

BROKER/OWNER *Conference & Expo*

EVENT PROGRAM



April 16-18, 2024

Omni Amelia Island Resort
Amelia Island, FL



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On behalf of the Broker/Owner planning committee, welcome to beautiful Ameila Island for the 2024 NARPM® Broker/Owner Conference. We are thrilled to have you join us for what we hope will be a rewarding experience for all.

This event has been known to provide a platform for insightful discussions, knowledge sharing and networking opportunities, and we have no doubt that this year will produce quality ideas while aiding the continued success of your business.

Our vetted speakers and presenters have dedicated their time and expertise to bring you thought-provoking insights and perspectives covering all areas of our industry. Whether you are a seasoned professional, a growing enthusiast or simply curious about running a company in the property management industry, there is something valuable for everyone.

In addition to enriching sessions, there will be networking breaks and opportunities for you to connect with like-minded individuals who share your passion for learning and success. Your presence is what makes this event truly special, and we are grateful for the opportunity to host such a diverse and talented group of individuals. Together, let's continue to make this event the center of inspiration, collaboration and innovation.

Thank you to the volunteer planning committee led by Tracy Streich and their effort to generate an education-rich program that will benefit all of us in a positive way. If you have any questions or need assistance during the event, please don't hesitate to reach out to our dedicated staff, who will be more than happy to help.

A handwritten signature in black ink that reads "Melissa Sharone". The script is elegant and cursive.

