



## How to be the face of your market

*Video is the highest-leverage tool you're not using*

See page 12

**p15** NARPM® 2.0: Charting a new course for the future

**p18** Meet the 2026 NARPM® Board of Directors

**p28** What do you truly want? Your 2026 vision starts with one question





Thank you to our

**2026 NARPM® PREMIER PARTNERS**



**2026 NARPM® PARTNERS**



*\*Partners as of Dec. 11, 2025, due to publication schedule*

# IN THIS ISSUE January 2026

NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

## FEATURE ARTICLES

- p12** How to be the face of your market: Video is the highest-leverage tool you're not using
- p18** Meet the 2026 NARPM® Board of Directors
- p28** What do you truly want? Your 2026 vision starts with one straightforward question



## MONTHLY COLUMNS

- p2** 2026 NARPM® Partners
- p5** President's Message
- p7** Membership Growth
- p9** Member Spotlight
- p15** Leadership Bulletin
- p23** NARPM® Snapshot
- p27** Be #NARPMSmart
- p30** Discussion Board Hot Topics



## NEW MEMBER REFERRALS • NOVEMBER 2025

### REFERRING MEMBER

### NEW MEMBER

Brad Abbot	Michael Mendoza
Brian Phelt, RMP®	Michael McLaughlin
Harry Heist	Giovanni Caballero
Lacy Hendricks, RMP®	Samuel Pritchard
Mark Ainley	Justin Brown

### REFERRING MEMBER

### NEW MEMBER

Nataliya Matejka, RMP®	David A. Hudson
Oscar Armendariz	Kendra Sutherland Blisard
Sandi Warner	Renee Moniz
Spencer Henderson, RMP®	Melissa Merrithew

## EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up to date on association events and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with occasional combined issues. Submit articles by email as a Word doc to: [publications@narpm.org](mailto:publications@narpm.org). You will be advised if accepted and be required to sign NARPM®'s Author, Presenter and/or Creator Warranty and Agreement before your article's publication. Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. NARPM® reserves the right to edit or refuse all publications for content and selection. Members are encouraged to submit articles for publication. Printed articles help earn members credit toward their designations.

Copyright© 2025 National Association of Residential Property Managers. All rights reserved. NARPM® Materials may not be reproduced or translated without written permission. Email [publications@narpm.org](mailto:publications@narpm.org) for reprint permission.

Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff, members, or management team of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. NARPM® does not endorse any advertisement in this publication. All readers are responsible for their own investigation and use of the products advertised.

An award-winning publication, the *Residential Resource* has won APEX Awards of Excellence, a Gold MarCom Creative Award, and a Communicator Award of Distinction for Print Media.

The *Residential Resource* is produced for members of the National Association of Residential Property Managers by Organization Management Group, Inc. in Chesapeake, Virginia, ([www.managegroup.com](http://www.managegroup.com)) with layout by BIZPORT ([www.bizportdoes.com](http://www.bizportdoes.com)).

## NARPM® NATIONAL

1403 Greenbrier Parkway, Suite 150  
Chesapeake, VA 23320  
P: 800-782-3452  
[www.narpm.org](http://www.narpm.org)

## SUBSCRIPTION

If you are not a member of NARPM® and wish to receive a yearly subscription to *Residential Resource* for \$49.95 per year (11 issues), please contact [info@narpm.org](mailto:info@narpm.org) to sign up.

## NARPM® ANTITRUST STATEMENT

It is the policy of 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. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive, or otherwise illegal.

## OFFICERS

**DD Garzón, MPM® RMP®**  
President  
[president@narpm.org](mailto:president@narpm.org)

**Angela Holman, MPM® RMP®**  
President Elect  
[presidentelect@narpm.org](mailto:presidentelect@narpm.org)

**Tracy Streich, MPM® RMP®**  
Treasurer  
[treasurer@narpm.org](mailto:treasurer@narpm.org)

**Amy Hanson, MPM® RMP®**  
Past President  
[pastpresident@narpm.org](mailto:pastpresident@narpm.org)

## DIRECTORS

**Justin Anderson**     **Nicole Kelly, RMP®**

**Jessica Foster**     **Steve Pardon, MPM® RMP®**

**Pamela Greene, MPM® RMP®**     **Kate Roth, MPM® RMP®**

**Jerrold Jay Jensen, RMP®**     **Alex Zweydoff, RMP®**

## COMMITTEE CHAIRS

**Tiffany Rosenbaum**     **Amy Hanson, MPM® RMP®**  
Communications/Marketing  
[communicationschair@narpm.org](mailto:communicationschair@narpm.org)     Leadership Development  
[pastpresident@narpm.org](mailto:pastpresident@narpm.org)

