

The **25** years
Keys
to excellence



25TH ANNUAL CONVENTION
AND TRADE SHOW

OCTOBER 16-18, 2013*
SAN DIEGO, CA

- * Education classes begin on October 14.
- * Other Pre-Convention activities begin on October 15.

event registration brochure



PRESIDENT'S MESSAGE



Dear NARPM® Family:

It is a great honor and privilege for me to welcome you to NARPM®'s 25th Silver Anniversary "Keys to Excellence" Convention, being held October 16 - 18, 2013 in La Jolla, (San Diego) CA. You won't want to miss pre-convention events, including education classes beginning on

Monday, October 14, plus the Past Presidents' Golf Tournament and the Offsite President's Celebration, both being held on Tuesday, October 15.

Our goal this year is to have 1,000 members in attendance. Your Convention Committee, led by Chair Dave Poletti, RMP®, Co-Chair Lynn Sedlack, MPM® RMP®, OMG Convention Planner Carla Earnest, CMP, along with a team of dedicated volunteers, have planned a convention that is worthy of celebrating our Silver Anniversary. Additionally, from your survey feedback, the committee has studied every angle to ensure that each of you has an opportunity to participate in education geared toward making you a more successful property manager. The committee has also planned some exciting networking events that will provide further integration into NARPM® by allowing you to socialize with old friends and make a few new ones along the way.

NARPM®'s Business Leader Development Session will be conducted by Joe Quitoni from the world-renowned hotel chain Ritz-Carlton. If you were one of the unfortunate ones who waited too long to register to participate in the Walt Disney World® Leadership Institute Conference in 2009, I would suggest you do not let this year's opportunity slip by. You will learn new ideas and techniques to ensure that you are the best property manager/leader possible in your business and community in which you serve. Please visit <http://corporate.ritzcarlton.com/en/leadershipcenter/default.htm> to learn more about this program. Remember that this session does require a separate registration.

The 4th Annual NARPM® Past Presidents' Golf Tournament is led by Melissa Prandi, MPM® RMP®, Andrea Caldwell, MPM® RMP®, and Raymond Scarabosio, MPM® RMP®. This team of NARPM® Past Presidents scoured the San Diego area to find that perfect course that will challenge the expert player, as well as be fun and exciting for the once-a-year player. After reviewing several courses, the Twin Oaks Golf Course in San Marcos was selected. Our tournament will also include "Tunes on the Terrace" Lunch & Fun in the San Diego Sun, as well as prizes. As I write this, NARPM® has already raised \$50,000.00 for this year's charities –The Nice Guys®, which is a 100% volunteer-driven organization, and the American Cancer Society®. I think we can hit the goal of \$100,000, as we show everyone our philanthropic approach by giving back to the communities in which we live and work.

NARPM®'s 25th Silver Anniversary "Keys to Excellence" Convention will kick off with the internationally known Raspyini Brothers juggling act. Their humor and insight will make you laugh, allowing you to forget about the tenants who just called you to say they have locked themselves out of their residence. So, jump headfirst into all the exciting adventures that await you with your NARPM® brothers and sisters. Visit www.raspyini.com for more information.

We will end the convention- with some serious comic relief from Jeff Havens, who will help us keep our lives in perspective. Both of our convention guest speakers are nationally known and have performed on *The Tonight Show* with Jay Leno, CNBC, CBS, and FOX. Visit www.jeffhavens.com for a preview of Jeff's talents.



Have I told you enough thus far, so that you are busily filling out your registration to attend? If not, how about this...The Offsite President's Celebration will be aboard the USS *Midway*. Yes, the real USS *Midway*, now a museum and memorial. We have access to the entire aircraft carrier, which is docked at the Navy pier in San Diego Harbor. The museum docents, who volunteer and are retired Navy personnel, will give us tours of the exhibits, restored aircraft, and "if you dare" flight simulators to ride. We will enjoy superb food and a view like no other, as we look out across San Diego Harbor's shimmering lights with friends and family. Please wear business dress for the occasion, as you are respectfully honoring the traditions of America's veterans who served aboard the USS *Midway*. When choosing attire, consider that a portion of this event will take place in the evening, outdoors on the flight deck. Visit www.midway.org for more information.

Still having doubts about registering to attend NARPM®'s 25th Silver Anniversary "Keys to Excellence" Convention? Let me see if I can get your attention with this...Would you like to win a trip to the Bahamas or Cancun, Mexico? NARPM®'s Gala on Friday night will be a Casino Night, where you will have the opportunity to play blackjack, craps, and roulette, while sipping on your favorite beverage, laughing with your friends, and feasting on delicious foods. Members will have the opportunity to win trips, national and regional convention registrations, along with many other gifts. All monies raised from this event will go to our 2013 charities.

I hope I have given you enough reasons to register and attend the convention with me and all of our NARPM® Family. It will be rewarding. You will learn many new things to implement. You will learn new management skills. You will laugh and enjoy being with your friends and, most importantly, YOU WILL BECOME A BETTER PROPERTY MANAGER.

I look forward to seeing each and every one of you there!

James Emory Tungsvik, MPM® RMP®
2013 NARPM® President



location

Our 2013 Annual Convention and Trade Show will be held at the Hyatt Regency La Jolla. The address of the hotel is 3777 La Jolla Village Drive, San Diego, California 92122.



The Hyatt Regency is conveniently located and is serviced by the San Diego International Airport (Lindberg Field), which is only 10 miles from the hotel. The hotel is a AAA 4-Diamond winner, full service hotel that boasts a world class fitness center, tennis courts, pool, and lots of great shopping and restaurants within walking distance. And, if you book within the NARPM® room block, you will receive complimentary Internet access in your sleep room.

