



National Association of Residential Property Managers



## 2017 Annual Convention Call for Presentations October 18-20, 2017

Proposed workshops/breakout sessions are now being considered for the 2017 NARPM® Annual Convention. The NARPM® Convention boasts an attendance of approximately 900 professionals and qualified residential property managers. The attendees include company owners, brokers, managers, executive officers, support staff, and suppliers – including those working with technology, web site, personal assistants and others. Consider becoming a part of the rich NARPM® tradition of sharing professional and business knowledge by submitting a proposal to speak.

As you consider submitting a presentation proposal keep in mind that NARPM® Convention attendees want practical knowledge – give attendees ways to become more effective professionals, information that can be applied or tools that can be put to use, and job aids which are always popular. Theory is useful only when session participants are shown how to use it. Learning is not a passive activity. Give yourself a break—let others help do the talking. Attendees usually learn best when they are doing, not only when they are listening. Involve participants by asking questions, using exercises, and other activities.

All NARPM® members are invited to submit proposals for Convention Presentations using this form. **The professional submitting this proposal for the program is responsible for contacting all co-presenters and for all details including proposal submission, communication with co-presenters, presentation format and audio-visual requests.** The Association will provide a screen and projector for sessions needing them. **You must provide your own laptop for any PowerPoint presentations.** The Association will determine if and what type of microphones will be used in each session. Requests for additional audio/visual equipment will be considered on a case-by-case basis. Internet access in the meeting space is not provided by NARPM®. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**

\* **Proposals must be received by NARPM® no later than March 8, 2017.**

\* **Notification of acceptance will be made no later than April 5, 2017.**

# Submission Guidelines and Information

## Types of Breakout Sessions

**Workshop** A presentation in which a particular issue is explored in depth (can vary in length from 1 to 1 ½ hours depending on convention schedule)

**Panel Discussion** A 1½ to two-hour session (depending on convention schedule) in which a particular issue is explored by a panel with audience participation

**Note:** We reserve the right to change your presentation format and/or length, if necessary, in order to balance the convention program. If this becomes necessary we will contact you.

The Convention Program Sub-Committee will review all proposals. Proposals **must be typed**, with all information filled out completely. This form has data entry sections to complete the information. The submitter must sign all submissions [an electronic signature is acceptable]. Incorrect, hand written or incomplete submissions will be returned and not considered until properly submitted. NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.

Fax your completed proposal to 866-466-2776 or e-mail to [conventioninfo@narpm.org](mailto:conventioninfo@narpm.org).

**Title of Presentation:** This title will be used in the Registration Brochure and On-site program. Limit the title to 150 characters, including spaces and punctuation. The title should be descriptive and eye-catching. PLEASE ENTER THE TITLE IN THE FORM FILL BELOW AND CHECK THE APPROPRIATE BOXES.

### Ancillary Income: Increasing Revenue without Increasing Rents

**Format:**     Workshop                       Panel Discussion             Other

**Category:**    Small Company             Large Company             Personal Development  
(Check all     Technology                 Office Procedures         Legal  
that apply)  Tools and/or Forms         Skills     Management  
                   Professional Advice                       Marketing

## Presenter(s) Information

**Presenter Listing:** List submitter's name first. For each presenter (maximum of 4), list name, NARPM® membership status, address, zip code, phone and fax numbers, and email address.

### Lucas Hall (Main Speaker & Panelist)

Head of Industry Relations, Cozy

Founder of Landlordology

NARPM Affiliate Member #842064295

3514 N. Vancouver Ave. 4th Floor Portland, OR 97227

[lucas@cozy.co](mailto:lucas@cozy.co)

571-216-2382

Describe public speaking experience of all presenters and expertise with proposed topic:

**Biography:**

**Lucas Hall**

**Head of Industry Relations, Cozy**

**Founder of Landlordology**

Lucas the Head of Industry Relations for Cozy and Founder of Landlordology.com, a premier education website that reaches over 4 million landlords and renters per year. Lucas is an experienced landlord and investor of over 11 years, who has counseled thousands of landlords, teaching them how to successfully manage rentals, build wealth, and keep their residents happy.

**Speaking Experience:**

- 2016 NARPM 28th Annual Convention & Trade Show, Workshop Speaker, Maui, HI
- 2016 NAA Education Conference & Expo, Learning Zone Speaker, San Francisco CA
- 2016 CalNARPM Annual Conference, Workshop Speaker, San Diego CA
- 2015 REI Expo, Workshop Speaker, Washington D.C.
- 2015 Income Property Management Expo, Workshop Speaker, Phoenix, AZ
- 2015 REI Expo, Workshop Speaker, Salt Lake City, UT
- 2015 Income Property Management Expo, Workshop Speaker, San Francisco, CA
- 2014 Income Property Management Expo, Keynote Speaker, San Mateo, CA
- Multiple local Real Estate Investment Groups
- Multiple live, online webinars (~60 mins each) on a variety of rental topics
- Featured on the popular shows:
  - Smart Passive Income Podcast, with Pat Flynn
  - CBS Radio: Rob Black & Your Money
  - Jason Hartman Real Estate Podcast
  - Rental Income Podcast, with Dan Lane
  - Passive Real Estate Investing Podcast, with Marco Santarelli
  - Best Real Estate Investing Advice Ever Podcast, with Joe Fairless
  - Smart Companies Thinking Bigger Podcast, with Larry Muck
  - My REI Advisor Podcast, with Selina Stroller

