annual State of the Property Management Industry Report

4:00 pm – 5:15 pm Past-President's Reception (Closed Session, by invite only, for NARPM® National Past Presidents)

5:30 pm – 6:45 pm President's Reception by invitation only (Closed Session, by invite only, for NARPM® Leadership – Past Presidents/Chapter Leaders)

FRIDAY, OCTOBER 29, 2021

7:15 am – 8:45 am Breakfast with Exhibitors

7:30 am – 2:00 pm Registration Open

9:00 am – 10:15 am Workshop Sessions 10 – 12

10. DIY Automations to Free up Time

11. Helping Owners Evaluate New Rentals

12. The Changing Landscape of PM Staffing –
How to Attract, Engage & Motivate Your Employees

10:15 am – 10:55 am Coffee/Snack with Exhibitors

11:00 am – 11:50 am Workshop Sessions 13-15

13. How to Survive and Thrive in 2022

14. Integrated Technology: Empowering Future Success

15. The Future of Property Management Panel

12:00 pm – 1:30 pm Lunch with Membership Awards, Longevity Recognition, and Committee Reports

Exhibit Hall Open

1:30 pm Trade Show Closes

1:30 pm – 2:00 pm Installation of the 2022 NARPM® Board of Directors

Introduction of the 2022 NARPM® President

2:00 pm – 3:00 pm Closing Keynote General Session

3:30 pm – 5:30 pm 2022 Chapter President Training Session (By invitation only)

5:30 pm – 6:30 pm 2022 Chapter President Meet Up Reception (By invitation only)

* Additional fee to attend.

Workshops

1-3

WEDNESDAY,
OCTOBER 27, 2021

10:30 am – 11:20 am

Workshop Sessions 1 – 3

1 MAXIMUM REFERRALS FOR PROPERTY MANAGERS

Generate a steady stream of quality opportunities for your property management business. Most business owners know that referrals are highly effective. They may not know that referrals drive some of the highest conversion rates among all marketing channels, but they know that when they get them – their business grows. Unfortunately, most businesses never invest the time to maximize their referral streams. In fact, the common belief in business is that referrals are just something that happen to you, and not something you can manufacture with consistency. But, the truth is, referrals are a marketing channel. A highly effective and profitable marketing channel, and one that can be measured, systematized, and optimized over time. Join Kristen and Jeremy as we share specific case studies, techniques, and templates to not only kick-start your referral network, but to learn how to make it run like clockwork.

Speakers: Jeremy Pound, CEO, & Kristen Lopez, RentScale

2 AUTOPILOT BUSINESS INTELLIGENCE

This workshop will provide time to implement autopilot metrics for leasing agents and maintenance. Attendees will be able to identify and create reporting methodologies to understand their business in a fraction of the time. Experiencing autopilot methodologies is different than just automation, as it leaves room for strategic decision making.

Speaker: Cassandra Swanson, RMP®, Paramount Property Management, Inc. and Zeeshan Bhimji, Real Property Management Group

3 RESIDENT BENEFITS PACKAGE: MAXIMIZING VALUE AND PROFITS

In this panel, we will help you identify the true cost of services you're already providing, learn about others that add value to your business and residents, and cover best practices for a seamless rollout.

Speakers: Bob Hansen, Head of Sales, Second Nature; Deb Newell, MPM® RMP®, Executive Consultant, Real-Time Consulting Services; Todd Ortscheid, Owner & CEO of Revolution Rental Management; Jennifer Stoops, MPM® RMP®, Park Avenue Properties, LLC

NARPM® ANTITRUST STATEMENT It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive or otherwise illegal.

Workshops

4-6

WEDNESDAY,
OCTOBER 27, 2021

2:30 pm – 3:20 pm

Workshop Sessions 4 – 6

4 EMPLOYEE-DRIVEN LEADERSHIP DEVELOPMENT

Description to follow.

Speaker: Gwenn Aspen, Anequim LLC

5 THE PAWS AND CONS OF PETS AND ASSISTANCE ANIMALS

This course covers the pros and cons of managing pet-friendly rentals, maximizing pet revenue, and handling inspections and breed restrictions when managing pet-friendly rentals. It also covers the ins and outs of what you need to know as it pertains to HUD and the Fair Housing Act guidelines regarding assistance/emotional support and service animals when managing rental properties. This is a hot button issue that, unfortunately, leaves many property managers prey to lawsuits and violations if they are not aware of the guidelines and managing them properly.