Convention attendees will enjoy the special NARPM® rate of \$199.00 per night single/double occupancy plus tax. This special rate is available for up to three days before the start of the convention and three days after, on a space available basis – so plan now to stay a few extra days and experience “The Keys to Excellence” in the “Jewel of the Pacific,” La Jolla!

To make your reservation, call the hotel directly at 888-421-1442 and tell the reservation agent you are with the National Association of Residential Property Managers. To get this great rate you must make your reservation by September 16, 2013, so call now! Rooms are sold on a first-come basis. While the room block is active until September 16, 2013, rooms at this rate will not be available when the room block is filled. Be sure to check with the hotel when you make your reservation regarding deposits, cancellation policy, and the current check-in and check-out time.

ACTIVITIES

The Hyatt Regency La Jolla is situated in the upscale resort community of La Jolla, known as the “Jewel of the Pacific.” La Jolla offers a shopper’s paradise and boasts outstanding dining options. The hotel is close in proximity to the world famous San Diego Zoo, Sea World®, Balboa Park, the Stephen Birch Aquarium, and outstanding golf courses and beaches. On Thursday evening, October 17, a complimentary shuttle will take interested attendees to and from the Historic San Diego Gaslamp Quarter and the Pacific Beach.

For a virtual tour of the hotel, visit their website at www.lajolla.hyatt.com. You can also check out all that San Diego has to offer by going to www.sandiego.org.

general sessions and



JOE QUITONI

Wednesday, October 16th | 10:00 am – 3:30 pm

Mr. Quitoni assumed his role with The Ritz-Carlton Leadership Center in order to share his passion and dedication for The Ritz-Carlton brand, culture and philosophy, and to engage with clients to drive Culture Transformation.

Originally from Long Island, New York, Joe earned his Bachelor's degree in Psychology from Dowling College. During this time, he learned that he had a passion for motivating others and understanding what drives human behavior in the workplace. Joe began his hospitality career with Marriott International in New York City in 2003 while pursuing his Master's degree in Industrial/Organizational Psychology from Capella University. Following his tenure in the operational division of hotels, Joe moved into Human Resources, where he provided a laser focus on his passion: Organizational Development and Employee Engagement. Joe assumed the role of Assistant Director of Human Resources at The Ritz-Carlton New York, Central Park. After two years, Joe was promoted to Director of Human Resources at The Ritz-Carlton, Cleveland, where he was an integral component in driving employee engagement. Joe next joined the team at The Ritz-Carlton, San Francisco, as Director of Human Resources, where he created a rewarding and positive work environment. Joe's efforts at The Ritz-Carlton, Cleveland, earned him the coveted Human Resources Award of Excellence with The Ritz-Carlton Hotel Company. Joe was honored with the Human Resources Award of Excellence for a second time while working at The Ritz-Carlton, San Francisco.

The Ritz-Carlton was named the number one company by *Training* magazine in its "Training Top 125" 2007 survey. The coveted listing selects the 125 best global companies for employee-sponsored workforce training and development. The Ritz-Carlton was named into *Training* magazine's Top 10 Hall of Fame in 2008. In addition, The Ritz-Carlton Hotel Company L.L.C., which operates five-star resorts and luxury hotels worldwide, has received numerous major awards from the hospitality industry and leading consumer organizations.



THE RASPYNI BROTHERS

Wednesday, October 16th | 4:45 pm – 6:00 pm

Barry Friedman and Daniel Holzman are the Raspyni Brothers. As one of the most sought-after acts on the corporate entertainment scene, they appear annually at more than 100 events across America and internationally. Since 1982, their intelligent mayhem has earned them two International Juggling Championships, multiple appearances on *The Tonight Show* with Johnny Carson and Jay Leno, and a place in the *Guinness Book of World Records*. In addition to the tremendous success they enjoy in the field of corporate entertainment, these two unrelated siblings also tour as an opening act for dozens of superstars, such as Robin Williams, Billy Crystal, Tony Bennett, Dennis Miller, and Tom Jones. Other audiences have ranged from the King of Spain and the Academy Awards, to the sequestered O.J. Simpson jury. Johnny Carson and Jay Leno have both done it (stood between blazing torches and razor sharp knives) on *The Tonight Show* – and now you can do it too!

featured speakers



IVY ZELMAN, ZELMAN & ASSOCIATES

Friday, October 18th | 9:30 am – 10:45 am

As Chief Executive Officer of Zelman & Associates, Ivy Zelman has more than 20 years of experience covering housing and housing-related industries. Founded in October 2007, Zelman & Associates provides analyses across all aspects of the housing spectrum. Ivy's concept for the firm remains strongly rooted in the ability to perform thematic research overlaid with proprietary surveys to produce unparalleled differentiated, value-added research.

Ivy continues to be frequently quoted in *The Wall Street Journal* and appears occasionally as a guest on CNBC. For the past 18 years, *Institutional Investor* has recognized Ivy as one of the most preeminent figures within the housing industry. Most notably, *Institutional Investor's* – America Research Team rankings placed Ivy and her team with 11 first-place rankings (1999 – 2004, 2006 – 2007 and 2010 - 2012). Ivy achieved this record over the years, most notably when she called the top of the housing market in 2005. In addition, she reinforced her dominant reputation in the industry by calling the bottom of the housing market in January 2012 and is more constructive today than she has ever been in her 22-year career on Wall Street.

Ivy received a Bachelor of Science from George Mason University and currently lives in Cleveland, Ohio, with her husband David and her three children, Zoey, Zachary and Zia.



JEFF HAVENS

Friday, October 18th | 3:15 pm – 4:30 pm

A Phi Beta Kappa graduate of Vanderbilt University, Jeff began his career as a high school English teacher before following his father, Rex Havens, into the world of stand-up comedy, where he worked with some of the brightest lights in American comedy and honed the art of engaging audiences through laughter. But his impulse to teach never faded, and soon he began looking for an avenue to combine both of his passions into entertaining and meaningful presentations.

