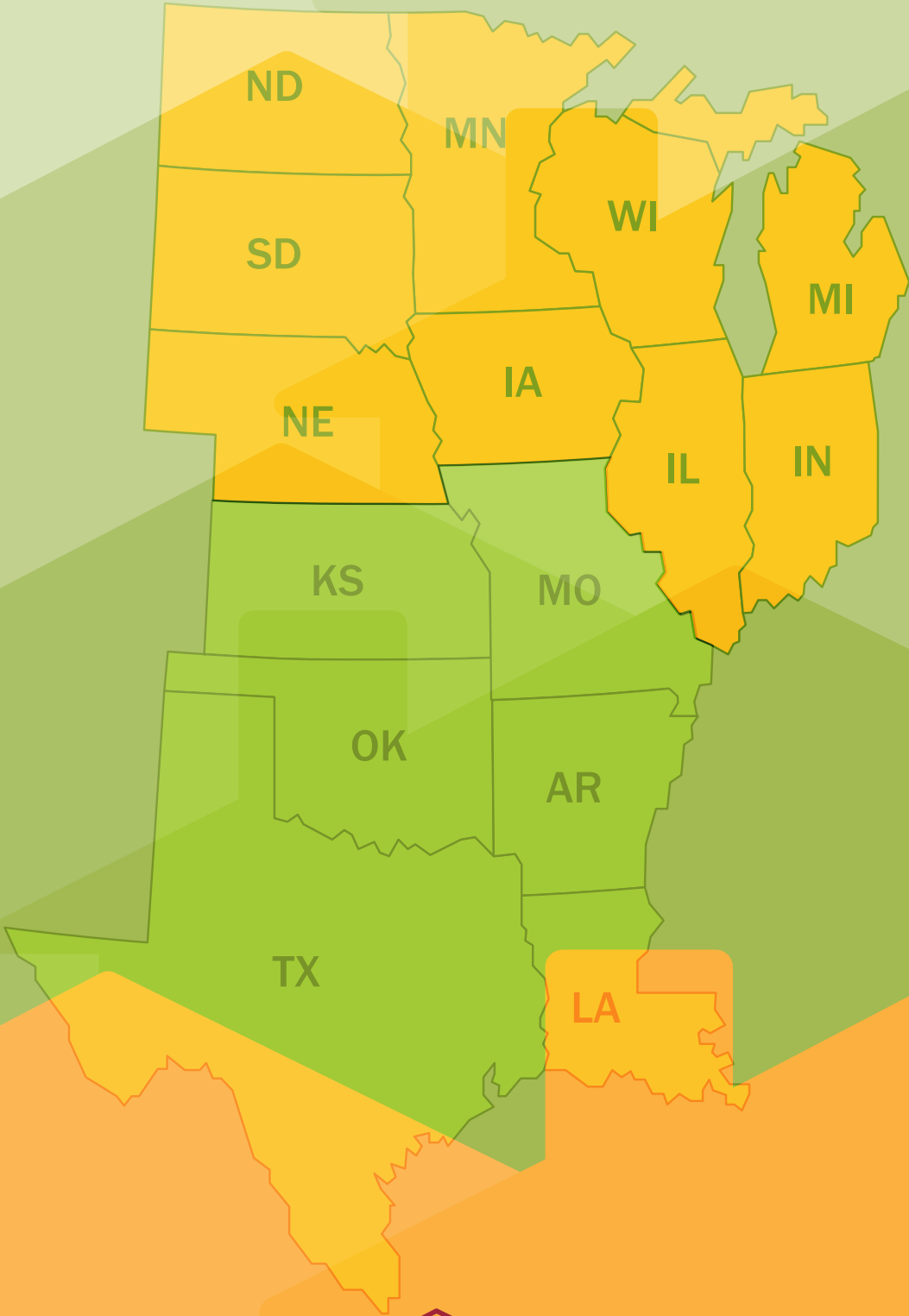


2014 REGIONAL CONFERENCE



National Association of Residential Property Managers

CENTRAL REGION

Central NARPM® Regional Conference Schedule
February 6-7, 2014
Omni Austin Hotel at South Park
4140 Governors Row, Austin, TX 78744