**Jock McNeill**     **Megan Zellers, MPM® RMP®**  
Member Services  
[memberserviceschair@narpm.org](mailto:memberserviceschair@narpm.org)     2026 Annual Convention & Trade Show  
[conventionchair@narpm.org](mailto:conventionchair@narpm.org)

**Tracy Streich, MPM® RMP®**     **Brad Randall**  
Finance  
[treasurer@narpm.org](mailto:treasurer@narpm.org)     2026 Broker/Owner Conference & Expo  
[brokerownerchair@narpm.org](mailto:brokerownerchair@narpm.org)

**Robert Dell'Osso**     **Brittany Reed, CMP®**  
Governmental Affairs  
[govtaffairschair@narpm.org](mailto:govtaffairschair@narpm.org)     Affiliate Advisory Council  
[vendoraacchair@narpm.org](mailto:vendoraacchair@narpm.org)

**Michael McCreary, MPM® RMP®**  
Professional Development  
[profdevelopmentchair@narpm.org](mailto:profdevelopmentchair@narpm.org)

## NARPM® NATIONAL

**Troy Garrett**     **Blake Hegeman**  
Chief Executive Officer  
[CEO@narpm.org](mailto:CEO@narpm.org)     Chief Operating Officer  
[COO@narpm.org](mailto:COO@narpm.org)

**Rebecca Woodring, CAE**     **John Broadway**  
Deputy Executive Director  
Chapter Support Manager  
[rwoodring@narpm.org](mailto:rwoodring@narpm.org)  
[chaptersupport@narpm.org](mailto:chaptersupport@narpm.org)     Regulatory Advisor  
[jbroadway@narpm.org](mailto:jbroadway@narpm.org)

**Shannon Sharples**  
Membership Support Staff  
[info@narpm.org](mailto:info@narpm.org)     **Victoria Hecht**  
Public Relations & Digital Media Director  
Residential Resource Editor  
[vhecht@narpm.org](mailto:vhecht@narpm.org)  
[publications@narpm.org](mailto:publications@narpm.org)

**Chere Tonetti**     **Print Media**  
Designation Support Staff  
Education Support Staff  
[designationinfo@narpm.org](mailto:designationinfo@narpm.org)  
[educationinfo@narpm.org](mailto:educationinfo@narpm.org)     [advertising@narpm.org](mailto:advertising@narpm.org)

**Tyler Craddock**     **Jenna Frankfort**  
Governmental Affairs Director  
[legislativeinfo@narpm.org](mailto:legislativeinfo@narpm.org)     Graphic Designer  
[jfrankfort@narpm.org](mailto:jfrankfort@narpm.org)

**Luke Priddy**     **TBD**  
Governmental Affairs Director  
[legislativeinfo@narpm.org](mailto:legislativeinfo@narpm.org)     Conferences & Conventions Coordinator  
[conventioninfo@narpm.org](mailto:conventioninfo@narpm.org)

**Barbra Barbour**  
Creative Service Specialist  
[bbarbour@narpm.org](mailto:bbarbour@narpm.org)

## PRESIDENT'S Message



We already hold the most accurate data — data straight from real property managers working in real markets every day... With accurate data on our side, it becomes much easier to educate and influence lawmakers to make informed decisions on the Hill.

# More Than Words: The Start of NARPM® 2.0

As we enter a new year and a new era for NARPM®, I've been reflecting on the world we operate in today. Words have never been more abundant—or easier to produce. With tools like ChatGPT, Grammarly and every other writing assistant at our fingertips, crafting polished statements has become the easy part.

