



National Association of Residential Property Managers

Broker/Owner Conference and Expo  
Policy and Procedures  
Updated April 2023

This policy was developed to guide the committee responsible for bringing the Broker/Owner Conference and Expo to fruition.

The purpose of the event is sharing of successes by helping members build better businesses.

The Broker Owner conference shall be maintained as a premier event only for company owners, brokers, and major decision makers. This event shall remain a high-level event that will strive to attract other high-level individuals involved in our industry.

This event is about educating industry leaders how to build a better business and shall be focused on owner and broker topics, not on property manager topics that are taught at conventions.

- The NARPM CEO has final say on all decisions.
- The committee is encouraged to bring in high-level paid speakers that can provide quality business/owner/broker information that our members do not have the expertise to provide. These speakers will open each day in a general session.
- The committee shall ensure that all speakers shall be educational, value-added speakers, not motivational or entertaining speakers. Motivational speakers should be used for Convention.
- The committee shall limit the same speaker teaching more than one session. This includes avoiding speakers doing a general session and then a breakout session, and sitting on panels, teaching similar topics to each other. One speaker, one session, shall rule the day, unless approved by CEO in advance.
- Each day the event will have an opening paid speaker. Amounts paid to the speakers can be increased, or decreased, as needed through the annual budgeting process. NARPM will create a competition to bring quality member speakers. NARPM places the highest value on members teaching members. It also sets the same value on the topics and quality of content provided. To bring this valuable content to the members, NARPM will entertain proposals from the membership to

present at Broker/Owner. Up to three of the best presentations/speakers may be selected. Likewise, none may be chosen if the presentations don't meet the NARPM Broker/Owner standard. Each presenter selected will receive a \$7,500 speaking fee. \$1500 will be paid to presenters for breakout sessions. Panel members will not be paid to present.

- If possible, Vendor Partners will be used in the program in either a breakout or panel discussions.
- Use Vendors for speaking/presentations and remind them that marketing of their company is not allowed. Use those that are cutting edge. Make sure they are vetted and reminded they cannot sell their product during their presentation.
- NARPM professional members who teach must receive 4 or more stars over the last 4 years,
- If the professional member is a new speaker, with little to no experience, NARPM will use them in Ted Talk style speaking or short breakout sessions. They must earn a rating of 4 or higher. If they wish to speak at other events they must maintain an average over 4 years of a 4 or higher rating. This will also allow the committee to vet speakers for future events to ensure there are quality sessions being offered.
- The length of sessions shall be no more than 50 minutes for breakouts and 10-15 minutes for shorter sessions for those with limited and unproven speaking experience (Ted Talk style sessions).
- Networking has always been an integral part of what makes NARPM the organization that it is. The committee should create dedicated, organized, opportunities for members to network.
- The committee shall require all presenters to have their presentations submitted 45 days in advance of the event. Speakers will not be allowed to carry presentations to the event and expect it to be incorporated.
- The committee shall recommend topics to be covered but allow any and all presentations to be submitted and considered.
- The committee is encouraged to have each day of the event represent a specific subject matter or theme, as opposed to a breakdown by company size.
- The committee is encouraged to use video to market the event. If possible, have a NARPM® Affiliate assist with the marketing ideas and suggestions since they know the market and have customers who are non-members. Request Affiliates to promote the event with videos to their customer database.
- The Staff shall contract to have videos created for all the sessions and provide them post-event to the attendees and include the cost in the registration fee.

- The committee chair will be responsible for developing continuity on the planning committee through an application process where applicants must be approved by the Event Chair, and Vice Chair. Their approved recommendations will be forwarded to the National President and President-Elect for final approval.
- Committee members will serve a one-year term and may be reassigned up to two (2) additional years. Committee members must be professional members. A vendor can be appointed to assist with the Marketing of the event as needed and approved by the CEO. The Chair of the Vendor Advisory Council will work with the Meeting Planner on the Trade Show
- The Chair and staff will make sure that members who apply to serve on committee are vetted. The vetting process will include checking to ensure that the member has a proven track record of following through on volunteer assignments and commitments.
- There shall be no more than 12 people who will serve on the main planning committee. (not including the Chair and staff). However, subgroups can be used to help with room hosting and other items to support the main committee.
- The Broker/Owner Chair shall hold the position of National Committee Chair who is encouraged to attend the Board Meeting at Broker/Owner.
- The Vice Chair shall be selected by the National President and President-Elect from the current committee members and that person will ascend to the position of Chair the following year. Input from the current chair should be solicited to assist in making decisions.
- The committee shall be as diverse as possible. Its makeup should include differing age groups, genders, and company sizes. Each committee member shall have been in business as a company owner for a minimum of three (3) years.
- If a committee member misses more than two (2) meetings they will automatically be removed from the committee. A replacement committee member will be sought, if that is a prudent action for the situation.
- Registration rates to reflect the high quality that is to be expected by the attendees: The registration rate is set through the budget to ensure the event makes a minimum of a 10% profit. The registration rates shall be re-visited through the budgeting process and adjusted as needed.
- ⊖ The established cap for the number of attendees shall be 13% of the Professional and Associate members. This cap is used to work toward selling out that established

number of registrations and an exclusive event. Ensure that all attendees are Brokers, Owners, and/or major decision makers.

- Staff shall establish sponsorships to bring in additional revenue for the event. Move beyond just booth sales and look at other potential revenues that can be generated through sponsorships.
- The committee and staff are encouraged to market the event outside of typical NARPM® channels. Social media will be used to promote the event.
- The Staff shall enhance the audio/visual experience for the attendee by hiring a professional company to handle this aspect of the event.
- The hotel choice is important, and the quality of the hotel should match the level of the attendees. Broker Owner event shall use higher end hotels/resorts for this event.
- Every three (3) years a task force should be appointed to ensure the event remains a premier event only for company owners, brokers, and major decision makers that is relevant for the property management industry.
- The Broker Owner Committee Chair and National President are not required to pay registration fees or special convention event. President will receive a two (2) bedroom suite and the Broker Owner Chair will receive a room which are comped.