

2023 NARPM® Annual Convention and Trade Show

EVENT PROGRAM



Atlanta, Georgia

October 16-19, 2023

Omni CNN Center



www.narpmconvention.com

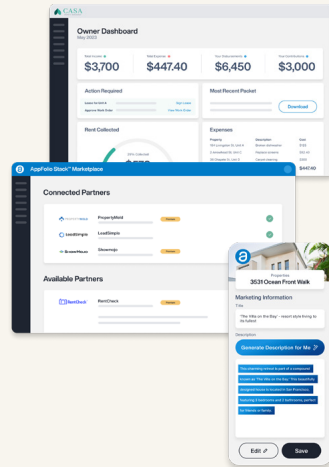
Strength in
COMMUNITY

Join AppFolio at the 2023 NARPM® Annual Convention & Trade Show

Come visit us at **booth #604** to learn more about our latest innovations, discover the newest AppFolio Stack™ partners, and see how we're transforming real estate with industry-leading AI.

A sneak peek of our latest innovations

- ✓ **Owner Portal:** Empower owners with on-demand data, documents, and action items in their portal, granting them more transparency and independence while giving you more freedom to be a strategic advisor.
- ✓ **AppFolio Stack™:** Seamlessly connect to your favorite proptech solutions and access a growing network of independent accounting and consulting professionals that can help you overcome business challenges and grow.
- ✓ **AppFolio Realm:** Unlock extraordinary experiences for your teams and communities with our full suite of AI capabilities. Elevate your business insights, achieve productivity gains, and increase efficiency so you have more time to focus on what matters.



Schedule a time to meet with us

Ready to learn more about these innovations?
Meet with an AppFolio team member to:

- ✓ See why AppFolio is right for your business
- ✓ Discover the latest innovations
- ✓ Provide feedback
- ✓ Ask questions and get help navigating your AppFolio account



How to Sign Up:

Just scan the QR code, pick a time that works for you, then come chat with a member of our team.

Visit booth #604 to learn more and meet with our team of experts. We hope you enjoy the show!



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Choose a solution that's as adaptable as you are.

Rent Manager property management software is designed with your single-family portfolio in mind. Conquer day-to-day tasks and big-picture projects with our customizable features.



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Get started in weeks with free data
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*Promotional pricing available for limited time only.
Offer requires 12-month Breeze Premier agreement along
with resident screening & renters insurance bundle.

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by **second
nature**

TREATS ATTRACTING THE WRONG VISITORS?



**ADD ON-DEMAND PEST CONTROL TO YOUR RESIDENT
BENEFITS PACKAGE SO RESIDENTS CAN EVICT BUGS FAST...
ALL WITHOUT PESTERING YOU.**



AT NARPM?

#202 VISIT US
AT BOOTH



GET.RBP.SECONDNATURE.COM/NARPM23



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The 9th Annual Property Management
Industry Report

WHAT'S IN STORE FOR 2024?

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owners predict.



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Tenant Turner's premier leasing operations platform works for you 24/7 answering calls, responding to emails, and coordinating showings. Backed by world class customer support that's only a click away.



Track metrics and reduce days on market.



Free your time to work on your business, not in your business.



Offer secure self showings with less risk of rental scams.

<https://pages.tenantturner.com/narpm2023>

SEE WHAT THE BUZZ IS ALL ABOUT.

Join 3,000+ subscribers to stay up-to-date on the latest changes and news in residential property management. Peter Lohmann is a leading voice in the Residential PM world. Subscribe to the Newsletter and get content on how to successfully grow your PM company.

**Peter
Lohmann's
Newsletter**





Hello, NARPM® Friends:

I want to welcome you to NARPM®'s 35th Annual Convention and Trade Show! This week will be packed full of information and fun. We will strengthen through education, designation and networking with the greatest property managers in the industry. I encourage you to take in as many of the workshop sessions as you can. Most of them are lead by people just like you, NARPM® Members. They volunteer their time and knowledge to help you

become a better property manager and improve our industry.

While you are with us in Atlanta, I encourage you to soak up as much as you can, but also share your experiences with other NARPM® Members, especially those who are new. Trust me; there is something that you know that can help a fellow property manager. There is Strength in Community; that is what NARPM® is all about.

