



National Association of Residential Property Managers

2011 NARPM® Plan of Action

The Action Plan supports the Goals that are outlined in the NARPM® Strategic Plan

Communications Committee:

- Develop a major marketing program to increase membership numbers in NARPM®. [Member/Industry]
- Expand marketing program to areas NARPM® has never tread. Build membership through advertising the “Why Use One” campaign [Member/Industry]
- Determine a method to increase “links” to NARPM.org and search engine placement. [Industry]
- Design a plan to promote to local chapters how they can effectively use the list serve such as Yahoo Groups. [Members]
- Determine if NARPM® should hire someone to write a program/publication and NARPM® owns it and makes it available to members and other organizations. [Members/industry]
- Determine a plan that will establish NARPM® as the “Authority for the Residential Single Family Property Management industry.” [Public]
- Communications committee and the affiliate’s sub-committee to come up with a portal/active link/framing to NARPM.org/join from the affiliate/vendors website so prospective members can learn more about NARPM and apply for membership through their site. [Industry]
- Communications Committee to extend the Why Use One Campaign to develop a handshake relationship with investors and investor groups. [Industry]

Governmental Affairs Committee

- Partner with other similar organizations to make a legislative difference. [Industry]
- Develop approved position statements at the national level on major issues. [Industry]
- Create a package that is information about NARPM® to give to local legislators about the expertise and information available through NARPM®. [Industry]

Member Services Committee

- Create a package that would include resources on how to function as a chapter. Look at services offered to chapters and what other services do they need from national. [Chapters]

- Develop a program to educate chapters on how to set up a strategic plan. [Chapters]
- Determine a plan to distribute congratulations to chapters and members about the member's accomplishments and involvement. [Members/Chapters]
- Member services committee to come up with a plan to grow NARPM to 4,000 members by the end of five (5) years, which equates to a 12% growth in membership annually. [Members]
- A Broker/Owner retreat is scheduled for 2012 that will bring company owners/decision makers together to work on educating and dealing with issues affecting their businesses. [Members]
- Need to study the length of time for convention and allow more for networking. [Members]
- Kick off the monthly chapter tool box websites to assist the local chapters. The ideas of the tool box will also be used in the Chapter Development Training at the regional events. [Chapters]

Professional Development:

- Educational needs will change as people can take classes online. [Industry]
- Designation classes need to be reviewed every year, rather than every 3 years. [Industry]
- Professional Development needs to work on faculty growth and training. [Industry]
- Incorporate a marketing plan on the importance of designations for the members and than another separate piece to educate the public on why they should use a designee. [Industry/ Member]
- Determine a plan to give chapters who promote on-line educational classes a financial benefit and chapter excellence points from National [Chapters]
- International training – how to deal with customers from other cultures. A basic international course that teaches members how to deal with people from other cultures. [Public]
- Determine if a class/seminar should be developed that will be made available to investors that would encourage them to use NARPM members and explain the importance of professional property management. [Industry]
- To have CRMC® companies recertified every 3 years to make sure they are meeting the current requirements. [Member]
- Study allowing support staff to retain their CSS designation when they become a professional member or Professional Member becomes support staff to keep RMP®. [Member]
- Study allowing members when they leave the industry to retain the RMP and MPM designation as long as they continue to pay membership fees. [Member]