The results are *Uncrapify Your Life!*, *How to Get Fired!*, *Unleash Your Inner Tyrant!* and *Becoming a More Annoying You!* Since their introduction, Jeff has brought his unique, side-splitting, message-based presentations to General Electric, Ford Motor Company, USBank, McDonald's, and hundreds of other corporations in the United States and Canada. Original, informative, hilarious and powerful, Jeff's ability to help people achieve success in leadership, customer service, communication, generational issues, corporate culture and more by talking about what they should and shouldn't do guarantees that his audiences manage to laugh and learn at the same time. His stated goal? To provide all the content of a traditional presentation with all the entertainment value of a comedy show. Because improving your business doesn't have to be boring.

special events

tuesday | october 15th

4TH ANNUAL PAST PRESIDENTS' CHARITY GOLF TOURNAMENT*

7:00 am – 3:00 pm (leave the hotel at 7:00 am and golfing starts at 8:00 am)

The past presidents of NARPM® invite you to join them at their annual Golf Tournament to benefit local charities of their choice. Tournament chairs Melissa Prandi, MPM® RMP®, Andrea Caldwell, MPM® RMP® and Raymond Scarabosio, MPM® RMP®, have chosen two equally worthy organizations as their charities this year. The Nice Guys of San Diego, Inc. is a 501(c)3 corporation that began its tradition of "Offering a hand-up, not a hand-out" to needy San Diego citizens in 1979. It is 100% volunteer-driven and 100% of the funds raised go directly back into the community. You can learn more about this worthy cause by visiting www.sdniceguys.com. The American Cancer Society®, one of the oldest and well-known charities for this cause, is in the forefront of the fight against this scourge of a disease threatening our population. As cancer has touched the lives of Raymond, Andrea, and Melissa, the choice of this charity was an easy one. You can learn more about this worthy cause by visiting www.cancer.org.

"THE KEYS TO EXCELLENCE" OFFSITE PRESIDENT'S CELEBRATION*

6:15 pm – 10:00 pm (leave the hotel at 6:00 pm)

Prior to the opening of the convention, attendees are invited to join NARPM® President James Emory Tungsvik, MPM® RMP®, for a truly historic experience – an evening aboard the USS Midway! San Diego is proud to be the home of the USS Midway, the most visited, floating naval ship museum in the world. It is one of the most famous aircraft carriers, having embarked on a 47-year odyssey that began one week after the end of World War II and ended with the liberation of Kuwait in 1991. Attendees will have access to all of the displays on the ship and will enjoy dinner on the flight deck. This is a ticketed event and the early bird price is \$95 per person. The fee includes transportation to/from the event, access to the museum and dinner. Space is limited so register now for this popular event. Please dress-up for the occasion as you are respectfully honoring the traditions of America's veterans who served aboard the USS Midway. When choosing attire, consider that a portion of this event will take place in the evening, outdoors on the flight deck. Visit www.midway.org for more information about this famous ship and the museum.



* Additional fee to attend.

wednesday | october 16th

FIRST-TIME ATTENDEE WELCOME/ORIENTATION

8:30 am – 10:00 am

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee Welcome/Orientation. This is a great opportunity to have coffee with the NARPM® Leadership and get to know other first-timers. You will also get valuable tips on how to get the most out of your experience at the convention. This is a special “invitation only” event for first-time attendees to the convention and is included in your convention registration, so plan to be there!

NARPM® BUSINESS LEADER DEVELOPMENT SESSION WITH JOE QUITONI OF THE RITZ-CARLTON LEADERSHIP CENTER*

10:00 am – 3:30 pm

This year, NARPM® is partnering with Joe Quitoni of the Ritz-Carlton Leadership Center to bring you “The Fire Within – Igniting Passion for Excellence” based on the world-renowned performance excellence of The Ritz-Carlton.

We are sure you'll agree that the \$99 per person registration fee for NARPM® members (including lunch) is a great deal. Register for this exciting experience now – the price goes up to \$150 after the early bird deadline date of September 16, 2013.

EXHIBIT HALL GRAND OPENING/TRADE SHOW AND RECEPTION

6:00 pm – 9:00 pm

Join us for the Grand Opening of the Exhibits and Opening Reception, where you'll be able to visit vendor booths and learn about the latest advances in property management. The ribbon cutting for the Trade Show will be performed by the 2013 NARPM® President, James Emory Tungsvik, MPM® RMP®, and the 2012 Affiliate Member of the Year, Propertyware.

friday | october 18th

THE NARPM® “KEYS TO EXCELLENCE” GALA CASINO NIGHT AND DINNER*

6:30 pm – 10:00 pm

Friday evening, convention attendees will gather at the hotel from 6:30 pm to 10:00 pm for a relaxing evening of fun, chance-taking and networking. This is a special event where the 2014 Board of Directors will be sworn in. This year, we will also be honoring all of the recent NARPM® designation recipients at the dinner. In addition to recognizing a group of hard working and deserving NARPM® colleagues, we have very special entertainment planned – Casino Night! We are bringing Las Vegas to San Diego, so bring your luck, cash and your most elegant casino attire. This event is also a fundraiser to support the NARPM® Past Presidents' chosen charity, The Nice Guys of San Diego. So, while enjoying a great dinner and conversation, you'll be able to test your luck and help a worthy cause. We have reduced the fee for this event so everyone can take part in the fun. We think you'll agree that the ticket price of \$45 per person is well worth it. Register today because the price will rise after the early bird deadline date of September 16, 2013.

schedule of events

MONDAY, OCTOBER 14, 2013

8:00 am – 3:00 pm	Habitability Standards and Maintenance Class *
8:00 am – 3:00 pm	Risk Management Essentials Class *
8:00 am – 3:00 pm	NARPM® 101 Class *
8:30 am – 5:00 pm	NARPM® Board Meeting (<i>all attendees invited to meeting</i>)