Speaker: Jennifer Stoops, MPM® RMP®, Park Avenue Properties, LLC

6 UNLOCKING PROFIT WITH THE NARPM® ACCOUNTING STANDARDS: SUCCESS STORIES

Two years after the release of the NARPM® Accounting Standards, we unveil the success stories of the early adopters who embraced the opportunity to standardize their reporting, compare with their peers, and maximize their financial and entrepreneurial freedom. Based on the experiences of real property managers, this session will give you the playbook on how to move from financial fog to financial clarity, bank balance management to focused forecasting, and move from financial mediocrity to benchmark success.

Speaker: Daniel Craig, CEO, ProfitCoach



General Session

**WEDNESDAY,
OCTOBER 27, 2021
3:30 pm – 4:30 pm
General Session**

DINERS, DRIVE-INS AND DIVES: SMOKING HOT CONFESSIONS OF BBQ & DIGITAL MARKETING

This workshop is presented in partnership with the Kansas City Barbecue Society, marrying digital marketing, property technology and operational efficiency. You'll walk away from this session with the ability to roll up your sleeves and get cooking with powerful technology, out of the box marketing strategies, and sustainable solutions. To sweeten the deal, our friends at the Kansas City Barbecue Society will serve up a roadmap of the local "falling off the bone" BBQ places to check out while you're in town.

Additional session info:

Using BBQ as a metaphor for success in property marketing, we'll take a serious (but fun) journey, diving in to the data that defines success in our industry.

We're going to analyze customer data and real-world scenarios to learn more about consumer behavior.

This strategic approach to property marketing will help you focus your marketing efforts on three related goals:

- 1) Identifying your target audience
- 2) Defining which channels engage new customers and
- 3) Retaining your existing customers

It doesn't matter if you are talking about BBQ or property management – building and maintaining a successful community begins with understanding your customer. Where do you start when you're ready to eat? You'll have to join us to find out!

Speaker: Amy Lloyd, Senior Manager, Yardi



Photo courtesy of Chris Mullins

Workshops

7-9

THURSDAY,
OCTOBER 28, 2021

11:10 am – Noon

Workshop Sessions 7 – 9

7 BUYING, SELLING AND STARTING OVER

A hot topic for property managers involves buying and selling property management companies. Amy Karns, RMP®, has bought, sold, and started over again and has a list of lessons learned and opportunities and pitfalls along the way.

Speaker: Amy Karns, RMP®, A Plus Management

8 HOW TO WORK ON YOUR BUSINESS (& NOT IN IT)

The trend in our industry is to squeeze more revenue out of every door under management and to lower operating expenses by outsourcing responsibilities to other companies, automating processes and delegating certain roles to virtual assistants.

Speakers: Scott P. Brady, Progressive Property Management, Inc.;
Deb Newell, MPM® RMP®, Executive Consultant, Real-Time Consulting Services

9 RECOGNIZING SIGNS OF BURNOUT

Learn to recognize the signs of burnout and how to recharge your battery.

Speaker: Rhianna Campbell, Juniper Street Real Estate Services LLC



General Session

THURSDAY,
OCTOBER 28, 2021
1:30 pm – 2:30 pm
General Session

MAKING DOLLARS AND SENSE OF SUBSIDIZED HOUSING

The 4 Ps: Program, Participants, Profits and Property Preservation

With many areas implementing Source of Income Discrimination (SOID) protections, it is imperative that the property management community address the perceptions around the Housing Voucher Program, its process and participants, as well as ensure our owner clients are well informed with facts regarding the program. The program is profitable to owners whose housing qualifies and can be a source of income revenue for property managers.

Sherkica's goal during the workshop will be to address perceptions, give a full overview of the program and process, and share how her firm has made accepting subsidy housing profitable for both landlords and the firm, as well as how to align, not revamp, your business to accept such programs.

Speaker: Sherkica Miller-McIntyre, RMP®, Carod Properties



General Session

THURSDAY,
OCTOBER 28, 2021
4:10 pm – 5:00 pm
General Session

THE 7TH ANNUAL STATE OF THE PROPERTY MANAGEMENT INDUSTRY REPORT

This session will bring to light new findings from the 7th 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 to attract and retain residents, grow and market their businesses, and expand their portfolios and revenue streams have grown deeper and more complex. But in this new environment that's unlike anything we've faced in the past, one thing is certain: Property managers are better equipped to succeed when they understand the conditions in which they're operating.

