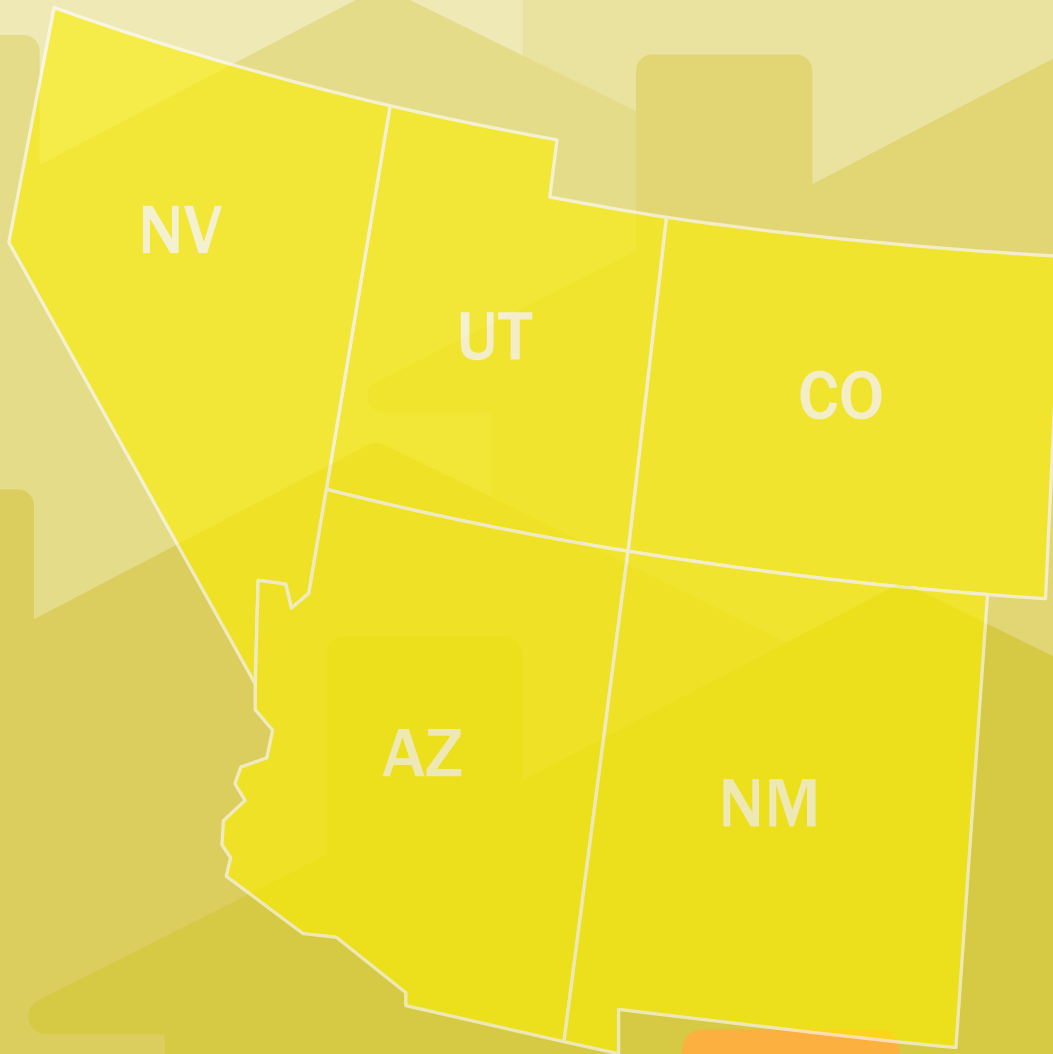


# 2015 REGIONAL CONFERENCE



National Association of Residential Property Managers

S O U T H W E S T R E G I O N

**NARPM® Southwest Regional Conference Schedule**  
**The Flamingo Hotel, Las Vegas, NV**  
**February 18-19, 2015**

**February 18, 2015**

6:30 - 8:30 PM      **Vendor Reception – *Open to all Registrants***      **Twilight Room**

**February 19, 2015**

7:30 AM      **Registration Opens**      **Foyer**

7:30 - 8:15 AM      **Breakfast with the Vendors**      **Twilight Room**

8:15 - 10:00 AM      **Opening Remarks and General Session**      **Vista Room**  
**How to Grow Your Property Management Company NOW!**  
*Brian Birdy, MPM® RMP®*

This session will focus on important steps that anyone can take to grow their business NOW. We will cover ways to improve your company's visibility to owners, to generate quality leads, as well as to ensure that YOU are the company chosen by an owner who is looking for a property management company. Through education, staffing, referrals, facilities, technology, advertising/marketing, networking, and the secret #1 way everyone can be guaranteed to grow their business. This session is not one to miss.

10:15 - 11:45 AM      **Breakouts Sessions**  
• **Management & Lease Agreements**      **Vista Room**  
*Marc Cunningham*

As a property manager, your lease agreement with your tenants, and your management agreements with your owners, define every aspect of your relationship. A poorly written or incomplete agreement will lead to confusion for all parties. In this session, we will discuss 10 'must-have' lease agreement clauses and 10 'must-have' management agreement clauses. We will also discuss how you can effectively implement these changes going forward, as well as with your existing tenants and owners. By implementing these updates, you will improve the way you do business, reduce your liability, and increase your income.

• **What I Learned About Running a Property Management Company by Running 2,500 Miles**      **Scenic Room**  
*Tony Cline, RMP®*

Spending time along the running trail, away from the daily routine, you gain a perspective on life and business. This session contains some of the most important things that I've learned about running a property management business while running 2,500 miles. It will be presented through unique stories that incorporate a personal and professional transformation, including topics that every property manager must consider if they are going to manage their business with specific intent.

- **Fair Housing and Service Animals** **Mesquite Room**  
*Judy Cook*

This informative session will cover the very latest in fair housing trends. Attendees will take away a very clear understanding of best practices in order to limit your risk of being a respondent in a fair housing claim. We will focus on trending issues in fair housing case law, HUD rules, and discrimination claim charges and settlements.

11:45 AM - 12:15 PM **Visit with Vendors** **Twilight Room**

12:15 - 1:30 PM **Lunch & General Session** **Vista Room**  
**Maximum Growth on Any Budget**  
*NARPM® RVP Steve Schultz, MPM® RMP®*

Grow your property management business organically by obtaining more landlord clients. We will discuss how this can be done based on your current marketing budget, regardless of how small or large that budget is. This session will explore a system of how to track leads, how to close leads, and how to obtain constant feedback to adjust the entire process for maximum efficiency.

1:45 - 2:15 PM **Visit with Vendors** **Twilight Room**

2:30 - 4:00 PM **General Session** **Vista Room**  
**Risk Management – No One Said You Had to Do Business with This Owner**  
*Steve Urie, MPM® RMP®*

Too frequently, we work on damage control at the end of a business relationship when we should have managed the business relationship starting from the very first phone call, continuing the control through to the end of the business relationship. Steve will share what he has learned in the last 30 years from other property managers on owner risk management, as well as what he has learned the hard way himself. He guarantees that you will not make money by attending this course, but you will save money.

4:00 - 5:00 PM **Visit with Vendors and door prizes drawn in tradeshow** **Twilight Room**

<p><b>NARPM® ANTITRUST STATEMENT</b> It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. Further, NARPM® shall not restrict members' ability to solicit competitors' clients or to advertise for business in any way that is not false, deceptive or otherwise illegal.</p>
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