

BROKER/OWNER *Conference & Expo*



March 28-30, 2022
Hyatt Regency Hill Country
San Antonio, Texas



TENTATIVE
EVENT
PROGRAM



Schedule of Events - Monday

All times are for the current **Central time zone**.
All sessions will be recorded and will be available on-demand.

MONDAY, MARCH 28, 2022 - GROWTH

7:30 am **Registration Open** **Independence Foyer**

9:00 am – 10:15 am **Opening Keynote Session:**
Monetizing the Renter Lifecycle **Independence 4-5**
Description to follow.
Speaker: Rob Hahn

10:15 am – 10:30 am **Refreshment Break** **Independence Foyer**

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

1. Long Term Profits in Short Term Rentals **Room TBD**

In this session, we will discuss how to use guarantees to be different in the marketplace, how it will attract and secure new owners, how to use them to guide the owners' actions to be the ones you want, and, of course most importantly, how to make more money from them. This session will show how easy it is to create guarantees, how most property managers already have them but are not taking advantage of them, and how guarantees are a very low cost way to grow your business.

Speakers: Brian Birdy, MPM® RMP®, PMI Birdy Properties, CRMC®; Robert Gilstrap, MPM® RMP®, Title One Management; Marianne Heder, PMI Corporate Director of Vacation Rentals; DD Lee, MPM® RMP®, PURE: Skyline Properties Group

2. HOAs or No Way: **Room TBD**

The Pros and Cons of Adding Association Management Services

Many residential property managers have, by accident or intent, added association management services to their business. Most management companies avoid association management because it seems less profitable and more problematic than residential. Scott Brady started an association management division in 2020, and in less than 18 months, has grown this channel to over 50 communities and 2,600 owners at year end 2021 with a net margin of 40%. This session will review the reasons to add or avoid association management. Scott will share his experience and actual "numbers." Learn how to grow your overall business in the blue ocean of association management.

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

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3. Monetizing Your New Door Acquisition:

Turning Business Development into a Profit Center

Room TBD

Attendees will learn how brokerage fees, joint ventures, equity participation, and real estate investing can turn a cost center into a profit center. For 2022, we added 262 new doors and spent no money on marketing. We will use a case study from this year where we got paid \$100,000 to add 88 doors in a new market.

Speaker: Ralph Reahard, Real Property Management

11:20 am – 11:35 am Refreshment Break

Independence Foyer

11:35 am – 12:25 pm Workshop Sessions 4 – 6

4. Funneling the Real Estate Revenue Cycle

Room TBD

Description to follow.

Speaker: Trevor Garrett, RMP®, The Property Management Connection

5. How to Maximize Your Profit and Your Return on Investment

As a Housing Choice Voucher Program (HCVP) Landlord

Room TBD

We will discuss what happens when the housing authority removes the pain points for landlords. The session will explain why it is an ideal time for landlords and investors to participate in the HCVP based on the recent boost of federal funding and monetary landlord incentives. I will explain how housing authorities can partner with landlords through investment in technology so landlords have real-time information to make real-time business decisions. Finally, the session will discuss what happens when the housing authority focuses on streamlining the operations of the HCVP by investing in technology to increase landlord satisfaction and engagement, improve communication, and enhance customer service to cultivate better housing authority-landlord relationships.

Speaker: Dr. Michael Threatt, Senior VP/COO at Dothan Housing



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6. 5 Lessons Learned While Growing

Room TBD

I will share some “lessons learned” while scaling our company. I’ll provide the audience real world examples of issues you face when you grow a property management company past 500 doors.

Speaker: **Matthew Whitaker, gkhouses.com**

12:25 pm – 1:25 pm	Lunch	Independence 4-5
1:25 pm – 2:30 pm	General Session: 12 Marketing Strategies for Adding Doors Description to follow. Speaker: Mike Connolly, RMP®, East Bay Property Management	Independence 4-5
2:35 pm – 3:25 pm	Mastermind Groups: Discussion Topic: 3 Incremental Gains for GROWTH <ul style="list-style-type: none"> • Less than 100 Doors • 100 to 300 Doors • 300 to 500 Doors • More than 500 Doors 	Room TBD Room TBD Room TBD Room TBD
3:25 pm – 3:45 pm	Coffee/Snack Break	Independence Foyer
3:45 pm – 4:45 pm	General Session: Processes, KPIs & Systems Best Practices by the Pros Description to follow. Speaker: Mathew Tringali, HomeVault Property Management	Independence 4-5
4:45 pm	Networking Reception	Independence Foyer