If a resident sends an angry, overly long email, it now takes only a few keystrokes to generate a professional response without even reading it. But as words have become easier, they've also become cheaper.

In property management — and within our association — the challenge is no longer about saying the right things. The challenge is delivering on them. Authenticity, action and follow-through are what give our words weight. Promises like “We’re the best property management company,” “We’ll take care of your most valuable assets,” or “We treat our residents like family” can’t live only on websites and brochures. They must show up in how we operate, innovate and lead.

That’s why this year, I want to focus our collective energy on something simple yet powerful: doing more than talking.

For years, we’ve discussed the need for change within NARPM®. We’ve debated ideas, drafted plans, and imagined new possibilities. But talk alone doesn’t build momentum — action does. And this year, with NARPM® 2.0, action is exactly what you’re going to experience.

Before I dive into what’s ahead, I want to acknowledge the foundation that makes this next chapter possible. My predecessor, Amy Hanson, MPM® RMP®, along with the 2025 Board of Directors, tackled the difficult, unglamorous work required for real transformation. Updating bylaws, changing our nominations process, and revising policies and procedures are not small tasks. They are structural pillars that support everything we’re about to build. I’m profoundly grateful for their dedication. They constructed the tent so the rest of us could



bring the show to life.

We’re also welcoming new leadership at the executive level. With Troy Garrett stepping in as our CEO, we enter a season of fresh perspective and renewed direction. New leadership isn’t just exciting — it’s catalytic. It creates space for new ideas, bold moves, and meaningful growth.

And speaking of bold moves: Let me paint a picture of what NARPM® 2.0 is striving to become.

Imagine NARPM® as the leading source of rental market intelligence in the nation. Not an afterthought. Not a niche. The authority.

We already hold the most accurate data — data straight from real property managers working in real markets every day. While outside companies blend our numbers with what I call “dirty data” and charge us to access it, we have the opportunity to produce insights that are cleaner, clearer, far more reliable, and free to members. With accurate data on our side, it becomes much easier to educate and influence lawmakers to make informed decisions on the Hill.

We’re also expanding the visibility and value of our membership and designations. Too often, when we tell someone we’re NARPM® Members, the response is confusion. That changes now. We’re launching national awareness campaigns so the public understands exactly what it means to work with a NARPM® professional — and why our designations matter. The difference should be as recognizable as the difference between a GED and a

**Continued on page 17 "President"**

2026 NARPM® President **DD Garzón, MPM® RMP®**, is an Industry Liaison at PURE Property Management. DD founded Skyline Properties Group Inc. in 2004 and grew the greater Atlanta-based company to manage single-family, multifamily and built-to-rent properties as well as HOAs and short-term rentals. Skyline Properties Group was acquired by PURE in November 2021.

# LendingOne

## Grow *Beyond* The Doors You Manage

Partner. Refer. Earn.

Turn your property management expertise into new income opportunities.

### How it Works



#### Partner

Receive FREE marketing resources and more!

- ✓ White-Labeled Investor Resources
- ✓ Strengthen Client Relationships
- ✓ Grow Your Professional Reputation



#### Refer

If your investors need financing, we can help.

- ✓ Help your investors scale their portfolios
- ✓ We handle all loan conversations
- ✓ No obligations or quotas



#### Earn

Referral fees for closed qualified loans. (Up to \$1000)

- ✓ No cost to join
- ✓ Earn Referral Revenue Easily
- ✓ Turn your expertise into new income opportunities.