TUESDAY, OCTOBER 15, 2013

7:00 am – 3:00 pm	Past Presidents' Charity Golf Tournament (<i>separate registration form</i>) *
8:00 am – 3:00 pm	Risk Management Advanced Class *
8:00 am – 3:00 pm	Owner Client Essentials Class *
9:00 am – 11:30 am	Registration Open
1:00 pm – 5:30 pm	Registration Open
6:15 pm – 10:00 pm	Offsite President's Celebration – An evening aboard the USS Midway – ticketed event (<i>leave hotel 6:00 pm</i>) *

WEDNESDAY, OCTOBER 16, 2013

7:30 am – 9:00 am	Committee Meetings
7:00 am – 10:00 am	NARPM® Ethics Class *
8:30 am – 10:00 am	First-Time Attendee Welcome/Orientation
9:00 am – 6:30 pm	Registration Open
10:00 am – 3:30 pm	NARPM® Business Leader Development Session with Joe Quitoni *
4:45 pm – 6:00 pm	Opening General Session – The Raspyni Brothers
6:00 pm – 9:00 pm	Exhibit Hall Grand Opening/Trade Show and Reception

THURSDAY, OCTOBER 17, 2013

7:00 am – 2:00 pm	Registration Open
7:00 am – 8:15 am	Breakfast with Exhibitors (buffet)
8:30 am – 10:15 am	Workshop Sessions 1–4 (with your National Past Presidents) ① Use “Your Keys to Excellence” to Unlock Learning Power ② Use “Your Keys to Excellence” to Unlock Learning Power ③ Use “Your Keys to Excellence” to Unlock Learning Power ④ Use “Your Keys to Excellence” to Unlock Learning Power
10:15 am – 10:45 pm	Second Cup of Coffee with Exhibitors
10:45 am – Noon	Workshop Sessions 5–8 ⑤ Property Management Insurance and Liability Issues ⑥ So You Think You Are Organized ⑦ Internet Marketing in Plain English ⑧ Identity Theft and Your Business

* Additional fee to attend.

Noon – 1:30 pm

1:45 pm – 3:00 pm

Luncheon with Membership Awards Program

Workshop Sessions 9 -12

- ⑨ Back to Basics with SEO 101
- ⑩ NARPM® RVPs and Your NARPM® Chapter
- ⑪ Tenant Screening – Avoiding Lawsuits and Regulatory Actions
- ⑫ The Customer Experience – Creating a Customer Service-Centric Organization

3:15 pm – 4:30 pm

Workshop Sessions 13-16

- ⑬ What if Your Clients Don't Have a Bank Account or Credit Card?
- ⑭ Advanced SEO Issues
- ⑮ Property Management – America's Hot Industry
- ⑯ Fair Housing and Your Company – Are You Up-To-Date on Regulations?

4:30 pm – 6:00 pm

Afternoon Breather with Vendors

FRIDAY, OCTOBER 18, 2013

7:30 am – 2:00 pm

Registration

7:30 am – 9:15 am

Breakfast with Exhibitors (*in Exhibit Hall*)

8:00 am – 9:15 am

Regional Meetings (*assigned to breakout rooms*)

9:30 am – 10:45 am

General Session – Economic Forecast with Ivy Zelman

11:00 am – 12:15 pm

Workshop Sessions 17-20

- ⑰ Tenant Retention – The Data & Psychology Behind Tenant Behavior
 - ⑱ Internal Affairs – Controlling and Securing Your Client's Money
 - ⑲ Your Own Residential Property Management Brokerage for NGP (Next Generation Professionals) Members
 - ⑳ Excellence – Making Sure You Stay on Top of Your Game
- Lunch and Vendor Recognition Program

12:15 pm – 1:30 pm

1:45 pm – 3:00 pm

Workshop Sessions 21-24

- ㉑ How to Structure Your Growing Company
- ㉒ Excellence – Making Sure You Stay on Top of Your Game – Encore Presentation
- ㉓ Facebook Changes and What They Mean to You
- ㉔ International Investor Compliance 101 – From Sales Support to Property Management Compliance and Beyond!

3:15 pm – 4:30 pm

Closing General Session – Jeff Havens

4:30 pm

50/50 Raffle will take place at the end of the closing general session

6:30 pm – 10:00 pm

The NARPM® Keys to Excellence Gala Casino Night and Dinner *

Also honoring recent designation recipients – ticketed event

*** Additional fee to attend.**

workshops

1 - 4

1 - 4 USE YOUR "KEYS TO EXCELLENCE" TO UNLOCK LEARNING POWER WITH YOUR NATIONAL PAST PRESIDENTS!

KEYS = KeeP Educating Your Self! Mix and mingle...listen and learn with NARPM®'s finest as they share with you their business, NARPM®, and life experiences! This first-ever workshop promises to be exciting, lively and chock full of advice from 12 of NARPM®'s National Past Presidents! Each breakout room will have a past president serving as a moderator who will stay in the room for the entire session. The panelists will be the only people who switch rooms and each group of panelists will have 30 minutes in each room. While groups of panelists are switching rooms (and fooling around in the hallways!), the moderator will keep the questions flowing!

Panelists: Your NARPM® National Past Presidents

5 - 7

5 PROPERTY MANAGEMENT INSURANCE AND LIABILITY ISSUES

Join Suellen Eichman, of Eichman Insurance Agency, a Farmers Insurance Group and Brett Wright from the law offices of Owens & Wright, Attorneys, for this informative session about the appropriate insurance for tenants, owners, and professional property managers, as well as liability issues and ways to avoid going to court.