Much volunteer and staff work went into the production of this event. I want to send a special "thank you" to Convention Committee Co-Chairs Darcie Englert and Christy Smith and Karen Gould, NARPM® Convention Planner! Along with a team of dedicated volunteers. They made all this possible along with the hard-working staff.

Now that you are ready to get started, take a few minutes to look at the schedule of events on pages 16 to 26. Star the sessions that look the most interesting to you, and map out your plan. I look forward to an amazing event!

A handwritten signature in black ink that reads "Timothy J. Wehner".

Tim Wehner, MPM® RMP®
2023 NARPM® President

A logo featuring the words "Strength in" in a script font and "COMMUNITY" in a bold, sans-serif font, both centered within a white circular outline on a blue gradient background.

Strength in
COMMUNITY

Past Presidents

Ralph Tutor	1987-88	Sylvia L. Hill, MPM® RMP®	2007
Susan Gordon, MPM® RMP®	1988-90	Betty Fletcher, MPM® RMP®	2008
Steve Urie, MPM® RMP®	1990-91	Fred Thompson, MPM® RMP®	2009
Peggy Rapp, MPM® RMP®	1991-92	Vickie Gaskill, MPM® RMP®	2010
*Ivan "Rocky" Maxwell, MPM® RMP®	1992-93	Tony A. Drost, MPM® RMP®	2011
Dave Holt, MPM® RMP®	1993-94	Jayci Holton, MPM® RMP®	2012
Kittredge Garren, MPM® RMP®	1994-95	James Emory Tungsvik, MPM® RMP®	2013
Donna Brandsey, MPM® RMP®	1995-96	Stephen D. Foster, MPM® RMP®	2014
Robert A. Machado, MPM® RMP®	1996-97	Andrew L. Propst, MPM® RMP®	2015
Mark Kreditor, MPM® RMP®	1997-98	Bart Sturzl, MPM® RMP®	2016
Denny Snowdon, MPM® RMP®	1998-99	Steve Schultz, MPM® RMP®	2017
Raymond Scarabosio, MPM® RMP®	1999-00	Brian Birdy, MPM® RMP®	2018
Melissa Prandi, MPM® RMP®	2000-01	Eric Wetherington, MPM® RMP®	2019
Mike Mengden, MPM® RMP®	2002	Kellie Tollifson, MPM® RMP®	2020
Chris Hermanski, MPM® RMP®	2003	Scott Abernathy, MPM® RMP®	2021
Andrea Caldwell, MPM® RMP®	2004	Liz Cleyman, MPM® RMP®	2022
Marc Banner, MPM® RMP®	2005	<i>*Deceased</i>	
Rose G. Thomas, MPM® RMP®	2006		

