

NARPM® Broker/Owner Retreat
February 19-20, 2013
Monte Carlo Resort & Casino, Las Vegas, NV

Tuesday, February 19, 2013

- 8:30 AM Breakfast on your own and housekeeping
- 9:00 AM **Microphone - Networking Session** – Robert Machado, MPM® RMP®
Open the floor to see what people want to talk about – What would you like to accomplish during these next two days? Spend time networking with your fellow broker/owners.
- 10:30 AM Break
- 10:45 AM **General Session** – Human Resources – Only the Tip of the Iceberg
Roger C. Bishop, S.P.H.R.
Human resources is no longer just recordkeeping. This session is designed to help management recognize important issues to keep your business out of court and under the radar of governmental agencies. Subjects discussed will include how to reduce employee cost, increase performance and reduce your personal, professional and legal exposure by using the proper H.R. tools and services.
- 12:00 PM Lunch
Hot Technology Trends! – Albert Oaten and Nat Kunes, Appfolio
- 1:15 PM **Marketing to Your Target Company Size**
Andrew Propst, MPM® RMP®, Michael Francis, MPM® RMP®, Steve Crossland, MPM® RMP®
Panel discussion. Hear three Broker/Owners of Small, Medium and Large Property Management Companies discuss and answer questions about Marketing, Lead Conversion and Property Selection as it relates to their current company sizes and growth goals.
- 2:30 PM Break
- 2:45 PM **Round Table Sessions**
Round table topics taken right off the Google Group discussions and discussions from the opening session (20 minutes each session).
- 4:15 PM Break
- 4:30 PM **How to Speak Investor** – Mike Nelson, MPM® RMP®
During this session we will cover common investor terminology such as Cap Rates, IRRs, Gross and Net Yields and several others. Learn how to calculate lost income due to vacancy and delinquency. Improve your knowledge on capital gains taxes and be able to advise a client looking to sell one property to buy another. Then you will be better prepared to communicate with your investor clients.
- 6:30 PM **Optional Networking Dinner** – Emails will be sent prior to the event and sign-up sheets will be made available for people to sign up in the morning session.

Wednesday, February 20, 2013

8:00 AM Continental breakfast and housekeeping

8:45 AM **Breakout Sessions**

- Property Management Boot Camp – Chrysztyna Rowek Perry, RMP®
- Art of Negotiations – Tom Sedlack, RMP®, and Robert Locke, MPM® RMP®
- Reputation Management – Todd Breen

10:30 AM Break

10:45 AM **Breakout Sessions**

- Hiring, Training, and Coaching – Jayci Grana, MPM® RMP®, Douglas Maschoff, RMP®
- Keeping up with the SEO Changes – Daryl Griffin, Propertyware
- "Management Matrix" – 20 Ways to Measure Your Company – Robert Locke, MPM® RMP®

12:15 PM Lunch

**Introduction to NARPM®'s newest designation classes,
HR and Accounting** – Mike Mumford, MPM® RMP®, James Wagley

1:30 PM **Managing the Management Company**

Robert Machado, MPM® RMP®; Mike Mumford, MPM® RMP®; and Tony Drost, MPM® RMP®
How do you set up your company? Portfolio versus departmental? Which is best for your company?

2:45 PM Break

3:00 PM **Maintenance Panel**

Kit Garren, MPM® RMP®, Steve Schultz, RMP®, Brian Birdy, MPM® RMP®
Members of different size firms will discuss how and why they made the decision to have their own maintenance companies. Some companies still outsource their maintenance and they will discuss why they use this format.

4:15 PM **Closing Event**

Which accounting software is best for your company? Join accounting software companies as they share the top five features of their software system operations. There will be question and answer time. Participants: Buildium, Rent Manager, Property Boss, PropertyWare, Promas, Appfolio, and Yardi

5:30 PM **Optional 1-Hour Breakout Sessions**

- Video Marketing – Todd Breen
- The four facets of Internet Marketing in a simple to understand format – Fourandhalf.com

6:30 PM **Opening of Vendor Trade Show**



This year Appfolio is sponsoring Chrysalis Studios for the Broker/Owner Retreat. They bring meeting lectures and turns them into Graphics. For more information check out their site at www.TheChrysalisSolution.com