Speakers: Suellen Eichman and Brett Wright

6 SO YOU THINK YOU ARE ORGANIZED

Are you skilled in organizing your property management tools and systems for yourself and your company? Do you spend most of your day "putting out fires"? Can you manage the workload in your "normal" day? Does clutter complicate your workspace/environment, not to mention your technology? No matter what your expertise in controlling your efficiency, this workshop can help and offers free forms, ideas and tips to help you review your work habits, tools, and the environment in your property management business. Come and investigate what steps you can take to make positive changes or add to your existing systems.

Speaker: Jean Storms, MPM® RMP®, LandlordSource

7 INTERNET MARKETING IN PLAIN ENGLISH

Learn about the four facets of Internet Marketing in a simple-to-understand format: Inbound Marketing (aka business blog); Business Reputation – Online Reviews; Social Media; and, Paid Ads and Pay-per-click (Google, Facebook). Many property managers report that almost all of their new business comes from referrals. But what about the thousands of people who search for information online? In this session you will be introduced to the "Thoughtful Consumer," the one who is doing all of their research online and how you can develop an effective "Online Identity."

Speaker: Alex Osenenko, Fourandhalf.com

8 IDENTITY THEFT AND YOUR BUSINESS

Identity theft is a silent crime that is affecting one in three Americans. Thieves are targeting businesses now more than ever to garner the information they need, putting the personal information of you, your customers, employees and vendors at risk. In this session you will learn about the types of identity theft, the impact of identity theft, and how to address the “red flags rule” in your business to protect yourself, your clients, and employees!

Speaker: Vicky Methven and Patti Nelson, LegalShield

9 BACK TO BASICS WITH SEO 101

SEO 101 will cover the most important aspects of Search Engine Optimization and how it is relevant to your business’ Internet marketing plan. From in-house marketing to outsourced agencies, this session will define the core parts of SEO and how they work together in today’s customer-focused web to promote your business. Still feel like you don’t fully understand SEO? These three little letters can mean huge growth for your business or a lot of smoke, mirrors and confusion. Fear not, in this session the veil will be pulled back on this highly competitive and widely misunderstood industry.

Speaker: Keith Brown, RealPage, Inc.

10 NARPM® RVPS AND YOUR NARPM® CHAPTER

The NARPM® team of Regional Vice Presidents would love you to join them in a panel discussion to learn how the team can help support you as a member, chapter and a region. The RVPs are members of the NARPM® Board of Directors and represent each region on the board. They are your voice and they want to hear from you.

Panel Moderator: Kellie Tollifson, MPM® RMP®, T-Square Properties

Panelists: • Leeann Ghiglione, MPM® RMP®, Dave Poletti & Associates CRMC®, NARPM® Northwest Region RVP

• Steve Schultz, RMP®, Blue Fox Properties, LLC, Southwest Region RVP

• Bart Sturzl, MPM® RMP®, Bella Real Estate, Inc., South Central Region RVP

• Richard Vierra, RMP®, Hawaii Reserves, Inc., Pacific Region RVP

• Deborah Newell, MPM® RMP®, Real-Time Leasing, LLC, Northeast/ North Central Region RVP

• John Bradford, III, MPM® RMP®, Park Ave. Properties, LLC, Southeast Region RVP

11 TENANT SCREENING – AVOIDING LAWSUITS AND REGULATORY ACTIONS

Rather than treating tenant screening as a discreet process, it will be presented within the broader context of an evolving legal, regulatory and property management environment. The speaker will demonstrate the connection between best practices and property management fundamentals, as well as legal and regulatory risk management. You will leave this workshop with greater knowledge of an increasingly hostile legal and regulatory landscape around tenant screening and steps you can take to mitigate that risk, without compromising property management fundamentals.

Speaker: Rhonda Babcock, Director of Operations for Moco Incorporated

workshops

12 – 15

12 THE CUSTOMER EXPERIENCE – CREATING A CUSTOMER SERVICE-CENTRIC ORGANIZATION

Do you want to grow your business? Come to this session and learn how Duke used a “customer service-centric” business philosophy to grow from 0 to more than 1,000 units in just five years! Hear how some of the biggest and best businesses in the world (Amazon.com, Apple, Facebook) apply this philosophy every day. You can learn to adopt this mindset and grow your business too!

Speaker: Duke Dodson, RMP®, Dodson Property Management

13 WHAT IF YOUR CLIENTS DON'T HAVE A BANK ACCOUNT OR CREDIT CARD?

More than 25% of US households and your residents are considered “underbanked.” They don’t like bank accounts or credit cards, but they have the highest rate of smartphone usage of any socioeconomic group. They would like to use their smartphone to pay all their bills, including rent. This session will examine this demographic and introduce specific action items that you can do to address the needs of the “underbanked” group, while reducing costs and increasing the efficiency of your property management operation.

Speaker: Chris Volgenau, PayNearMe

14 ADVANCED SEO ISSUES

Alex will build on the SEO 101 session (Workshop #9) by exploring more complex strategies for maximizing your SEO and techniques to improve your online visibility and stand out among your competitors.

Speaker: Alex Osenenko, Fourandhalf.com

15 PROPERTY MANAGEMENT – AMERICA'S HOT INDUSTRY

The stars have aligned in the sky and property management is the new sun. This is as good as it gets and property managers need to be completely focused and prepared to take advantage of the current market opportunities. Learn how a personal and meaningful evaluation of your firm’s “best practices” can naturally lead you to explosive profit and growth from one of the most profitable property managers in our industry. Real estate is often a series of cycles and the current cycle is one of the best we have ever experienced as an industry. Now is the best time to build the lasting systems, inventory, and relationships to carry you through the next cycle since “nothing ever lasts forever.”