2023 Board Officers

President

Tim Wehner, MPM® RMP®
president@narpm.org

Past President

Liz Cleyman, MPM® RMP®
pastpresident@narpm.org

President-Elect

Melissa Sharone, MPM® RMP®
presidentelect@narpm.org

Treasurer

Amy Hanson, MPM® RMP®
treasurer@narpm.org

Secretary/CEO

Gail S. Phillips, CAE
CEO@narpm.org

2023 Directors/RVPs

Atlantic Region

Steve Pardon, MPM® RMP®
atlanticrvp@narpm.org

Central Region

Angela Holman, MPM® RMP®
centralrvp@narpm.org

Pacific & Pacific Islands Regions

AJ Shepard, MPM® RMP®
pacificrvp@narpm.org
pacificislandsrvp@narpm.org

Southwest Region

Misty Berger, MPM® RMP®
southwestrvp@narpm.org

Southeast Region

DD Lee, MPM® RMP®
southeastrvp@narpm.org

Northwest Region

Katie McNeeley, RMP®
northwestrvp@narpm.org

2023 Committee Chairs

Communications

Jeff Ley
communicationschair@narpm.org

Finance

Amy Hanson, MPM® RMP®
treasurer@narpm.org

Member Services

Mario Valenzuela, RMP®
memberserviceschair@narpm.org

Professional Development

Anne McCawley, MPM® RMP®
profdevelopmentchair@narpm.org

Governmental Affairs

Lacy Hendricks, RMP®
govtaffairschair@narpm.org

Nominating

Liz Cleyman, MPM® RMP®
nominatingchair@narpm.org

Annual Convention & Trade Show Co-Chair

Darcie Englert, RMP®
conventionchair@narpm.org

Annual Convention & Trade Show Co-Chair

Christy Smith, RMP®
conventionchair@narpm.org

Broker/Owner Conference & Expo Chair

Scott Brady
brokerownerchair@narpm.org

Technology Chair

Zeeshan Bhimji
technologychair@narpm.org

Vendor Advisory Chair

Tim Wallace
vendoracchair@narpm.org

2023 Convention Committee

Thank you to these dedicated NARPM® Members, who have engineered a great 2023 Convention.

Convention Committee Chairs:

Darcie Englert, RMP®

Christy Smith, RMP®

Convention Committee Vice-Chair

Michelle Baker, RMP®

Vendors Sub-committee Chair:

Tim Wallace

Committee Members:

Nicolle Crim

Brigitta Eggleston

Angela Fuentes, RMP® CSS®

Laura Greenberg

Jill Hatfield

Regina Ingram, RMP®

Andrew Johnson, RMP®

Maranda Hunnicutt, RMP®

Christy Lake

Clint Setser

Ania Scott

Karen Gould, NARPM® Conferences & Convention Coordinator



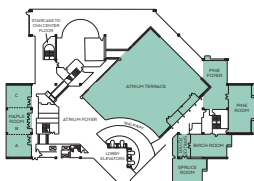
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Hotel Floorplan

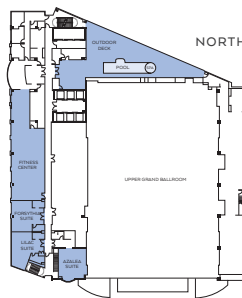
Conference Center

OMNI ATLANTA HOTEL AT CNN CENTER MEETING SPACE

SOUTH TOWER | ATRIUM TERRACE LEVEL



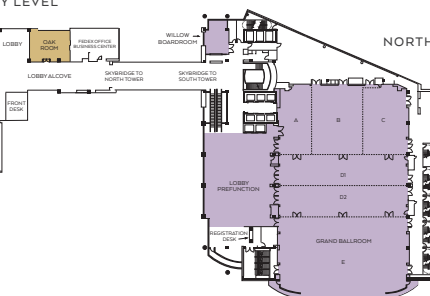
NORTH TOWER | M6



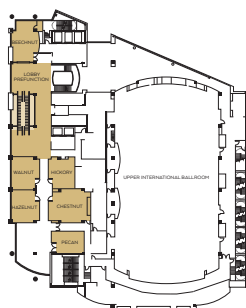
SOUTH TOWER | HOTEL LOBBY LEVEL



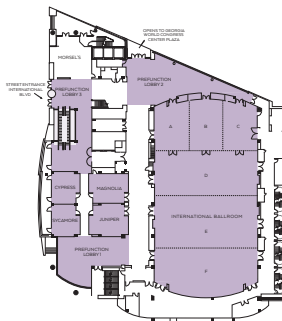
NORTH TOWER | M4



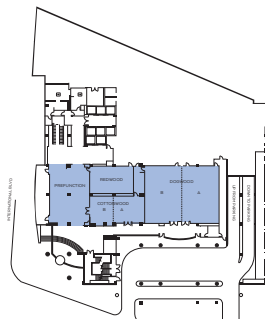
NORTH TOWER | M3



NORTH TOWER | M2



NORTH TOWER | M1



Convention Information

Location

Welcome to our 2023 NARPM® Annual Convention and Trade Show. We are happy that you are here, and hope that this Convention and your attendance at Omni Atlanta Hotel is enjoyable, rewarding, educational and fulfilling. The address of the property is 100 CNN Center NW, Atlanta, GA, 30307.

A perfect blend of cosmopolitan sophistication and Southern hospitality, Atlanta knows how to host any visitor. Omni Atlanta Hotel at CNN Center puts you close to so many Atlanta attractions: Mercedes-Benz Stadium, the Georgia World Congress Center, State Farm Arena, the Georgia Aquarium, Centennial Olympic Park, the new World of Coca-Cola Museum and more, all located in the Centennial Park District. If you're looking for outdoor adventures in the Peach State Capital, explore Stone Mountain Park or greet the animals at Zoo Atlanta. Love sports? Catch a major league sporting event at State Farm Arena or Mercedes-Benz Stadium. Or if you're in search of the arts, the symphony and ballet await.