During this session, RealPage's Senior Vice President, Michael Mauseth, will join NARPM®'s CEO, Gail Phillips, to bring property managers' experiences to the forefront as they describe the impact that these unprecedented changes have had. They'll identify where problems and opportunities lie within small businesses in 2022 and beyond, and discuss what can be done to resolve property managers' biggest pain points. Above all, the session will give time-starved property managers the actionable insights they need to grow and compete in an ever-evolving market.

The presentation will be built on a foundation of market research and seven years of historical survey data, revealing the trends that will shape the industry in the years to come. Buildium's primary research gives property managers access to a far larger pool of renters and rental owners than they can get on their own, whose opinions and experiences help them to anticipate and exceed their own customers' expectations. And it gives property managers access to a community of their peers (who they ordinarily view as their competition), whose successes and failures can form a blueprint for their business' future.

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 convention attendees, both in print and as a downloadable PDF.

Speakers: Michael Mauseth, Senior Vice President of RealPage; Gail Phillips CAE, CEO, NARPM® will be working through the components of successful hiring to set you up for success and also present tactics of how to keep those staff members in order to reduce burnout and turnover.



Workshops

10–12

FRIDAY,
OCTOBER 29, 2021
9:00 am – 10:00 am
Workshop Sessions 10 – 12

10 DIY AUTOMATIONS TO FREE UP TIME

Joseph will present three to five easy automations and how to create them using easy free or cheap third party apps anyone can get. No computer programming knowledge is required.

Speaker: Joseph Ord, AMOSO Realty LLC

11 HELPING OWNERS EVALUATE NEW RENTALS

Many new investors are not versed on the best way to analyze the potential success or failure of a rental. Not every investment is profitable. This course is based on the class that 2011 NARPM® President Tony Drost, MPM® RMP®, put together, and is now revamped to help property managers easily present numbers and formulas for their properties.

Speaker: Cassandra Swanson, RMP®, Paramount Property Management, Inc.

12 THE CHANGING LANDSCAPE OF PM STAFFING – HOW TO ATTRACT, ENGAGE & MOTIVATE YOUR EMPLOYEES

Property management companies are being forced into change. Remote workers – US & Globally, increased legal constraints, and COVID-19, etc., has made it harder and harder for property management companies to differentiate their services from the competition. Having amazing staff that is engaged, motivated to work, and attracting new team members to the industry is going to be the key to overall success for the property management companies left standing. Anne

Speaker: Anne Lackey, RMP®, Rental Home Atlanta



Workshops

13–15

**FRIDAY,
OCTOBER 29, 2021
11:00 am – 11:50 am
Workshop Sessions 13 – 15**

13 HOW TO SURVIVE AND THRIVE IN 2022

Are you working harder than ever? Is there a gap between where your business is and where you want it to be?

Business coach and consultant Jim Roman has spent more than 20 years studying small businesses like yours; he's even spent his own share of time in that gap, and he knows how you can avoid the pitfalls that cause so many small businesses to fail.

In his talk, Jim will share the three key components to having a business that thrives:

- 1) Driving business success by knowing why you do what you do and where you want to be beyond your business
- 2) Envisioning what you want your business to look like in the future—and making it happen
- 3) Pinning down the next specific actions you need to take and anticipating what might get in your way

This isn't theory; it will change the face of your business. If you want to do better than just survive, if you want to have the business and life you've always dreamed of, don't miss this tool-based, interactive talk with Jim Roman.

Speaker: Jim Roman, Business Owners Institute, LLC

14 INTEGRATED TECHNOLOGY: EMPOWERING FUTURE SUCCESS

In today's age of interconnectivity and smart-everything, incorporating technology solutions into daily business routines and powering decisions with real-time data is paramount to a company's success. Leveraging integrated solutions is now a best practice to improve operational efficiency and empower your team to succeed. Best-in-class software solutions offer unlimited flexibility through open interface infrastructure that allows for easy, effortless connection between programs. This presenter will discuss how companies can stay connected, increase efficiencies, and take advantage of the infinite possibilities provided by integrated solutions.

Speaker: Joe Easton, Channel Partner Account Manager, Rent Manager

15 THE FUTURE OF PROPERTY MANAGEMENT PANEL

A look through the lens of innovation and trends that are driving change in the industry. What property managers can do to win hearts and business in the years ahead.

Speakers: Tony Cline, MPM® RMP®, HomeVault Property Management; Andy Wallace, zInspector; Thad Tarkington, CEO, Second Nature



Education Classes



*Note: There is a **separate registration fee** needed to take classes.