Speaker: Mark Kreditor, MPM® RMP®, Get There First Realty, CRMC®



16 FAIR HOUSING AND YOUR COMPANY – ARE YOU UP-TO-DATE ON REGULATIONS?

The world is always changing. For instance, it is more common than ever to see people with a companion or service animal. Other hot button issues crop up everyday and HUD is constantly updating their regulations and rules to accommodate these issues and ensure that everyone has a fair housing opportunity. Are you up on all these changes? Attorney Belville will review the latest developments and help make sure that you are on the right track regarding fair housing.

Speaker: Attorney Kathy Belville, Law offices of Kimball, Tirey & St. John, LLP

17 TENANT RETENTION – THE DATA & PSYCHOLOGY BEHIND TENANT BEHAVIOR

More than 50% of tenant turn-over can be controlled. It costs time, money, and potentially even lost owners when tenants leave. This session will describe techniques and best practices on how to retain tenants and owners in a scalable way. View the data and learn the psychology of tenant behavior to improve communication and satisfaction at all levels of the business.

Speaker: Dan Daugherty, RentBits

18 INTERNAL AFFAIRS – CONTROLLING AND SECURING YOUR CLIENT'S MONEY

Mike will review general trust accounting rules and the three-way reconciliations that are specifically required for property management companies. Many companies balance their bank statements monthly, but do not do a formal three-way reconciliation. Suggested standard policies and procedures for A/R, A/P, and trust accounting will be covered. Also covered will be common accounting “best practices” which will help identify or eliminate potential avenues for employee embezzlement. Some common theft schemes will be reviewed to give owner/brokers an idea of what they need to watch for and to learn from others’ mistakes.

Speaker: Mike Mumford, MPM® RMP®, Bennett Property Management, CRMC®

19 YOUR OWN RESIDENTIAL PROPERTY MANAGEMENT BROKERAGE FOR NGP (NEXT GENERATION PROFESSIONALS) MEMBERS

We will evaluate organic growth and portfolio purchases, while reviewing the five best practices when opening your own property management business. Learn how to avoid the five biggest mistakes you might make, including: (1) No policies and procedures right from the start; (2) No plan for what size I want to be when I grow up (plan for growth); (3) No realistic pay scale for people working in our business; (4) No absolute plan for profit; and (5) No reward plan for me!

Speaker: Gail Moncla, MPM® RMP® CPM®, Rental Home Management Service

20 EXCELLENCE – MAKING SURE YOU STAY ON TOP OF YOUR GAME

In this high energy session, Melissa Prandi, MPM® RMP®, will be giving you a “shot in the arm,” a breath of fresh air, and the ability to look at your business through the eyes of your staff, vendors and customers. You will learn how to choose your team, motivate them, and work together. Motivation is a key to keeping your office alive and well. Let's go from good to great using the “Keys to Excellence”!

Speaker: Melissa Prandi, MPM® RMP®, Prandi Property Management, Inc., CRMC®

workshops

21

-

24

21 HOW TO STRUCTURE YOUR GROWING COMPANY

Panelists will explore the different types of company structures including the “Specialized” or “Silo” structure, the “Property Manager” or “Portfolio” model, and several hybrid models. Each speaker gives a different view of the process based on their experiences, size of their company, and personal style. You will gain insight into how to structure your company now and position it for growth in the future.

Panelists: Doug Maschoff, RMP®, MyHomeSpot.com

Duke Dodson, RMP®, Dodson Property Management

Andy Propst, MPM® RMP®, Park Place Property Management, CRMC®

22 EXCELLENCE – MAKING SURE YOU STAY ON TOP OF YOUR GAME – ENCORE PRESENTATION

In this high energy session Melissa Prandi will giving you a “shot in the arm,” a breath of fresh air, and the ability to look at your business through the eyes of your staff, vendors and customers.

You will learn how to choose your team, motivate them, and work together. Motivation is a key to keeping your office alive and well. Let’s go from good to great using the “Keys to Excellence”!

Speaker: Melissa Prandi, MPM® RMP®, Prandi Property Management, Inc., CRMC®

23 FACEBOOK CHANGES AND WHAT THEY MEAN TO YOU

No other social media platform owns consumer engagement like Facebook. This year, the social media giant announced two major changes to its platform that could greatly impact the way rental housing professionals use Facebook: the introduction of Graph Search and a major over haul of News Feed. On the surface, the changes seem like a win-win for users, but they could end up being a mixed bag for marketers and rental housing professionals. This session will explain what these changes are and how they impact the property manager. You will also learn several steps you can take to optimize your Facebook page for Graph Search and News Feed.

Speaker: Michael Cunningham, RealPage

24 INTERNATIONAL INVESTOR COMPLIANCE 101 – FROM SALES SUPPORT TO PROPERTY MANAGEMENT COMPLIANCE AND BEYOND!

Are you unclear how you should handle international clients? Do you worry about entity structuring or keeping all your sales, while addressing investor responsibilities? In this session, you will learn how to avoid and protect yourself from an IRS audit when managing international clients, what your responsibilities are for collecting the proper information for IRS reporting, what information your international clients will need from you, managing your rent payments, and much more. The speakers will be discussing these issues and answering questions that will help keep your organization compliant with the government laws and increased enforcement of regulations while providing great management services.

Speakers: Christopher J. Picciurro, CPA, MBA, PFS, ARA; Brent Green, CPA

Bobby Samborsky, Nonresident Tax Advisors CPA

other information

CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention in San Diego, California, is business casual, except for the Offsite President's Celebration on Tuesday night and the Gala Casino Night on Friday. These events are business dress or casino glam. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good. The average high temperature in San Diego in October is 74 degrees and the average low is 61 degrees, so you should be fine with a sweater or light jacket. If you are attending the Offsite President's Celebration, consider that a portion of the event will take place in the evening, outdoors on the flight deck of the USS Midway.

