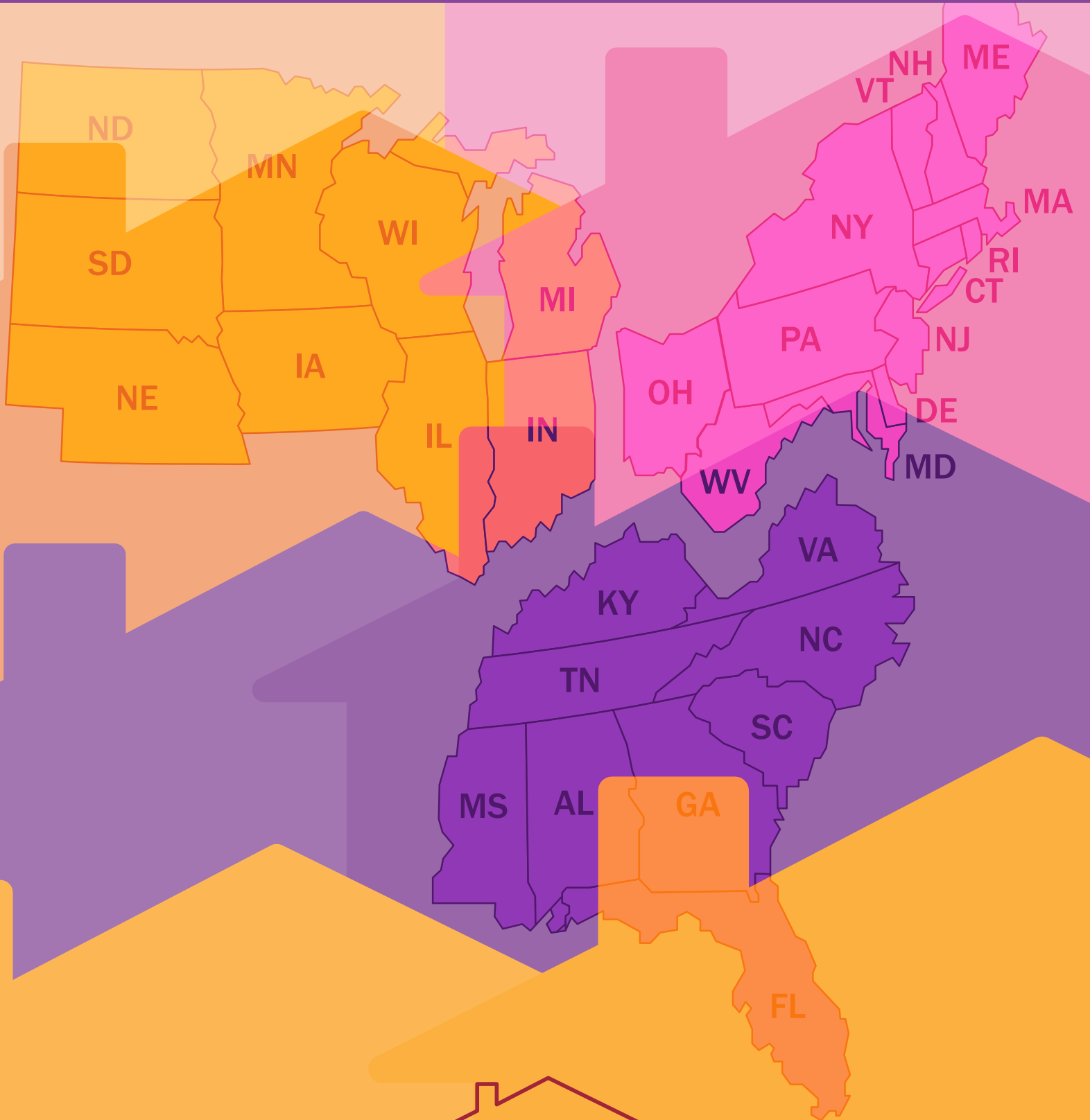


# 2014 REGIONAL CONFERENCE



National Association of Residential Property Managers

E A S T E R N R E G I O N

**NARPM® Eastern Regional**  
April 24-25, 2014  
“The Foundation of Property Management”

**Conference Schedule**

**Day 1 – April 24, 2014**

- 12:00 PM      **Registration Opens** – Vendors check in      (*Ballroom Foyer*)
- 12:00 – 1:00      **State Chapter Meetings:** Florida (*Board Room*); Virginia (*McHenry*)
- 1:30 – 4:30      **Leadership Tool Box** – All Chapter Leaders are invited      (*McHenry*)  
Chapter leaders join NARPM® President, President-Elect, RVPs, and Executive Director as we have discussion on how to operate as an effective board of directors and learn from other chapter leaders on how to have a successful year! Also, learn the tricks on using the NARPM.org chapter leaders’ section to help organize your chapter.
- 4:30 – 6:30      **Vendor Reception**      (*Chesapeake II*)  
Cash Bar with light finger foods and networking
- 7:00 – 10:00      **Off-Site Event #1: Howl at the Moon at Power Plant Live!** –*Ticketed Event*  
Sponsored by: Renters Legal Liability, LLC, Mr. Rekey Locksmith Services, and PayNearMe