Convention Dress

Appropriate dress for all parts of the NARPM® Convention in Atlanta, Georgia, is business casual. Remember, hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good.

Endorsement

Inclusion in the Convention program of advertisements and other material, including workshop presentations, does not reflect the endorsement of NARPM®.

Exhibits/Prizes

Many exhibitors will be donating door prizes. Door prizes will be given away on Thursday following the Installation of the 2024 NARPM® Board of Directors and Introduction of the 2024 NARPM® President.

Registration Desk

Please note that the Registration Desk will be closed for lunch 12:30 - 1:30 pm on Tuesday, Wednesday and Thursday.

Please help make a comfortable convention experience for all

Smoking is prohibited at all Convention events. Please turn off all cell phones and pagers or put them on vibrate mode during sessions. Thank you.

Schedule of Events - Monday

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

MONDAY, OCTOBER 16, 2023

Noon – 6:00 pm	Registration Open	Prefunction Lobby M4
Noon – 3:00 pm	Past President's Charity Fundraiser* – Golf to Support Communities in Schools <i>(Off-Site. Separate registration and additional fee to attend.)</i>	Topgolf Atlanta
5:30 – 9:30 pm	Welcome Reception* <i>(Included in full Convention registration fee.)</i> *Name Badges Required for Event Entrance	College Football Hall of Fame



Schedule of Events - Tuesday

TUESDAY, OCTOBER 17, 2023

7:30 am – 5:00 pm **Registration Open** Prefunction Lobby M4

8:00 – 9:00 am **First-Time Attendee Welcome/Breakfast** Atrium Terrace
(Closed Session, by invitation only)

9:15 – 9:25 am **Welcome** Grand Ballroom

9:25 – 10:25 am **Opening Keynote Session:** Grand Ballroom
Mindset/Mentality
Speaker: Marcus Taylor

Be empowered, fully engaged and captivated. Feel inspired and rejuvenated. Rediscover deeper meaning in their role. Gain the clarity and confidence to keep going. Laugh out loud.

- Breaking through “AUTO-PILOT”
- Getting locked in on Inspiration for yourself and team
- Motivation
- Discipline
- Perspective
- Self-sabotage
- The power of showing up baggage free
- GOALS and more...

10:25 – 10:40 am **Refreshment Break** Grand Ballroom

10:45 am – 11:35 am **Workshop Sessions 1 – 3**

1. Mental and Physical Health and Property Management Panel Grand Ballroom
Track: Property Manager

This presentation highlights the importance of taking good care of your health from both a mental and physical perspective and will also help give everyone the tools needed to get started or continue to put themselves first.

Speakers: Peter Hernandez, Nicolle Crim, Karen Jordan, Brad Randall

2. How to Scaleup Without Blowing Up Dogwood AB
Track: Broker/Owner

Most companies die from indigestion, NOT starvation, so how do you grow and do it sustainably? Discover how to leverage People, Strategy, Execution and Cash—four pillars for sustainable growth to avoid the chaos and maximize your company’s potential and gain market share!

Speaker: Nick Scarabosio

Schedule of Events - Tuesday

3. Are You an Emotional Sherpa?

Cottonwood AB

Track: Support Staff

Janet is going to help you learn what an Emotional Sherpa is and how you can proactively stop being one in order to become truly resilient!

Speaker: Janet Barrett

11:35 am – 1:00 pm

Lunch with Designation Recognition Program, CRMC® & Darryl Kazen Scholarship Award

Grand Ballroom

1:15 – 2:15 pm

Vendor Advisory Council Meeting

Pine Room Atrium

1:15 – 2:15 pm

NARPM® Regional Meetings with RVPs

Northwest Regional Meeting
Pacific/Pacific Islands Regional Meeting
Central Regional Meeting
Atlantic Regional Meeting

Birch
Dogwood AB
Redwood
Maple AB

2:00 – 2:30 pm

Refreshment Break

Grand Ballroom

2:30 – 3:20 pm

Workshop Sessions 4 – 6

4. Take The Next Step, It's Time To Lead Panel

Grand Ballroom

Track: Property Manager

What does it take to be a leader? Learn from a panel of NARPM® current and past leaders as they share their leadership journey and tales on what made them become part of the team to make NARPM® strong. They will also discuss with attendees how their business/career benefited by becoming a leader. The panel will also share why they think you should be involved and become a leader.