REGISTRATION POLICIES

Team discounts are offered when two or more NARPM® members from one office register for the entire convention at the same time. The second, and each additional registration, receives a \$50 discount. All forms with payment must be received by National at the same time – online registration is not available for this discount. Cancellation policies are outlined on the registration form, but it is important to remember that there are no refunds given 1 – 14 days prior to the start of the convention. No refund policy begins October 1, 2013. **Walk-in registrations are accepted, but at a much higher rate. Walk-ins are not guaranteed access to meals at the convention due to space restrictions.**



education classes

There is a separate registration form and fee needed to take classes. (See next page.)

① HABITABILITY STANDARDS AND MAINTENANCE

Course materials will cover specific information from the Uniform Housing Code concerning basic habitability standards that govern local codes, policies of insurance companies, and our own Standards of Professionalism. Participants will learn what to look at when taking properties into property management and what questions to ask property owners about their buildings. Class participants will learn how to identify and differentiate the various kinds of molds, and what remediation steps need to be taken to protect residents and the property. Maintenance techniques regarding the handling of service requests, maintenance coordination, and implementing preventive and corrective maintenance will also be covered.

Instructor: Kitt Garren, MPM® RMP®

② RISK MANAGEMENT ESSENTIALS

The objective of this course is to identify and control the risks associated with Residential Property Management. The key points to cover will be sources of risk, approaches to risk, the agency – a relationship of trust, fair housing, and minimizing and controlling risk.

Instructor: Darryl Kazen, MPM® RMP®

③ NARPM® 101

This course is The Basics of Property Management in residential property management. It includes personal views and opinions of the authors and instructors based on experience, research, and conversations with other property managers.

Instructor: Fred Thompson, MPM® RMP®

④ RISK MANAGEMENT ADVANCED

A Risk Management course for Business Owners and CEOs that will provide managers and CEOs with advanced tools and theory of risk management. The key points to be covered will be insurance, liability / torts / negligence, company policies and procedures, anti-trust and preparing for court. **Instructor: Suzanne Cameron, MPM® RMP®**

⑤ OWNER CLIENT ESSENTIALS

This course will deal with managing the prospect, securing the client and the property, servicing your client and closing out the relationship well.

Instructor: Tony Drost, MPM® RMP®

⑥ ETHICS (*required for all members every 4 years*)

Are you ethical? You may be surprised at the pitfalls. This course will cover the basics of ethical behavior in your property management business. The NARPM® Code of Ethics will be reviewed as well as the entire grievance process. The case study method makes an interesting course.

Instructor: Brian Birdy, MPM® RMP®



25th Annual Convention Education

Location: Hyatt Regency La Jolla, 3777 La Jolla Village Drive, San Diego, California, USA 92122
Phone: 888.421.1442

SELECT COURSE(S)

OCTOBER 14, 2013

☐ **Habitability Standards and Maintenance**

October 14, 2013 | 8 am – 3 pm
Instructor: Kitt Garren, MPM® RMP®



☐ **Risk Management Essentials**

October 14, 2013 | 8 am – 3 pm
Instructor: Darryl Kazen, MPM® RMP®



☐ **NARPM® 101**

October 14, 2013 | 8 am – 3 pm
Instructor: Fred Thompson, MPM® RMP®



OCTOBER 15 & 16, 2013

☐ **Risk Management Advanced**

October 15, 2013 | 8 am – 3 pm
Instructor: Suzanne Cameron, MPM® RMP®



☐ **Owner Client Essentials**

October 15, 2013 | 8 am – 3 pm
Instructor: Tony Drost, MPM® RMP®



☐ **Ethics**

October 16, 2013 | 7 am – 10 am
Instructor: Brian Birdy, MPM® RMP®



*Full course descriptions are available on the reverse side of this flyer
or at www.narpm.org/education/courses.htm*

CLASS FEES	6-Hour Course		Ethics	NARPM® 101
	Before Sept 14	After Sept 14	-----	-----
Member	\$195	\$250	\$45	\$99
Non-member	\$295	\$350	\$95	\$99
Retake	\$75	\$150	\$45	\$99
RMP®/MPM® Designee	\$100	\$150	\$45	\$99
Designee Candidate	\$180	\$250	\$45	\$99

CANCELLATION POLICY

Cancellations must be received in writing. If received by **September 14, 2013**, registrant will receive a full refund less a \$25.00 processing fee. If received **after September 14, 2013**, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class, with a \$25.00 transfer charge.

If course is cancelled because a minimum of 10 registrations have not been met or for any other reason, tuition paid will be fully refundable. All courses are subject to cancellation by NARPM®.

REGISTRATION

Name _____
Company _____
Address _____
City/ST/Zip _____
Phone _____
Email _____

METHOD OF PAYMENT

☐ Check enclosed for \$_____ Chk # _____
☐ Charge my credit card \$ _____
 ☐ VISA ☐ MC ☐ AMEX ☐ Discover
Name on card _____
Signature _____

----- All information below this line will be shredded. -----

Card # _____ Exp Date _____

FAX or MAIL REGISTRATION FORM TO:

638 Independence Parkway, #100, Chesapeake, VA 23320
P: 800-782-3452 | F: 866-466-2776 | www.narpm.org



National Association of Residential Property Managers

National Association of Residential Property Managers

25TH ANNUAL CONVENTION REGISTRATION • OCTOBER 16–18, 2013 • SAN DIEGO, CA

(Education classes begin on October 14 and other Pre-Convention activities begin on October 15.)

❶ REGISTRATION INFORMATION *(please type or print - one registration form per person)*

Name: _____ Name for badge: _____

Company Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check your designation(s): ☐ CSS® ☐ RMP® ☐ MPM® ☐ CRMC®

Designation candidate: ☐ CSS® ☐ RMP® ☐ MPM® ☐ CRMC®

Are you a current NARPM® member?