Melissa Sharone, MPM® RMP®
2024 NARPM® President

Special Recognition

Special Thank you for our Broker/Owner Committee

Jeff Wright RMP®

Travis Bohling

Ashley Lake

Nicolle Crim- Vice Chair

Tracy Streich MPM® RMP® - Chair

Trent Ratliff MPM® RMP®

Tommy Perfect

Maranda Hunnicut RMP®

Andrea Proeber

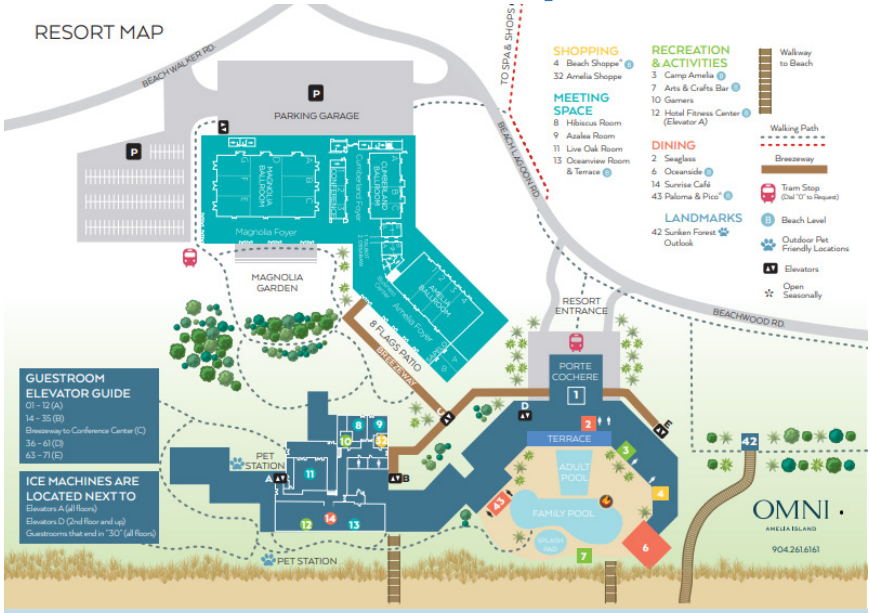
Devin Esterlin

Melissa Hargreaves MPM® RMP® - Vice Chair

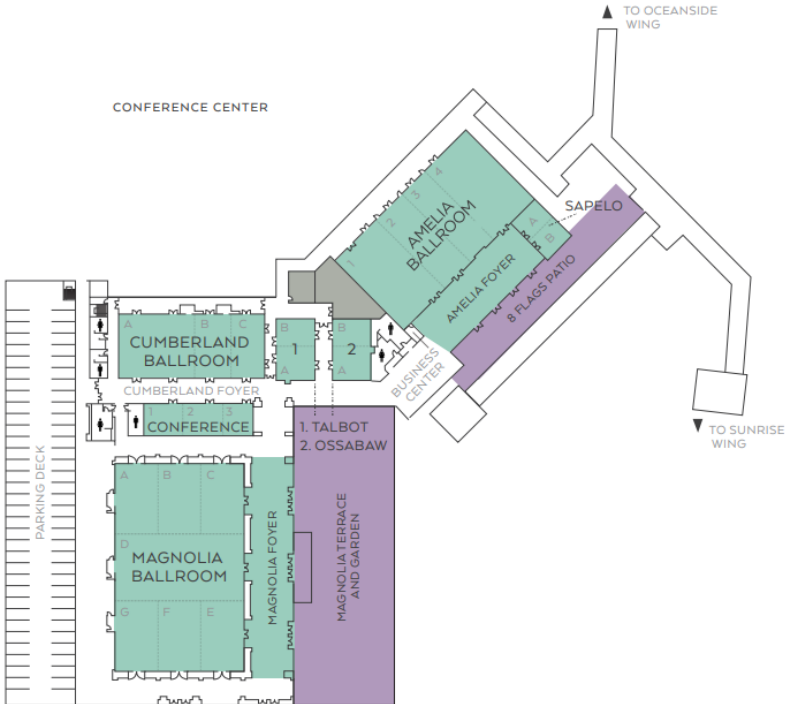
and Savannah Acevedo, NARPM® Meeting Planner



Hotel Map



OMNI AMELIA ISLAND RESORT MEETING & EVENT SPACE



Conference Information

Location

Welcome to our 2024 Broker/Owner Conference and Expo. We are happy that you are here, and hope that this Conference and your attendance at the Omni Amelia Island is enjoyable, rewarding, educational, and fulfilling. The address of the property is 39 Beach Lagoon Road, Amelia Island, FL 32034.

Conference Dress

Appropriate dress for all parts of the NARPM® Broker/Owner Conference 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 Conference program of advertisements and other material, including workshop presentations, does not reflect the endorsement of NARPM®.

Please help make a comfortable Conference experience for all

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



Schedule of Events - Monday & Tuesday

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

MONDAY, APRIL 15, 2024

4:00 pm – 6:00 pm **Registration Open** **Amelia Foyer**

TUESDAY, APRIL 16, 2024

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

8:15 am **Coffee Break** **Amelia Foyer &
Cumberland Lobby**

8:45 am **Welcome/Sponsors** **Amelia Ballroom**

8:45 am – 10:00 am **Opening Keynote Session: Controlling the
Frame to Secure the Client** **Amelia Ballroom**
This session will cover how humans make decisions, how to communi-
cate in a way that makes people more likely to choose you, and how to
look forward to new client interactions and leave fear and anxiety in the
past! **Speaker: David Greene**

10:00 am – 10:15 am **Coffee Break** **Amelia Foyer &
Cumberland Lobby**

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

**1. From 1 to 1000: What I Wish I Knew Back Then. What I've
Learned. How I Plan to Achieve the Next Level of Success** **Amelia Ballroom**
Speaker: Devin Easterlin

2. Using Your PM Platform to Invest in Real Estate and Build Wealth **Cumberland A**
Speaker: Peter Lohmann and Tracy Streich, RMP®

3. Promoting Women in Leadership (Panel) **Cumberland BC**
Speakers: Maranda Hunnicutt, RMP®;
Ashley Lake; Nicolle Crim, Sarah Turocy

11:10 am – 11:30 am **Coffee Break** **Amelia Foyer &
Cumberland Lobby**

Schedule of Events - Tuesday

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

4. The EOS Life – How to Get What You Want Out of Being an Entrepreneur Amelia Ballroom

Speakers: Matthew Whitaker, Spencer Sutton

5. Hire, Lead, Succeed: Building Winning Teams Cumberland A

Speaker: Shim Markette

6. KPI Panel 2.0 – From What to How (Panel) Cumberland BC

Speakers: Matthew Tringali, Julie Mullinax, Darus Trutna,
Past President Tim Wehner, MPM®RMP®

12:25 pm – 1:25 pm **Lunch** Amelia Ballroom

1:25 pm – 2:15 pm Workshop Sessions 7 – 9

7. The 10X Mindset: How to Grow Your Property Management Business by the Power of 10 Amelia Ballroom

Speaker: Scott Brady

8. Defining Your Tech Stack for Today, Tomorrow and Beyond! Cumberland A

Speaker: Kelli Segretto

9. Unlocking Your Competitive Advantage Cumberland BC

Speaker: Jenni Utz

2:20 pm – 3:20 pm **Pick Your Progress:**
• Networking
• Masterminding Amelia Ballroom
Cumberland A

3:20 pm – 3:40 pm **Refreshment Break** Amelia Ballroom

3:45 pm **Welcome Back** Amelia Ballroom

4:00 pm – 5:00 pm **General Session Keynote:
Operating Principles of Property Management** Amelia Ballroom
Speaker: Marc Cunningham, RMP®