Speakers: **Facilitator:** Gail Phillips, CAE, NARPM® CEO; **Melissa Sharone, MPM® RMP®, NARPM® President Elect;** **Eric Wetherington, MPM® RMP®;** **NARPM® Past President;** **Kellie Tollifson, MPM® RMP®, NARPM® Past President;** **Steve Pardon, MPM® RMP®, NARPM® Regional Vice President**

5. Burnout: How To Keep Your Team Balanced and Engaged

Dogwood AB

Track: Broker/Owner

Mitch shares real-life examples and practical advice for team leaders looking to keep their team engaged and wanting to show up every day. From Identifying burnout (by sharing an article from Mayo clinic), to incorporating little fun things to do in the office so everyone is rowing in the same direction, Mitch suggests a variety of tactics for promoting team morale and reducing burnout. For example, giving employees little perks for their hard work goes a long way. Overall, the session provides valuable insights into maintaining a balanced and engaged team and leaves attendees with practical strategies to apply to their own work-

Continued next page.

Schedule of Events - Tuesday

places. **Speaker: Mitch Deminski**

6. Brand Amplification: Crafting Content and Commanding Your Online Presence

Cottonwood AB

Track: Support Staff

In the first half of the session, we'll demystify personal branding, helping you understand how to make a lasting impression online and turn your social media profiles into brand-building powerhouses. We'll discuss how you can showcase your unique strengths, values, and personality to cultivate a loyal and engaged following. In the second half, we'll dive into content creation, where you'll learn how to produce resonant and evergreen content. You'll be part of an engaging content crafting exercise where we'll produce a week's worth of captivating posts designed to engage, enlighten and convert your followers into fans. Through this blend of personal branding and content mastery, you'll leave with the knowledge, strategies, and content you need to amplify your brand and drive business success through social media. **Speaker: Drea Hespen**

3:35 – 4:35 pm

General Session: Future-Proof or Bust! A Proactive Vision to the Future of Property Management *Speaker: Chuck Hattemer*

Grand Ballroom

Chuck delves into the latest market trends and shifts in the property management industry, and provides insights on how to create a strategic plan to stay ahead of these changes. He will discuss the impact of technology, changes in tenant behavior, and the growing demand for sustainability and how it will affect the industry in the coming years. Attendees will receive practical examples of how to navigate future challenges in a rapidly changing market, and strategies to apply to their own businesses.

4:35 – 7:30 pm

Exhibit Hall Grand Opening Reception* *(badges required)*

**International
Ballroom**



Schedule of Events - Wednesday

7:30 am – 2:00 pm	Registration Open	Prefunction Lobby M4
9:00 am – 6:00 pm	Exhibits	International Ballroom
7:30 – 9:00 am	Continental Breakfast/Coffee	Grand Ballroom
8:00 – 9:00 am	HOA Mastermind Group	Maple C
8:00 – 9:00 am	Southeast Regional Meeting	Dogwood AB
8:00 – 9:00 am	Short-Term Rentals Mastermind Group	Maple AB
9:00 – 9:15 am	Welcome	Grand Ballroom
9:15 – 10:15 am	General Session: Body Armor for PMs Speakers: Monica Gilroy, Esquire, and Robert M. Locke RMP® MPM®	Grand Ballroom
<p>This presentation is specifically designed to familiarize the attendees with strategies designed to protect themselves from litigation in the property management space. Using case studies (of specific lawsuits) and lists of things lawyers tell us to do students will be better prepared to protect (and defend) themselves from the hazards of managing rental properties. Bullet Proofing Your Company is the conversation.</p>		
10:15 – 11:00 am	Coffee Break in Exhibit Hall	International Ballroom



