



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.

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.

How to Identify, Target and Close Your Most Profitable Clients

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**.

Abi Wasserman, NARPM Affiliate Member, 22320 Foothill Blvd., Suite 640, Hayward, CA 94541, 713-962-0790, abi@fourandhalf.com

John Bykowski, NARPM Affiliate Member, 22320 Foothill Blvd., Suite 640, Hayward, CA 94541, 510-889-9921 x123, john@fourandhalf.com

Alex Osenenko, NARPM Affiliate Member, 22320 Foothill Blvd., Suite 640, Hayward, CA 94541, 510-889-9921, alex@fourandhalf.com

Andrew Dougill, NARPM Member, 3900 Dale Avenue, Tampa, FL 33609, 813-875-7474, Andrew@hoffmanrealty.com

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

Abi Wasserman is the Director of Sales, John Bykowski is the Vice President of Operations, and Alex Osenenko is the President and CEO of Fourandhalf.com. Fourandhalf is a Marketing Agency that works exclusively with the Property Management industry. Our team has spent the last 5 years helping Property Management companies utilize the latest technology and marketing to thrive and grow their business. All are experienced speakers and contributors to the Fourandhalf Technology blog, <http://fourandhalf.com/technology-blog/>.

Andrew Dougill has been a real estate investor and residential landlord for more than 30-years. He is a Realtor, professional Property Manager and is the co-owner and Broker of [Hoffman Realty LLC](#) in Tampa, Florida with his wife MaryAnn Hoffman. Hoffman Realty has managed residential properties in the Tampa Bay area since 1988. Prior to joining Hoffman

Realty, Andrew spent the first 2-decades of his working career as an engineer, designing computer hardware, software and firmware for use in industrial, aerospace, military, public safety, business and residential computer systems.

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

Alex Osenenko, CALNARPM Board Member

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.

How to Identify, Target and Close Your Most Profitable Clients

Where would you like to be in 5 years? Do you want to create a 7-figure sellable asset, or run a profitable boutique property management agency from under a palm tree?

Many broker/owners think that for their profit to grow, the number of doors they manage must also grow and they have to take every owner lead that comes along. Andrew Dougill, of Hoffman Realty in Tampa, Florida, used to think the same. But, when faced with a large growth opportunity, he instead found that he could increase his profit by optimizing his portfolio and changing his approach to his company's business development process.

Andrew will discuss how he targeted the RIGHT owners, ensured that he had 20-40 quality leads each month, found what segments of his portfolio made him the highest profit, and which properties were actually COSTING him money to manage.

However, before you can be "choosy" like Andrew about which owners you take on, you need to have a few things in place: A solid marketing plan that generates owner leads, as well as a sales process that allows you to more closely manage your sales funnel, convert more leads, and generate more business!

Alex, Abi, and John will help you choose your destination and create a road map to get there. At the end of this session, participants should walk away with the resources to analyze and evaluate their current portfolio to identify their most profitable clients and how to target them with advertising, website design, copywriting, and other marketing & business development tools.

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: **Abi Wasserman**
Date: **March 1, 2017**

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