Schedule of Events - Tuesday

TUESDAY, MARCH 29, 2022 - PERFORMANCE

7:30 am **Registration Open** **Independence Foyer**

7:30 am **CRMC® Roundtable** **Room TBD**

9:00 am – 10:15 am **General Session:** **Independence 4-5**
Solve the Maintenance Puzzle in 10 Steps!

The session will cover the 10 most critical areas of running a maintenance operation in a property management business. This session is geared for the PM that is dabbling in maintenance, or would like to make this part of their business more profitable. In-house maintenance is the #1 area to increase a PM's recurring revenue and is a must for control and customer experience. Like a ladder, these 10 steps lay out a structure for achieving consistent volume and profitability in maintenance.

Speaker: Mike Schraepfer, Heirloom Property Management

10:15 am – 10:30 am **Refreshment Break** **Independence Foyer**

10:30 am – 11:20 am **Workshop Sessions 7 – 9**

7. Get More Out of Work, Get More Out of Life **Room TBD**

Not only has property management changed, but the role of a property manager has become bigger too. You're expected to be part financial advisor, part legal expert, part contractor and part social worker. Not only do you need to keep up with the latest state and federal property regulations, but also data protection laws and anti-money laundering guidance. On top of all that, you also need to look after your tenants. Does all this extra work come with an extra reward? Only if you understand the value you add to the equation. *Software Advice* lists over 100 property management programs all vying for your attention. But do you need them all? Every property business is unique, but most software offerings are a solution looking for a problem to fix, rather than something your business needs. How do you pick the best fit? Every property manager is different, so success will look different to each and every one of you. Some will want to grow their business, others value time back to spend with friends and family. For some, it could even be taking more time to practice their golf swing. What are the takeaways? Getting more out of work and more out of life is possible with the right tools. We will show the impact the right tools could have on your business and your private life from property managers who have used PropTech to the fullest.

Speaker: Neil Cobbold, Managing Director, PayProp UK

Schedule of Events - Tuesday

8. The Lost Art of Professionalism

Room TBD

The success of your property management business is largely dependent on who you allow into your owner-client group. In this fast moving session, we will focus on how to improve your professionalism to attract GREAT owner-clients including:

- What should be the proper mindset of a successful PM?
- What is the difference between an owner transaction and an owner relationship?
- Three words you should never use in your advertising (but most PMs do!)
- How to qualify prospective owner-clients
- Should you negotiate your management agreement terms?
- How to never get sued
- This session will empower you to stop asking owners to 'choose' you, and instead position yourself as the professional – so owners are asking YOU to 'choose' them!

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

9. Technology Panel: Top 10 Tech Tools

Description to follow.

Speakers: TBD

Room TBD

11:30 am – 1:00 pm

**Vendor Expo Opens
Lunch**

**Hill Country
Ballroom**

1:00 pm – 2:15 pm

**General Session:
Litigation, Legislation, and Legal Issues**
Description to follow.

Independence 4-5

Speakers: Monica K. Gilroy, Esquire, Managing Partner, The Gilroy Firm



Schedule of Events - Tuesday

2:20 pm – 3:10 pm	Mastermind Groups: Discussion Topic: 3 Incremental Gains for PERFORMANCE <ul style="list-style-type: none">• Less than 100 Doors Room TBD• 100 to 300 Doors Room TBD• 300 to 500 Doors Room TBD• More than 500 Doors Room TBD	
3:10 pm – 4:00 pm	Coffee/Snack Break with Vendors	Hill Country Ballroom
4:00 pm – 5:00 pm	General Session: 3 Case Studies for GROWTH, PERFORMANCE, PROFIT Description to follow. Speakers: Cassandra Swanson, MPM® RMP®, Estey Real Estate & Property Management; Brian Birdy, MPM® RMP®, PMI Birdy Properties; Trevor Garrett, RMP®, The Property Management Connection; Tal Kramer, MPM® RMP®, Avalon Property Management	Independence 4-5
5:00 pm – 7:00 pm	Vendor Expo and Reception	Hill Country Ballroom