**Day 2 – April 25, 2014**

- 7:30 AM      **Registration Opens** – visit with vendors      (*Chesapeake II*)
- 8:00 – 9:00      **Breakfast with Guest Speaker Ty Howard**      (*Chesapeake I*)  
Ty Howard, the founder, CEO and Editor-in-Chief of the online magazine, *MOTIVATION*, will speak on self- and business-development.
- 9:00 – 10:00      **Break-outs #1**
- Smart SEO for Smart Property Managers**      (*Harbor I A*)  
*David Borden*  
Learn best SEO practices for the property management industry. Increase traffic to your website, and, more importantly, turn that traffic into new clients and higher revenues.
- International Investor Compliance 101 -  
From Sales Support to Property Management Compliance and Beyond!**      (*Harbor I B*)  
*Christopher J. Picciurro, CPA, MBA, PFS, ARA and Brent M. Green, CPA*  
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. This session will help keep your organization compliant with the government laws and increased enforcement of regulations while providing great management services.
- How to Select a Qualified Renter**      (*Harbor II*)  
*Russell Smith, Regina M. Kaupanger and John Spafford*  
Your objective: fill a vacancy. The key: a proper tenant selection process. With pass/fail screening reports and custom rental criteria, it has never been easier to determine true “tenant-worthiness” among your applicants. But staying in line with Fair Housing law is key. Are your tenant screening procedures up to par?
- 10:00 – 10:30      **Break/Visit with Vendors**      (*Chesapeake II*)
- 10:30 – 11:30      **Break outs #2**
- Online Marketing - Protecting your Brand**      (*Harbor I A*)  
*Aaron Marshall*  
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.
- Grow Income through Client IRAs**      (*Harbor I B*)  
*Bill Gulas*  
Business strategists say the fastest way to grow your business is to sell more product to your current customers because they like your product and they like working with you. Now you can show your clients how to use money they are already investing in stocks, bonds, and mutual funds and direct it to an asset they know and like: Real Estate. Learn how they can use their IRAs and other retirement accounts to purchase real estate, resulting in more doors for you to manage.

**Use a Visual Listing Presentation (Harbor II)**

*Scott Abernathy, MPM® RMP®*

Immediately set yourself apart from your competition by showing your prospective clients what you will do for them instead of just telling them. While others who are meeting your prospects will just be shooting from the hip, you can have a well-thought-out and organized visual presentation and show that you are the true professional in this business.

11:45 – 1:00

**Lunch (Chesapeake I)**

NARPM® President Stephen D. Foster, MPM® RMP® CCIM®, will be our featured speaker during lunch. Join Steve as he talks about "The Foundation of Property Management" and NARPM®'s future.

1:00 – 2:00

**Break outs #3**

**Changes in Internet for 2014 (Harbor I A)**

*Mike Anderson*

In 2014, the Internet is undergoing the biggest change ever. This affects every business, but not in the way you might think. Spend some time understanding the benefits these new changes bring, and the risk that comes from failing to embrace them.

**Taking the Trouble Out of Security Deposit Disputes (Harbor I B)**

*Kellie Tollifson, MPM® RMP®*

This session will focus on a review of a thorough Move-In/ Move-Out process, including key areas a tenant often disputes once they move out. The session will include handouts of the Request for Secondary Review of Security Deposit form to give to tenants. We will also analyze a step-by-step process, including the customer service aspect of how to execute the secondary review process with a tenant. We will discuss the way to write the response after the review has been completed and example responses will be discussed and distributed.

**Picking the Correct Property Management Software (Harbor II)**

*Glenn Lehman*

Selecting the "Best Fit" for property management software is one of the most important decisions a property manager can make. This is an opportunity to discuss how to determine what you need before you talk to the next sales representative.

2:00 – 2:15

**Break/Visit with Vendors (Chesapeake II)**

2:15 – 3:15

**Break outs #4**

**How Are Our Clients Changing and How Will We Serve them? (Harbor I A)**

*Jennifer S. Ruelens, MBA*

Trends in our culture and economy mean our clients will be younger, mobile and have smaller portfolios. Changing views of real estate will require new skills in property managers. Learn why the market is changing and how you will better serve these new investors.

**Lead Based Paint Compliance (Harbor I B)**

*Paul Arrington, MPM® RMP®*

Learn why the EPA is inspecting property managers and what they are looking for. Paul will give you tips and tricks on how to prepare for the EPA inspection, conduct during the inspection, and final results of the inspection.

**Combining your CRM, Property Management, and Workflow Management Software into a Single Solution (Harbor II)**

*Patrick O'Hearn*

Consistency. Efficiency. Speed. These are the foundations of a successful management company. In this session, we will discuss how to utilize your Property Management & Accounting software to its fullest potential. Learn how to convert your essential business practices into repeatable, step-by-step processes within your software to improve user consistency and efficiency. The ultimate goal of this session is to lay the groundwork that will help you combine all the critical components of your business into a single, streamlined system (CRM, Property Management, Accounting, and Workflow Management).

3:15 – 3:30

**Break (Chesapeake II)**

3:30 – 4:15

**Closing Session – Tickets of Opportunity and door prizes**

4:15 – 5:00

**Baltimore Chapter Meeting (Chesapeake I)**

7:05

**Off-Site Event #2: Baltimore Orioles vs. Kansas City Royals – Ticketed Event (The NARPM® private suite opens 90 minutes before game time)**

Sponsored by: PayNearMe



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