Sign up online at www.narpm.org/education/course-schedule

ADVANCED RISK MANAGEMENT*

October 26, 2021 • 9:00 am – 4:00 pm

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

Who Should Attend?

Company Executive Officers, Brokers, Business Owners, Department Heads, Real Estate Managers, Property Managers, and anyone thinking about starting a property management company

What You Will Learn?

All business need plans for operations and Risk Management is one of the most important plans needed; you will cover the risks involved in taking on new clients & their properties, communication, recordkeeping, conflict resolution and ending the relationships successfully.

How YOU will Benefit?

By taking this course you will gain tools to minimize the risk liabilities in your organization.

Equipment/Materials Required:

None

Learning Objectives:

- Approaches to Managing Risk
- Understanding Tort Law
- How to Structure Your Company
- Why a Good Policies and Procedures Manual is a Good Defense
- Federal, State and Local Laws that Effect How You Go About Your Business
- Insurance Needs for the Property Management Company

Instructor: Vickie Gaskill, MPM® RMP®

FINANCE: CASH FLOW ANALYSIS*

October 26, 2021 • 9:00 am – 4:00 pm

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

Who Should Attend?

Anyone that works with landlords will benefit from this class. If you learn how to "speak investor" you will become a much more valuable service provider for your client.

How YOU will Benefit?

By learning cash flow analysis and how to measure your own performance you will be able to better advise and better serve your clients. When you can quantify how your performance is superior, and how your recommendations contribute to a more profitable ownership experience, more clients will seek you out and your existing clients will more highly value your input and advice.

Equipment/Materials Required:

- 4 Function calculator
- Pencil with an eraser

Learning Objectives:

- Identify the different components of Cash Flow Analysis
- Describe how to calculate the income derived from Cash Flow
- Explain how income is derived from Loan Amortization
- Summarize tax considerations and tax "savings" to an investor
- Explain how income is derived from Appreciation
- Calculate a budgeted cash flow for a rental house
- Calculate budgeted IRR for a rental house

Instructor: TBD

* Additional fee to attend.

NARPM® Convention & Expo Registration Information

2021

October 26–29, 2021 • (Education classes are on October 25 & 26)

Loews Kansas City Hotel • 1515 Wyandotte Street • Kansas City, MO 64108

ALL REGISTRATION MUST BE DONE ONLINE AT
www.narpmconvention.com/register

REGISTRATION FEES

Category explanations are below.	MEMBERS			NON-MEMBERS		
	Early Bird By 9/15/21	9/16/21 to 9/30/21	10/1/21 & & Onsite Reg	Early Bird By 9/15/21	9/16/21 to 9/30/21	10/1/21 & & Onsite Reg
In-Person Convention	\$595	\$670	\$745	\$700	\$800	\$900
Virtual Convention	\$295	\$370	\$445	\$400	\$500	\$600
Team Discount** <i>(**Available for Full Convention only. See Team Discount section below.)</i>	-\$50	-\$50	N/A	N/A	N/A	N/A
In-Person Only Single-Day Registration <i>(Includes full day's events with meals.)</i>						
Tuesday	\$150	\$250	\$350	\$170	\$270	\$370
Wednesday	\$300	\$400	\$500	\$350	\$450	\$550
Thursday	\$300	\$400	\$500	\$350	\$450	\$550
Friday	\$350	\$450	\$550	\$400	\$500	\$600
Trade Show ONLY <i>You will be asked to choose one only. (AM Thursday or PM Thursday or AM Friday. Does not include meals.)</i>	\$100	\$100	\$150	\$150	\$150	\$200

EXTRA GUEST TICKETS (In-Person Only)

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

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

EDUCATION CLASSES

Separate registration is required. Please check www.narpm.org/education/course-schedule/ for registration information.



NARPM® Convention Attendee Agreement Terms and Conditions



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

IT'S EASY TO REGISTER ONLINE

Visit: www.narpmconvention.com/register

JOIN AND SAVE

Non-members may join by visiting www.narpm.org/join/apply. Save on Convention registration by joining. **Vendors or Affiliate Members** should see the Exhibitor Prospectus for registration information.

REGISTRATION DEADLINES

All registrations must be done online on or before October 1, 2021. After this date, you may only register at the event starting October 25, 2021. People registering onsite (at the event) are not guaranteed access to the luncheons.

**TEAM DISCOUNT

When two or more NARPM® members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. To receive discount, one registration must be done **online within the same registration**. Team discount is not available after October 1, 2021.