**Published Works:**

- Authored 200+ in-depth articles/guides for managers and property owners on landlordology.com
- Interviewed in articles or featured on CBS News Money Watch, Zillow, Clark Howard, Trulia, HouseLogic, Ask.com, LifeHacker, Apartment Magazine
- Multiple articles featured in Community Investor Magazine (Print)
- Multiple articles featured on the Trulia Pro blog (trulia.com/blog)
- Premium eBooks: (landlordology.com/guides)
  - The Landlord's Guide to Tenant Screening, Lucas Hall, Cozy
  - The Landlord's Guide to Marketing with Craigslist, Lucas Hall, Cozy
  - The Landlord's Guide to Tenant Onboarding, Lucas Hall, Cozy
  - The Landlord's Guide to Rent Collection, Lucas Hall, Cozy

List of NARPM® board and committee positions held by each presenter to avoid schedule conflicts with meetings:

- None

## Session Description

**Description/Summary of session:** Limit to 250 words. Be as specific as possible about the learning that will take place at your presentation. This version will be edited and used in the Registration Brochure and On-site program to describe the session. Please include the primary learning objective for the session. A member of the program sub-committee will contact you to discuss the session in more depth if it is being considered.

### **Ancillary Income: Increasing Revenue without Increasing Rents**

Today's residents are very transient, moving every 1-2 years. As such, property managers are faced with the constant threat of vacancy and loss of revenue.

Whether you have a posh apartment building in the city or your rentals sit on acres of farmland, this workshop will show you multiple clever and inexpensive ways to generate more income from your rental properties, without raising rents. In fact, some of these solutions are independent of your residents!

By knowing about these hidden profit centers, you'll make more money from each property, and you'll see the untapped potential in your existing communities. Some of these ancillary income sources even serve as amenities to your residents, and they will thank you for it, with cash.

## Learning objectives

1. To explore untapped sources of ancillary income so you can easily generate more revenue at each property.
2. To learn how to create multiple additional sources of revenue that don't depend on residents, so your business is less affected by vacancy.

## Presenter Contract

On my (and my co-presenters) behalf, should this proposal be selected, I (we) agree that:

1. Individual submitting this proposal and signing this form agrees to receive all convention correspondence and accepts responsibility for conveying convention-related information to co-presenters.
2. NARPM® reserves the right to videotape and/or audiotape this entire presentation (no partial taping) and distribute the tape for sale for educational purposes. By submitting this proposal to speak you are agreeing to be video/audio taped.
3. **There is no honorarium or reimbursement to workshop presenter(s).**
4. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**
5. Provide bios, and audio/visual requests using the instructions in the Speaker Guidelines (which will be sent if your proposal is selected.)
6. NARPM® **requires** that all handouts/presentations be provided electronically to staff by the deadline specified to be included on the Convention Micro-site so that they can be downloaded/printed by attendees prior to the convention.
7. **If you are attending any Convention sessions/events other than your own session, the presenter(s) is responsible for registering and paying Convention registration fees.**
8. Presenter must receive prior approval from NARPM® for any survey or data collection at the Annual Convention or for any advertising/promotion/marketing of any products or services.
9. **It is understood that "selling" a product or service from the stage is prohibited and will result in not being accepted to speak in the future.**
10. **Individuals submitting or included within this proposal have agreed to be present in Orlando, Florida during the core dates of the NARPM® Convention and conduct this proposed presentation according to the conditions listed above during the specific time slot assigned by the program sub-committee.**

Agreed: **Lucas Hall**  
Date: **3/8/2017**

---

---

Copyright 2017, National Association of Residential Property Managers (NARPM®). All Rights Reserved.

All content, material, seminars, presentations, handouts, brochures, and all other publications (“Services”) are PROPRIETARY, PRIVILEGED, PROTECTED and OWNED by NARPM® or its approved authors. YOU ARE PROHIBITED FROM COPYING, REPRODUCING, DISTRIBUTING, MODIFYING, DISPLAYING, VIDEOTAPING, RECORDING, PUBLISHING, PERFORMING, OR TRANSMITTING ANY OF THE CONTENTS OF THE SERVICES FOR ANY PURPOSES, WITHOUT THE EXPRESS PRIOR WRITTEN CONSENT OF NARPM® AND THE AUTHOR.

THE SERVICES AND ALL CONTENT ARE PRESENTED WITH THE UNDERSTANDING THAT NARPM® AND THE AUTHORS DO NOT RENDER ANY LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICE. BECAUSE OF THE RAPIDLY CHANGING NATURE OF THE LAW, INFORMATION CONTAINED HEREIN MAY BECOME OUTDATED. IN NO EVENT WILL NARPM® AND THE AUTHORS BE LIABLE FOR ANY DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OF THE SERVICES AND THE CONTENT THEREFROM.

**National Association of Residential Property Managers**  
638 Independence Parkway, Suite 100  
Chesapeake, VA 23320  
P: 800-782-3452 | F: 866-466-2776  
conventioninfo@narpm.org