5:15 pm – 7:15 pm **Networking Reception** Magnolia Garden

Schedule of Events - Wednesday

WEDNESDAY, APRIL 17, 2024

7:30 am	Registration	Amelia Foyer
7:30 am – 9:00 am	Breakfast	Magnolia Garden
7:30 am – 8:30 am	CRMC® Roundtable	Cumberland BC
9:00 am	Welcome/Sponsors	
9:15 am – 10:15 am	Keynote Session: Building a Word of Mouth Flywheel: How to Get Property Management Clients to Come to you, Instead of Having to Chase Them Down Speaker: Pablo Gonzalez	Amelia Ballroom
10:15 am – 10:30 am	Coffee Break	Amelia Foyer & Cumberland Lobby
10:40 am – 11:30 am	<u>Workshop Sessions 10 – 12</u>	
	10. The Domino Effect: The Interplay Between Stress, Work Productivity and Personal Wellbeing Speakers: Dr. Shanetta Malkia-Sapp, Michela Parisi	Amelia Ballroom
	11. Exiting Your Business Without Selling (Panel) Speakers: Jordan Muela, Taylor Haas, Shirley Johnson, Bradley Johnson, Ginny Wood	Cumberland A
	12. Benchmarking Maintenance Stats to Drive Investor Retention Speakers: Ray Hesperen	Cumberland BC



Schedule of Events - Wednesday

12:00 pm	Vendor Expo Opens	Magnolia Ballroom
11:30 am – 12:50 pm	Lunch	Amelia Ballroom
1:00 pm	Welcome Back	
1:00 pm – 2:15 pm	Keynote Session: Get the Lead Out! How to Eliminate or Reduce Your Risk of EPA Enforcement Speakers: Ken Wagner, Cheryl Seager, EPA	Amelia Ballroom
2:20 pm – 3:20 pm	HOA Mastermind Group	Cumberland BC
2:20 pm – 3:20 pm	Pick Your Progress: <ul style="list-style-type: none">• Masterminding• Networking• Vending	Amelia Ballroom Cumberland A Magnolia Ballroom
3:20 pm – 4:00 pm	Refreshment Break with Vendors	Magnolia Ballroom
4:00 pm	Welcome Back	Amelia Ballroom
4:10 pm – 5:10 pm	General Session: Ancillary Income Challenges in 2024 – How Do We Best Stay Ahead of Government Intervention? Speakers: Mark Kreditor, MPM® RMP®, Past President (1997- 1998)	Amelia Ballroom
5:30 pm – 7:30 pm	Vendor Reception	Magnolia Ballroom



Schedule of Events - Thursday

THURSDAY, APRIL 18, 2024

7:30 am	Registration	Amelia Foyer
7:30 am – 8:30 am	Short-Term Mastermind Speakers: Robert Gilstrap and Tyler Craddock	Cumberland BC
8:00 am – 1:00 pm	Vendor Expo Opens	Magnolia Ballroom
8:00 am – 9:00 am	Breakfast with Exhibitors	Magnolia Garden
9:00 am	Welcome/Sponsors	Amelia Ballroom
9:15 am – 10:15 am	Keynote Session: Doing Things Differently in 2024: How One Company Redefined Traditional Property Management and Built a \$2 Billion Management Portfolio...and Growing! Speaker: Chris Clothier Listen as Chris Clothier, Co-Owner and Partner of REI Nation and Premier Property Management Group, provides valuable insights into his family's two decades of growth. By fostering a culture of operating differently from traditional management companies and empowering leaders to execute, they grew from 300 properties in 2009 to just under 8,000 today and are set for big growth in 2024!	Costa Del Sol ABCDE
10:15 am – 10:45 am	Coffee Break with Exhibitors	Magnolia Ballroom
10:45 am – 11:45 am	Pick Your Progress: <ul style="list-style-type: none">• Masterminding• Networking• Vending	Amelia Ballroom Cumberland A Magnolia Ballroom
11:45 am – 12:45 pm	Lunch	Amelia Ballroom
1:00 pm	Vendor Expo Closes	Amelia Ballroom

Schedule of Events - Thursday

12:45 pm – 1:35 pm Workshop Sessions 13 – 15

- 13. Cutting Through the Hype: AI Strategies for Effective Property Management** **Amelia Ballroom**
Speaker: Wolfgang Crosky
- 14. Update on Fair Housing Trends and Laws – Checking in with HUD** **Cumberland A**
Speaker: Monica K. Gilroy, Esquire
- 15. 2024: An Election Year Legislative Update for Property Managers** **Cumberland BC**
Speaker: NARPM® Governmental Affairs Directors Tyler Craddock and Troy Garrett