Schedule of Events - Wednesday

11:00 am – 12:15 pm Keynote Session: Because I Said I Would Grand Ballroom

Speaker: Alex Sheen

We live in a society that often does not respect the importance of a promise. It is too easy to say “I’ll get to it” or “tomorrow.” In many ways we have become numb to disappointment and broken commitments. This expectation starts to fade into our character as individuals. Alex Sheen believes that every individual has the strength to become a person of their word. As the Founder of an international social movement, Alex shares his insights and actionable ways to become better at fulfilling commitments. He inspires others to become more accountable to their promises through compelling and real-life examples from the because I said I would movement. Alex convincingly illustrates how integrity and keeping your promises are forever interwoven. He discusses how holding ourselves and each other accountable truly changes humanity for the better.

12:15 – 1:30 pm Lunch with NARPM® Annual Business Meeting and Chapter Awards Grand Ballroom

1:45 – 2:35 pm Workshop Sessions 7 – 9

7. The State of the Property Management Industry: Grand Ballroom

A 360 Degree View Panel

Track: Property Manager

Based on data from our annual survey of thousands of property management professionals, industry experts will discuss leading challenges for the property management industry heading into 2024, and where opportunities exist to run your business more effectively!

Speakers: Tony Maiella (Moderator); Robin Young;

Deb Newell, MPM® RMP®; Paul Rush

8. Pivot From Working In Your Business To On Your Business Dogwood AB

Track: Broker/Owner

Feeling overwhelmed and stuck working IN your business as an employee (not an owner)? Rob will be holding an interactive workshop where he will find the biggest obstacles holding your business back. You will then identify who you need to hire, what your true motivation is, and what technology to upgrade. Finally, you will set an action plan and commit to it.

Speaker: Robert Chiang

Schedule of Events - Wednesday

9. The Triple Win – Providing Value Add Solutions That Positively Impact the Tenant, Investor and Property Manager at the Same Time
Track: Support Staff
Speakers: Andrew Smallwood; Maranda Hunnicutt, RMP®; Stacey Salyer
Cottonwood

2:35 – 4:00 pm **Refreshment Break in Exhibit Hall** **International Ballroom**

2:30 – 3:00 pm **Volunteer Appreciation**
(by invitation only) **Pecan Foyer**

3:00 – 4:00 pm **Committee Meetings**
Communications
Governmental Affairs
Member Services
Professional Development
Technology
Magnolia
Juniper
Dogwood AB
Maple AB
Sycamore

4:00 – 5:15 pm **Past-Presidents’ Reception**
(Closed Session, by invite only) **Pecan Foyer**

4:15 – 5:05 pm **Workshop Sessions 10 – 12**

10. How to Manage Problem Residents
Track: Property Manager
Grand Ballroom

You signed up for the job, but you didn’t know there would be residents like this! Have you faced or had to deal with difficult residents? There is a difference between problem residents and resident problems or concerns. As the front line of residential management, it’s important all team members know the difference and be able to respond accordingly. In this class you will gain practical tips and tools for reducing escalations when dealing with difficult residents. You will also gain the needed tools to effectively address issues with these residents. Last, but not least, you will tap in on “how to support your team members”, whose professional careers and mental health can be affected by negative experiences with problem residents.

Speaker: Dr. Shenetta Malkia-Sapp

Schedule of Events - Wednesday

11. Short-Term Rentals Equals Long-Term Profits Panel

Dogwood

Track: Broker/Owner

Short-term rentals are here to stay and although it can seem daunting and a lot of work there are significant advantages and major profits to be had. 100 short term doors can easily generate the revenue of a 500-door long term rental operation. We'll explore the ins and outs of both short and mid-term rentals and how property managers can add them into their current service offering and achieve maximum profitability.

Speakers: Robert Gilstrap, MPM® RMP®; Warren Sloane, RMP®; Tiffany Rosenbaum

12. Scam Prevention Panel

Cottonwood AB

Track: Support Staff

Fraud is a persistent hazard of leasing, and most property managers have experienced some type of scam. The most common rental scams involve identity fraud, counterfeit financial verification, wire fraud, illegal tenancy ("squatting") and even property theft/damage. In addition, a new type of rental scam is called "social engineering," which involves a scammer stealing a listing from a public site and re-posting it as their own to get money. However, thanks to new technologies, there are now effective ways to prevent or combat fraud. Property managers can learn from shared experiences. This panel invites property managers to share their worst experiences and then tell the audience how they managed those frustrating situations. The talk concludes with a discussion of the security strategies and best practices that are currently proving effective against rental scams.