CANCELLATION POLICIES

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

Cancellations must be done online. Cancellation on or before October 11, 2021 will receive a full refund, less a \$25 processing fee. **There is NO refund after October 11, 2021.**

MEDIA RELEASE

This event will be photographed, videotaped, and live streamed. By participating in NARPM® events, I consent to photography, live streaming, and video recording (including but not limited to images, photographs, voice or likeness) and its/their release, publication, exhibition, or reproduction to be used for promotion or any other purpose by NARPM®, its affiliates and representatives without compensation. By participating in NARPM® events, I release NARPM®, its officers, directors, the management company and their employees, and all persons involved from any liability connected with the taking, recording, digitizing, or publication production and use of photographs, computer images, and video recordings or live streaming. I waive all rights I may have to any claims for payment or royalties in connection with any use, exhibition, streaming, web casting, televising, or other publication of these materials, regardless of the purpose of sponsoring, exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee of admission or sponsorship is charged. I also waive any right to inspect or approve any photo, video, live streaming, or audio recording taken by NARPM® or the person or entity designated to do so by NARPM®. All media become the property of NARPM®. Media may be displayed, distributed or used by NARPM® for any purpose.

CANCELLATION

If this event is cancelled for any reason, the liability of NARPM® to the registrant is limited to the return of the registration fee. A necessary rescheduling of the event, as approved by the NARPM® Board, does not constitute a cancellation. Event cancellations must be received in writing. If cancellation is received 30 days prior to the event, there will be a full refund less a processing fee. (\$25 for attendees and \$50 for exhibitors.) There is NO refund if cancellation is 1-29 days prior to the event.

EVENT PARTICIPATION RELEASE

In consideration of being allowed to register for, and participate in the event, you hereby warrant and represent that you are age 18 or above and freely waive, release from liability, assume all risks, and covenant not to sue NARPM® or its members, the management company and their employees, board members, agents, or volunteers, for any expense, loss, damage, personal injury, including loss of life, illness, including but not limited to COVID-19, disability, property damage, or property theft or actions of any kind that you may hereafter suffer or sustain before, during, or after the event, unless said expense, loss, damage, personal injury, including loss of life, illness, disability, property damage or property theft or actions of any kind that is caused by the sole, gross negligence of NARPM®. I agree and acknowledge that I am undertaking participation in NARPM® events and activities on my own free and intentional act and am fully aware of the risks involved in attending public gatherings including possible exposure (through exposure to contaminated objects, as well as through personal contact) to contagious diseases or illness (including COVID-19), or physical injury might occur to me because of my participation in these events. I give this acknowledgement freely and knowingly that I am, as a result, able to participate in NARPM® events and I do hereby assume responsibility for my own well-being and warrant that I am abiding by state/local laws regarding health and safety. These terms and conditions extend and apply to all unknown, unforeseen, unanticipated, and unsuspected injuries, disease or illness, damages, loss, and liability, and the consequences of them, as well as those disclosed or known to exist.

HEALTH AND SAFETY RELEASE

The health and safety of our management staff and attendees are a priority. The venue, service providers, and NARPM® will work together to take reasonable precautions to follow any CDC or local government guidelines for health and safety at events. Temporal temperature screening or thermal Cameras (non-invasive) may be used to conduct temperature checks. NARPM® has the right to refuse admittance into any event as we take security and health factors into consideration. By registering for the event, you agree to comply with all terms and conditions, such as but not limited to, standards of behavior and health and safety as directed by state/local laws. If you have a medical condition that consistently presents a high fever or other relevant symptoms, please be sure to have medical certificate/documentation upon arrival to share with health professionals during any screening. In light of the ongoing spread of COVID-19, individuals who fall within any of the categories below should not attend NARPM® events. By attending NARPM® events, you certify that you do not fall into any of the following categories: Individuals who currently or within the past fourteen (14) days have experienced any symptoms associated with COVID-19, which include fever, cough, and shortness of breath among others; Individuals who have traveled at any point in the past fourteen (14) days internationally; Individuals who believe that they may have been exposed to a confirmed or suspected case of COVID-19 or have been diagnosed with COVID-19 and are not yet cleared as non-contagious. I agree to self-monitor for signs and symptoms of COVID-19 (symptoms typically include fever, cough, and shortness of breath) and, contact NARPM® if you experience symptoms of COVID-19 within 14 days after participating in NARPM® events.