1:40 pm – 2:30 pm Workshop Sessions 16 – 18

- 16. Breaking Free: Unleashing Your Potential** **Amelia Ballroom**
Speaker: Liz Cleyman, MPM® RMP®, Past President (2022)
- 17. How to Get the Best from Your Remote Team Members** **Cumberland A**
Speaker: Samuel Eddinger
- 18. Ask the Pros (Panel)** **Cumberland BC**
Speakers: Kate Roth, MPM® RMP®, NARPM Past President (2017); Steve Schultz, MPM® RMP®; and Blakely Hughes, with NARPM President-Elect Amy Hanson, MPM® RMP®, as moderator

2:30 pm – 2:45 pm Refreshment Break **Amelia Ballroom**

2:50 pm – 3:50 pm Closing Keynote Session: Office Culture and Dynamics **Amelia Ballroom**
Speaker: Rob Lynde, MPM® RMP®

NARPM® Antitrust



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.

NARPM®

Antitrust Guidelines

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

- **DO NOT** discuss your prices or competitors' prices with a competitor (except when buying from or selling to that competitor) or anything which might affect prices such as costs, discounts, terms of sale, or profit margins.
- **DO NOT** agree with competitors to uniform terms of sale, warranties, or contract provisions.
- **DO NOT** agree with competitors to divide customers or territories.
- **DO NOT** act jointly with one or more competitors to put another competitor at a disadvantage.
- **DO NOT** try to prevent your supplier from selling to your competitor.
- **DO NOT** discuss your future pricing, marketing, or policy plans with competitors.
- **DO NOT** discuss your customers with your competitors.
- **DO NOT** make statements about your future plans regarding pricing, expansion, or other policies with anti-competitive overtones. Do not participate in discussions where other members do.
- **DO NOT** propose or agree to any standardization, the purpose of which is anti-competitive, e.g., to injure your competitor.
- **DO NOT** attend or stay at any informal association meeting where there is no agenda, no minutes are taken, and no association staff member is present.
- **DO NOT** do anything before or after association meetings, or at social events, which would be improper at a formal association meeting.
- **DO NOT** interpret or enforce the association's Code of Ethics without direction from the leadership.
- **DO NOT** regard compliance with the association's Code of Ethics as justification for anti-competitive communications or actions.
- **DO NOT** represent that the association prohibits or limits advertising, marketing or solicitation other than as the law authorizes prohibitions or limitations.
- **DO NOT** issue any document or communication on behalf of the association unless with proper authorization.
- **DO** send copies to an association staff member of any communications or documents sent, received, or developed by you when acting for the association.
- **DO** alert every employee in your company who deals with the association to these guidelines.
- **DO** alert association staff and legal counsel to anything improper.
- **DO** be conservative. If you feel an activity might be improper, ask for guidance from association staff or legal counsel in advance.

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Total Income ●

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Total Expenses ●

\$447

Disbursements ●

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Contributions ●

\$3,000

Action Required

Lease for Unit A

[Sign Lease](#)

Approve Work Order

[View Work Order](#)

Sail by **booth 902** to discover innovations like our new Owner Portal experience that will help your business make waves — all on one powerful platform.

Schedule a time to meet with us at the AppFolio Hub here: appfolio.com/narpm2024

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Thank You, Partners & Sponsors

NARPM® would like to thank all of the Partners and Sponsors for their support and interest in our Conference. Please provide them with your patronage!

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Thank You to Our Exhibitors

BROKER/OWNER Conference & Expo



April 16-18, 2024

Omni Amelia
Island Resort
Amelia Island, FL

2024 NARPM®
Partners

Note: There are (70)
spaces with (1) 10' x 10'
exhibit space, (1) skirted
table, and (2) chairs.