Speaker: Kendall Marolda, Birgit Delazanos

5:30 – 6:45 pm

President's Reception

(Closed Session, by invite only)

Atrium Terrace



Strength in
COMMUNITY

Schedule of Events - Thursday

THURSDAY, OCTOBER 19, 2023

7:15 am – 2:00 pm	Registration Open	Prefunction Lobby M4
7:30 – 9:00 am	Continental Breakfast/Coffee	Grand Ballroom
8:00 am – 1:00 pm	Exhibits	International Ballroom
8:00 – 9:00 am	Southwest Regional Meeting	Maple AB
9:00 – 9:15 am	Welcome	Grand Ballroom
9:15 – 10:15 am	General Session: Turn the Light On	Grand Ballroom
<p>“Turn The Light On” will be about taking you on a journey from first impressions to signing the contract and after to gain referrals and repeat business. From managers to leasing specialists, this interactive workshop is sure to “shine the light” on areas in which you may improve to set you apart from your competitor.</p> <p>Speaker: Daniella Dillon</p>		
10:15 am – 10:55 am	Coffee Break in Exhibit Hall	International Ballroom
11:00 – 11:50 am	Workshop Sessions 13 – 15	
13. Creating A Culture of Customer Service		Cottonwood AB
Track: Support Staff		
Speaker: Phil Owen		
14. Life After Property Management – Planning and Executing a Lucrative Retirement		Dogwood
Track: Broker/Owner		
<p>At NARPM® gatherings, time and effort is often put into exchanging ideas on operating our companies, but what preparations are you doing towards an exit strategy and your eventual retirement? Retirement planning is not only about financial plans but also about using strategic leverage to get the very most for your business and then deciding how much (if any) continued contact you want to have with rental property. This class takes an extreme approach to being all in and how to build a very valuable business and then being all out, complete retirement and financial security for you and future generations. In leveraging an exit strategy it's important to understand retirement tax consequences in amassing too much in taxable IRAs and how to pass wealth onto your family regardless of future estate tax changes. As much as there was to know about making money as a property manager</p>		

Continued next page.

Schedule of Events - Thursday

there is just as much to understand about keeping and growing your money after your property management life ends. This class sets into motion actions to take at age 30-60 in order to plan for the years 60-90. As with everything related to his prior history in property management, there is also a fair amount of humor in any story this instructor tells.

Speaker: Mark Kreditor, MPM® RMP®

15. From Invisible to Irresistible: Grow Your PM Business by Getting Owners to Find, Like and Hire You

Grand Ballroom

Track: Property Manager

Join Marie's talk on how to move your property management business from invisible to irresistible using the power of marketing. Discover how to attract more property owner leads, increase online visibility, and build trust with potential clients. Learn about SEO strategies, online reputation management, the owner's buying journey and artificial intelligence (AI). Say goodbye to stagnant growth and hello to a thriving property management business.

Speaker: Marie Tepman

Noon – 1:30 pm	Lunch with Membership, Awards, Longevity Recognition	Grand Ballroom
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1:00 pm	Trade Show Closes	International Ballroom
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1:30 – 2:00 pm	Installation of the 2024 NARPM® Board of Directors Introduction of the 2024 NARPM® President	Grand Ballroom
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2:00 – 3:00 pm	Closing Keynote Session: It's Not Personal – It's Generational – Leading and Succeeding in a Multigenerational Workplace	Grand Ballroom
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Join Generational keynote speaker Karen McCullough in building a culture based on inclusivity, trust and mutual respect, empowering every employee to bring their best selves to work and learn from those around them. Age really is just a number — but generational diversity benefits everyone! With insights, stories and humor Karen McCullough starts the generation conversation fostering harmony and engagement.