Schedule of Events - Wednesday

WEDNESDAY, MARCH 30, 2022 – PROFITABILITY

7:30 am	Registration Open	Independence Foyer
7:30 am – 9:00 am	Refreshments in the Expo with Vendors	Hill Country Ballroom
9:00 am – 10:15 am	General Session: How to Squeeze \$100 More a Month Out of Your Doors Description to follow. Speaker: Brad Larsen, MPM® RMP®, RentWerx San Antonio	Independence 4-5
10:15 am – 10:45 am	Break with Vendors	Hill Country Ballroom
10:45 am – 11:35 am	Workshop Sessions 10 – 12	

10. Be Ready to Buy (or Sell) – Preparing Yourself for Opportunity Room TBD

Hear from an industry veteran about how to position your existing company to be ready to buy, sell or merge when the opportunity arises. Our industry is experiencing rapid consolidation and you will hear several tips from an insider in property management acquisitions.

Speaker: Jock O’Neil, The Property Society LLC

11. The #1 Way to Increase Productivity & Profitability Room TBD

Some of the biggest challenges facing property management companies today include increased payroll, increasingly difficult to find good people, stress on the staff, lack of communication to clients and the inability to transition from a reactive company to a proactive company. In this presentation, Pete Neubig formerly of Empire Industries property management, will go over step by step on how he turned Empire from being a chaotic, underperforming company into a profitable, stress free and proactive firm. He will discuss the importance of hiring abroad and answer the most frequently asked questions:

- When do you hire a virtual assistant?
- What can they do?
- How do I build a job role for them?
- How do I find them?
- How do I manage them?
- How do I make sure hiring a virtual assistant is successful?

By changing their mind-set on what job roles virtual assistants can perform. Pete restructured his business, allowing his customers to get better service and allowing his property managers to become less stressed and more proactive thus reducing churn and increasing revenue by being able to capture existing business they were too busy to capture previously.

Speaker: Pete Neubig, MPM® RMP®, CEO, VPM Solutions

Schedule of Events - Wednesday

12. Elevate Client Relations by Delivering Value

Room TBD

Description to follow.

Speaker: Andy Moore, MPM® RMP®, Gulf Coast Realty & Management, CRMC®

11:35 am – 12:35 pm

Lunch with Vendors

(Expo closes after lunch.)

Hill Country
Ballroom

12:35 pm – 1:35 pm

General Session:

Remote Worker Panel

Description to follow.

Speakers: Tony Cline, MPM® RMP®, COO, HomeVault;
Courtney Rosen, RMP®, Owner/Broker, MHN Properties;
Maranda Hunnicut, President, Foothills Property Management;
David Lightfritz, Director of Property Management Services,
Global Strategic Business Process Solutions, Inc.

Independence 4-5

1:40 pm – 2:30 pm

Mastermind Groups:

Discussion Topic: 3 Incremental Gains for PROFITABILITY

- Less than 100 Doors
- 100 to 300 Doors
- 300 to 500 Doors
- More than 500 Doors

Room TBD

Room TBD

Room TBD

Room TBD



Schedule of Events - Wednesday

2:30 pm – 2:45 pm

Refreshment Break

Independence Foyer

2:45 pm – 3:45 pm

Closing Keynote Session:

Independence 4-5

The 2030 Opportunity: The Future of Property Management

During her lively and entertaining keynote presentation, Nikki Greenberg will discuss trends and emerging technologies affecting the future of residential property management. Here, she will provide global insights on how to embrace today's disruptive environment to be better positioned for a brighter and prosperous future. As the property management industry looks forward, there is a responsibility to create an industry for both the customer of tomorrow, as well as today.

Speaker: Nikki Greenberg



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Into The Future

Schedule of Events - Thursday

THURSDAY, MARCH 31, 2022 – EDUCATION

9:00 am – 4:00 pm	NARPM® Class - Profitability & Client Relations* <i>(Separate registration and additional fee to attend.)</i>	Fredericksburg A-C
9:00 am – 4:00 pm	NARPM® Class - Finance: Cash Flow Analysis* <i>(Separate registration and additional fee to attend.)</i>	Fredericksburg D

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