



National Association of Residential Property Managers

NARPM New Member Mentor Program

A Mentoring relationship is developed between someone who is new to the organization and a more experienced member of the Association. The Mentor should share with the Mentee the knowledge, resources, and experiences they have gained by being a member of NARPM® and how that knowledge relates to their success in the property management industry.

The Goal of the New Member Mentoring Program is to maximize new member retention

The Purpose of the New Member Mentoring Program is to create and develop a relationship between a new member of NARPM® and their local chapter in order to facilitate a long and rewarding relationship with the organization and other members.

WHO?

1. The most important characteristic of a potential Mentor is their motivation to serve as Mentor.
2. Ideally the Mentor will have the following qualifications:
 - a. One or more NARPM® Designations or active participation within NARPM® for at least 3 years.
 - b. Regular attendance at the Chapter Meetings
 - c. Attendance at one or more Regional Conferences
 - d. Attendance at one or more National Conferences

HOW?

1. Chapter Leaders, or the Chapter Membership Committee - recruit/compile a list of Mentors to assist new members with their transition into NARPM®. Make sure that these individuals have the time and will make the commitment to help. If they do not make the commitment and follow through with these new members the program will fail. Do not be afraid to replace a Mentor if they do not do their job.
2. Once a new member has been assigned to the Mentor, and contacted by the RVP and Chapter President via email, the Mentor should make a follow up phone call between one and two weeks after the new member has joined. This time frame may be shortened if a specific event is coming up sooner.
3. The Mentor should touch on the following on the first call. (see checklist)
 - a. Welcome them to NARPM.

- b. Brief intro of yourself as it relates to NARPM participation-what is your favorite part of NARPM?
 - c. Make inquiry with new member about why they joined and what they expect to get out of their membership.
 - d. Introduce the NARPM website; feature the area where new member can read Residential Resource
 - e. Tell member about List Serve and how to sign up. This will provide an instant picture of the way NARPM networks in the industry.
 - f. Mention the next upcoming event they may want to participate in, invite them directly to meet with you at the next event. Keep in mind they may not have a chapter so an upcoming webinar may be appropriate.
 - g. Be sure to follow up with an email. It is important to include links to NARPM website along with any other sites that may be relevant to your discussion (Chapter link, List Serve enrollment& Residential Resource)
4. Second contact - Should be made within two to three weeks of last contact
 - a. Ask about any questions the new member might have
 - b. Introduce NARPM education opportunities
 - c. Discuss Designations, if appropriate
 - d. Mention Vendor relationships and how they work within the organization
 - e. Review Regional Convention & National Convention
5. Third contact- Should be made a month after last contact
 - a. Should include general follow up conversation
 - b. Did member join list serve?
 - c. Have they had a chance to look at the website?
 - d. This would be a great opportunity to discuss a couple of articles from the Residential Resource you have found valuable
6. Continuing contact should be made no less than every six weeks. Preferred method of communication would be in person or on the phone. The main point is to make sure the new member feels welcome and equipped to maximize their membership.

NARPM New Member Mentor Checklist

New Member Name: Molly Member

Mentor Name: Moe Mentor

| 1st Call-to be made within 2 weeks of membership | Date | NOTES |
|---|------|-------|
| Welcome new member to NARPM | | |
| Brief intro of self- your favorite part about NARPM | | |
| Ask why did member join? | | |
| Briefly review logging into the NARPM® Website | | |
| Residential Resource Magazine | | |
| List Serve sign up. Directions and archives found at http://www.narpm.org/members/list-serves.htm | | |
| Next Upcoming event | | |
| Follow up discussion with an email | | |
| 2nd Contact-within 2-3 weeks of meeting or last contact | Date | NOTES |
| Any questions from new member? | | |
| Introduce NARPM education opportunities. http://www.narpm.org/education/index.htm | | |
| Discuss Designations, if appropriate | | |
| Mention Vendor relationships within local area | | |
| Remind about upcoming State, Regional, & National Conventions | | |
| 3rd Contact-to be made a month after last contact | Date | NOTES |
| General follow up | | |
| Did member join List Serve? | | |
| Have they had a chance to look at the website? | | |
| Check out the NARPM® marketing campaign for your use http://www.whyuseone.com/ | | |
| Residential Resource articles you find valuable | | |
| Any questions? | | |
| 4th Contact- four to five weeks from last contact | Date | NOTES |
| Are they enjoying their interaction with the Chapter? | | |
| Are they using services provided by National | | |
| Check out affinity program: http://www.narpm.org/about/affinityprograms.htm | | |
| 5th Contact- six to seven weeks from last contact | Date | NOTES |
| Are you attending any of the free webinars offered by NARPM®? http://www.narpm.org/education/education | | |
| If you missed them they are recorded and saved at http://www.narpm.org/members/resources/videos.htm | | |
| Did you know that all copies of the residential resource are archived at http://www.narpm.org/members/resources/residential-resource/resource-archives.htm ? | | |

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| 6th Contact- eight to ten weeks from last contact | Date | NOTES |
| Ask local questions and make sure they have registered for upcoming National events | | |
| Are they using the list serves? | | |
| | | |
| 7th Contact- eleven weeks from last contact | Date | NOTES |
| Hope you are finding your membership beneficial | | |
| Is there any feedback I can supply to the NARPM® leaders? | | |
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