*The Home Depot Pro is
located by Registration

F&B		F&B		F&B		F&B		F&B	
Go Answer 207	BetterWho 307	VPM Solutions 407	Lula 507	Conservice 607	Rentline 707	True Work Logistics 807	Tulu 907	Markful 1007	Property Meld 1107
Live Oak Bank 206	Exteneam 306	Latchel 406	Balanced Asset Solutions 506	Promas 606	Property Manager Wealths 706	National Tenant Network 806	Reiers Insurance Solutions 906	SignMore 1006	Gas South 1106
Planet Synergy 205	AmRent 305	EZ Repair Hotline LLC 405	Findigs Inc. SM 505	ShowDigs 605	Rescover 705	Anequim 805	OJO Book- keeping 905	Colleen AI 1005	VirtualWin- Credible 1105
RentCheck 204	Property Manager Assistant 304	Showing- Hero 404	Flex 504	Pet Screening 604	Apply 704	Global Strategic 804	Bigger Pockets 904	Citizen Home Solutions 1004	Sierra Outsourcing Services 1104
K Segretto Consulting 203	Pilata 303	BackSheep- Global 403	Abodea 503	Surevestor 603	Acrinet Renting Screening 703	Obligo 803	OnSight PROS 903	Absolute Property 1003	APM Help 1103
Steady 202	PayProp 302	ProfitCoach Programs, LLC 402	Icon Insurance 502	zInspector 602	PlanOmatic 702	Property- ware 802	AppFolio 902	Blanket Media 1002	Upkeep Media 1102
LeadSimple Bank & Trust 201	Enterprise Bank 301	Pest Share 401	Yardi Breeze 501	Rent Manager 601	ShowMojo 701	Buildium 801	Tenant Turner 901	Second Nature 1001	Triple Win Podcast 1101

ENTRANCE

Code Box T-1	RIT T-2	Rentfinder.ai T-3	Neighbor T-4	AvoidChange T-5	HireSmart T-5A	Fourandhalf T-6A	Room T-6	Super T-7	Assurance America T-19
Axis Bank T-18	Property Group T-17	Rental Beast T-16	ProfitCoach T-15	B2B Marketplace T-15	Home Owners T-14	Health Recruit T-13	Health Recruit T-13	yes!VIRTUAL T-12	Landlord Tech T-20
						FillerTime T-8	Seek Now T-9	LendingOne T-10	RentScale T-11

Exhibitors

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Abodea

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abodea.com

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absolutepropertymaintenance.com

Acranet Tenant Screening

Booth #703
(509) 324-1350
acranet.com/

AmRent

Booth #305
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amrent.com/

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BiggerPockets

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BizDev Mastermind

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blacksheepglobal.com/



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Boom

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Buildium

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(617) 812-8226
buildium.com/

Citizen Home Solutions

Booth #1004
(877) 528-3824
citizenhomesolutions.com/

CodeBox, Inc.

Booth #T-1
(888) 507-8885
codeboxinc.com/

Colleen AI

Booth #1005
(386) 227-6125
colleen.ai/

Conservice

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(866) 947-7379
conservice.com/

Enterprise Bank & Trust

Booth #301
(619) 988-6708
enterprisebank.com/

Extenteam

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(305) 901-5459
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EZ Repair Hotline

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ezrepairhotlinellc.com/

FilterTime

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filtertime.com/

Findigs

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(203) 644-6052
findigs.com/

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(678) 389-9929
getflex.com/

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Icon Insurance Programs
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Latchel
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latchel.com

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LendingOne
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Live Oak Bank
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Lula
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their support.

Please take the time
to visit with them.

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Property Manager Websites

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(800) 669-0871
rentmanager.com/

Renters Insurance Solutions

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rentersinsurancesolutions.co

Rentfinder.ai

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(972) 703-5491
home.rentfinder.ai/

RentScale

Booth #T-11
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RLT

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Showdigs

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ShowingHero

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showinghero.com/

ShowMojo

Booth #701
(312) 583-7575
hello.showmojo.com/

Sierra Outsourcing Solutions

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Exhibitors

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Save the Date!



BROKER/OWNER *Conference & Expo*

March 24-26, 2025
The Broadmoor
Colorado Springs, CO

WWW.NARPMBROKEROWNER.ORG

Save the Date!

2024 NARPM[®] ANNUAL CONVENTION AND TRADE SHOW

October 21-24, 2024



DALLAS, TEXAS



WWW.NARPMCONVENTION.COM

Support Our 2024 Charity – Pat Tillman Foundation



PAT TILLMAN
FOUNDATION



SERVICE BEYOND SELF

**Help us make a difference
and reach our goal!**

2024 NARPM® President Melissa Sharone, MPM® RMP®, has selected the Pat Tillman Foundation as the 2024 charity recipient. **The Foundation's mission is "to unite and empower remarkable military service members, veterans and spouses as the next generation of public and private sector leaders committed to service beyond self."**

The Pat Tillman Foundation identifies remarkable military service members, veterans and spouses, empowering them with academic scholarships, lifelong leadership development opportunities and a diverse, global community of high-performing mentors and peers. These scholars are making an impact as they lead through action in the fields of healthcare, business, public service, STEM, education and the humanities.



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