☐ Yes ☐ No

Are you applying for membership**?

☐ Yes ☐ No

Is this your first NARPM® convention?

☐ Yes ☐ No

SPECIAL ASSISTANCE

☐ I will require special assistance.

☐ I have special dietary needs and request a vegetarian meal.

❷ REGISTRATION FEES ☐ IREM® members check this box to receive NARPM® member pricing.

	Members	Members	Members	Non-members	Non-members	Non-members
	Early Bird Discount Postmarked by 9/16	No Discount After 9/16	Onsite Registration	Early Bird Discount Postmarked by 9/16	No Discount After 9/16	Onsite Registration
☐ Basic Convention <i>(Pre-Convention & Post-Convention Events below not included.)</i>	\$395	\$465	\$565	\$500	\$600	\$700
☐ Team Discount* <i>(*Basic Convention only)</i>	-\$50	-\$50				
Single Day Registration <i>(Includes full day's events with meals.)</i>						
☐ Wednesday	\$100	\$200	\$300	\$170	\$270	\$370
☐ Thursday	\$200	\$270	\$370	\$300	\$370	\$470
☐ Friday	\$200	\$270	\$370	\$300	\$370	\$470
☐ Trade Show ONLY <i>(AM or PM Thursday or Friday admission. Does not include meals.)</i>	\$50	\$50	\$100	\$50	\$50	\$100
PRE-CONVENTION EVENTS						
☐ Business Leader <i>(Not included in Basic Convention registration fee.)</i>						
Development Training	\$99	\$150	\$200	\$300	\$400	\$500
☐ President's Celebration	\$95	\$110	N/A	\$125	\$140	N/A
POST-CONVENTION EVENT <i>(Not included in Basic Convention registration fee.)</i>						
☐ Friday Gala	\$45	\$65	N/A	\$85	\$105	N/A

Registration Fees SUBTOTAL \$ _____

❸ EDUCATION CLASSES Do you plan to take any education classes? ☐ Yes ☐ No

Have you submitted separate EDUCATION REGISTRATION FORM? ☐ Yes ☐ No

❹ EXTRA GUEST TICKETS Available only with accompanying Basic Convention registration. Not available for walk-ins. (Note: One ticket is included in Basic Convention registration.)

		Member	Non-member
Wed. Reception & Trade Show	_____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Thursday Breakfast	_____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Thursday Lunch	_____ (# of tickets) x	\$45 = \$ _____	\$65 = \$ _____
Friday Breakfast	_____ (# of tickets) x	\$30 = \$ _____	\$50 = \$ _____
Friday Lunch	_____ (# of tickets) x	\$50 = \$ _____	\$70 = \$ _____

Extra Guest Tickets SUBTOTAL \$ _____

❺ CONVENTION PIN _____ (# of pins) x \$5 = \$ _____ Pin SUBTOTAL \$ _____

❻ TOTAL FEES \$ _____

❼ METHOD OF PAYMENT

☐ Check # _____, payable to NARPM®, enclosed for Total Fees amount listed above.

☐ Please charge my ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express for total amount above.

Cardholder Name: _____ Signature: _____

I authorize NARPM® to charge my credit card.

----- All information below this line will be shredded. -----

Card Number: _____ Exp. Date: _____ Security Code: _____

Pre-registrations **must** be postmarked or faxed by 11:00 pm Eastern Time on September 16, 2013. After September 16, 2013, send the higher fee shown. **Do not** send registration to National after October 4, 2013. Instead, register on-site at the convention. People registering on-site are not guaranteed access to the luncheons.

*TEAM DISCOUNT

When two or more NARPM® members from one office register for the **entire convention**, the **second and each additional** registrant receive a \$50 discount for their **entire convention** registrations. Registration forms and payment **must** be received at the same time. To receive discount, registration must be done directly with National, **not online**.

**JOIN & REGISTER

Not yet a member? You can become a NARPM® member and register for the convention at the reduced member rate. Check "Yes" at the "Are you applying for membership?" option above and submit the appropriate membership application with this form. Applications can be found online at www.narpm.org/join.

CANCELLATION POLICIES

If this convention is cancelled for any reason, the liability of NARPM® to the registrant is limited to the return of the registration fee. A necessary rescheduling of the convention, as approved by the NARPM® Board, does not constitute a cancellation.

Convention cancellations must be received in writing. If cancellation is received 30 days prior to October 16, 2013, there will be a full refund, less a \$25 processing fee. If cancellation is received 15-29 days prior to October 16, 2013, there will be a 50% refund. **There is NO refund 1-14 days prior to October 16, 2013.**

MONETARY POLICIES

A \$25 processing fee will be charged for re-billing a credit card. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned. You are not considered a registered attendee until payment has been successfully processed.

EASY WAYS TO REGISTER

MAIL - Send your form with payment to: NARPM® National, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320.

FAX - Send your signed form with payment to 866-466-2776. Please do not mail the original.

ONLINE - Visit www.narpm.org and login to the Internet Member Services (IMS) section.

A nighttime photograph of the Minneapolis skyline, featuring the illuminated city buildings and a bridge with light trails from traffic. The text is overlaid on the upper portion of the image.

NARPM® 2014 Annual Convention and Trade Show

Save the date...

October 22 - 24, 2014

**Hyatt Regency
Minneapolis, MN**

Photo provided by Greg Benz



NARPM®
638 Independence Parkway, Suite 100
Chesapeake, VA 23320

Prsrt Std
U.S. Postage
PAID
Documentation



Join the National Association of Residential
Property Managers (NARPM®) in San Diego,
CA, this October and celebrate the 25th
Annual Convention and Trade Show!

early bird deadline

September 16, 2013

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Body printed on paper with a minimum of 30% post-consumer fiber.