Thursday, February 6

- 8:30 AM **Registration Opens**
- 8:30 - 11:30 AM **Ethics (Omni A)**
Leadership Training for Chapter Leaders (Omni B)
- 12:00 - 1:00 PM **Lunch on Your Own**
- 1:00 - 2:00 PM **Opening Session (The Oaks)**
○ Mark Kreditor, MPM® RMP®
- 2:15 - 3:30 PM **Break Outs #1**
○ **Effective Policies and Procedures** Jean Storms, MPM® RMP® **(Omni A)**
A Policy and Procedures Manual is a must! This workshop will cover how to put a manual together and how to make it work for you and your company.
○ **Reputation Marketing** Todd Breen **(Omni B)**
In this course, you will learn to identify your online reputation, how to build a good reputation, and then, how to MARKET your reputation. This was one of the top-rated courses at last year's conference.
○ **Rental Property Inspections** Brian Birdy, MPM® RMP® **(Omni E)**
Do you understand the value and importance of performing a property "inspection" before accepting management of a prospective property? In this course you'll learn the How, What, and Whys of Move In, Move Out, and Periodic "Inspections." All attendees will be presented with valuable rental inspection checklist items that need to be inspected, and we'll review why they're important.
- 3:45 - 5:00 PM **Break Outs #2**
○ **Marketing** Andrew Propst, MPM® RMP® Sponsored by Rent Manager **(Omni A)**
This workshop will cover short- and long-term business planning for your property management company. We'll show you how to find the right groove for building the business of your dreams.
○ **HVAC Issues** Alex Guevara **(Omni B)**
We'll teach you how to tell if you can trust your current air conditioning company by going over basic A/C information. Level the playing field by knowing what a repair should cost.
○ **True Colors** Kathy Boyes **(Omni E)**
This workshop promises to shed light on how your owners, tenants, vendors, staff, and most importantly, how you interact in your day-to-day business. We will dig into ways to understand people better, communicate more effectively, be more productive, and get more productivity from your staff.
- 5:30 - 7:30 PM **Vendor Trade Show (Omni CD)**
Cash bar with light finger foods and networking

Friday, February 7

- 7:30 AM **Registration Opens – Visit with Vendors (Omni CD)**
- 7:30 - 9:30 AM **Breakfast**
- 8:00 - 9:45 AM **Opening Session (The Oaks)**
- **Texas Real Estate Commission Update** - Sharon Harris
Start the day off by bringing yourself up-to-date on what's happening at TREC.
- 10:00 - 11:15 AM **Break Outs #3**
- **Social Media** Aaron Marshall (**Omni A**)
This workshop will cover the importance of having branding, marketing your company website / Internet marketing, along with learning key principles of using SEO/SEM to make sure your site is found on the Internet. Learn how to stay on top in Google searches by using social media avenues such as Facebook, Twitter, YouTube, LinkedIn, Google +, Blogging, Yelp, and Google Authorship. Learn how to get good relevant backlinks that will help in your Internet Marketing. Learn what to blog about, how and when you should blog, and how to make blogging about property management interesting.
 - **Taking the Guesswork Out of Hiring – A Systematic Approach to Hiring the Right Person for the Right Position** Doug Maschoff, RMP® (**Omni B**)
Learn the importance of creating a system for hiring and taking the “gut instinct” out of the process. Master the creation of organizational charts, writing job descriptions and job postings, using personality and aptitude testing, phone interviews, defining skills needed for a position through competency profiles, behavioral interviewing and other face-to-face interview techniques, checking references, new hire onboarding, and other steps in the hiring process.
 - **Using Technology and Professional Services to Become a Successful Property Manager** Raj Pai (**Omni E**)
This workshop will cover the latest advances in technology that can benefit property managers in their daily activities. New professional services are now available that, when used to the max, will help you be more successful.
- 11:30 - 1:00 PM **Lunch and Closing Session (The Oaks)**



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