Speaker: Karen McCullough

3:30 – 6:00 pm	Leadership Meet-Up	Maple AB
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6:00 – 7:30 pm	Leadership Meet-Up Reception	Atrium Terrace
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Schedule of Events - Friday

FRIDAY, OCTOBER 20, 2023

8:00 am – 12:00 pm	NARPM's 2nd Annual Women's Council Conference: "Design a Vision Tailored to YOU!" with Continental Breakfast <i>(Separate registration)</i>	Grand Ballroom AB
9:00 am – 5:00 pm	Board of Directors Meeting <i>(All attendees invited to meeting)</i>	Redwood





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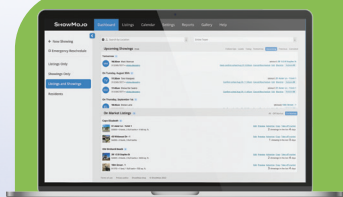
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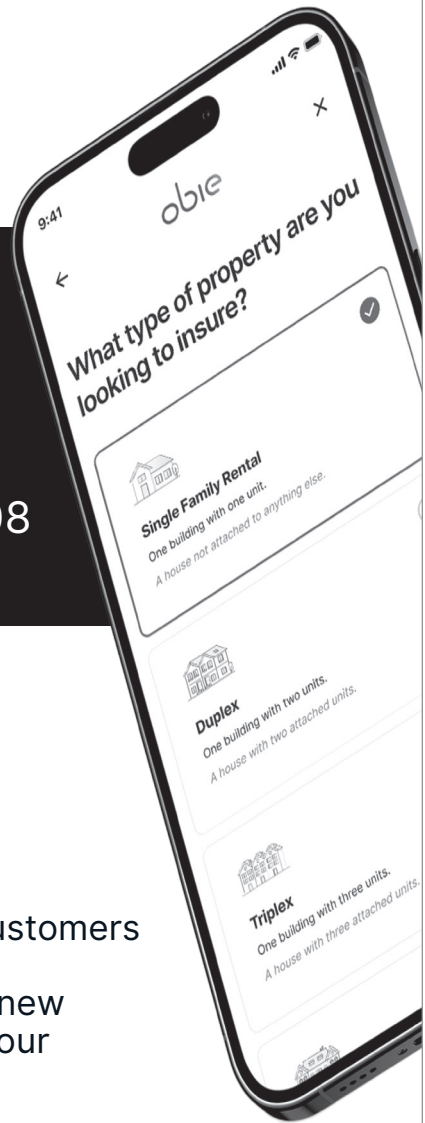
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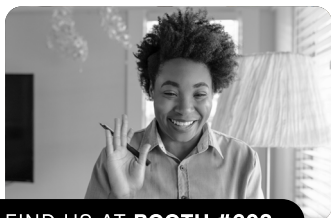
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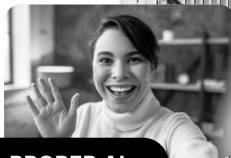
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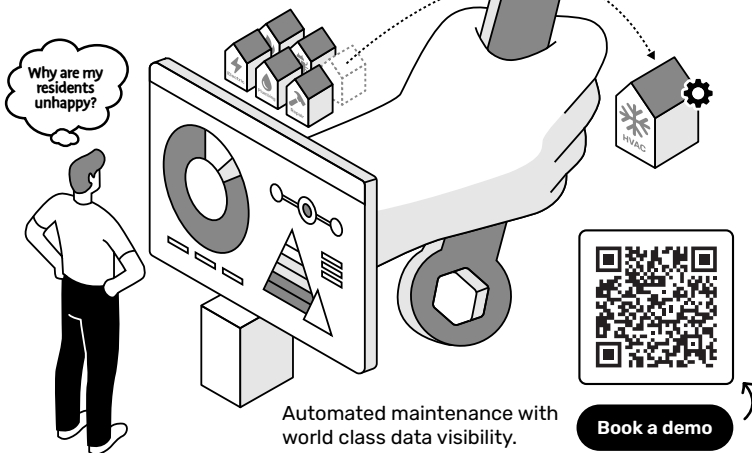
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Association Meetings – To minimize the possibility of antitrust problems at association gatherings, the following guidelines should be followed at all meetings of the Board of Directors and committees, as well as all association-sponsored conventions, trade shows, training seminars, conferences, and task force and working group sessions.

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- **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.
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- **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.
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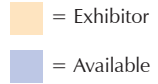
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