**LEARN MORE ABOUT**  
Our Partnership  
Program Today



**(866) 941-3222**

# MEMBERSHIP Growth

NARPM® membership  
as of Nov. 30, 2025:  
**5,673**



## A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM NOVEMBER 1 - 30, 2025

### MEMBERS

#### ARIZONA

Gessuri Avalos  
West USA Realty  
Peoria, AZ

Stephanie Hendrick  
West USA Realty  
Peoria, AZ

Jacquelyn Shinn  
West USA Realty  
Peoria, AZ

#### CALIFORNIA

Joscelyne Alkus  
Niguel Point Properties Inc.  
Laguna Niguel, CA

Allison Bonenfant  
Sterling Property  
Management  
Monterey, CA

Donald Coons  
Apexnest Inc.  
Hayward, CA

Lawrence Fleischman  
Southland Property  
Management LLC  
Santa Clarita, CA

Roberto Guerrero  
Noli Group Inc/DBA  
CFL Realty  
Chula Vista, CA

Kathleen Hemphill  
Arrowhead Housing  
Cameron Park, CA

Kyle Larson  
Sterling Property  
Management  
Monterey, CA

Michael Mendoza  
Broker's Network Inc  
San Jose, CA

Dave Michon  
Arrowhead Housing  
Cameron Park, CA

Jennifer Michon  
Arrowhead Housing  
Cameron Park, CA

Michael Weidner  
Real Property  
Management Sunrise  
Brentwood, CA

#### COLORADO

Gillian Bliss  
Evergreen Property  
Management, Inc.  
Fort Collins, CO

Jason Gold  
Pioneer Property  
Management  
Colorado Springs, CO

Taylor Lana  
Pioneer Property  
Management  
Colorado Springs, CO

Josh Stevenson  
Stevenson Property  
Management  
Lafayette, CO

#### DISTRICT OF COLUMBIA

Emily Motto  
Investors Management, Inc.  
Washington, DC

Nicola Skippen  
Investors Management, Inc.  
Washington, DC

James Welch  
Investors Management, Inc.  
Washington, DC

#### FLORIDA

Samantha Alderman  
Compass Property  
Management Group, LLC  
Jacksonville, FL

Shelby Beasley  
S&D Real Estate  
Lakeland, FL

Giovanni Caballero  
7Blue LLC  
Wesley Chapel, FL

Oscar Contreras  
Attain Property  
Management  
Tampa, FL

Tara Dulitz  
Compass Property  
Management Group, LLC  
Jacksonville, FL

Ross Hodges  
FPM Properties  
Jacksonville, FL

Christine James  
Compass Property  
Management Group, LLC  
Jacksonville, FL

Taylor Kuehmeier  
Compass Property  
Management Group, LLC  
Jacksonville, FL

Christine Laughlin  
Realty Masters of Florida  
Pensacola, FL

Sharon Wetherill  
Ultimate Stateside  
Accommodation  
Davenport, FL

Michael Williams  
Berkshire Hathaway  
HomeServices Florida  
Properties Group, CRMC®  
Trinity, FL

#### GEORGIA

Tim Burton  
DK Realty, LLC DBA  
DKRentals.net  
Roswell, GA

Carla Campos  
ProsperKey Property  
Management  
Columbus, GA

Addie Carter  
Augusta Rental Homes  
Augusta, GA

Holly B. Cosentino  
Berry Real Estate &  
Design Build, Co.  
Decatur, GA

Jenny Fessler  
DK Realty, LLC DBA  
DKRentals.net  
Roswell, GA

Foster Hayes  
Berkshire Hathaway  
HomeServices Hodnett  
Cooper Real Estate  
St. Simons Island, GA

LaTonia Knox  
Fort Knox Property  
Management  
Alpharetta, GA

Ryan Marby  
Augusta Rental Homes  
Augusta, GA

Amanda Martin  
Augusta Rental Homes  
Augusta, GA

Jon Ramey  
DK Realty, LLC DBA  
DKRentals.net  
Roswell, GA

John H. Youngblood  
Good Faith  
Management, LLC  
Augusta, GA

#### IDAHO

Melissa Merrithew  
Realty Management  
Associates CRMC®  
Boise, ID

#### NORTH CAROLINA

Toree Borms  
Henderson Properties, Inc.  
Charlotte, NC

Denise Brown  
Homeowners Property  
Management of  
Fayetteville, LLC  
Fayetteville, NC

Brandon Dunn  
Raynor Realty  
Louisburg, NC

Christopher Guckavan  
Raynor Realty  
Louisburg, NC

Grant Henderson  
Henderson Properties, Inc.  
Charlotte, NC

Amie Low  
Raynor Realty  
Louisburg, NC

Nick Margroff  
Perspective Property  
Management, LLC  
Raleigh, NC

Kayli Murillo  
Anchor Real Estate  
Jacksonville, NC

John Shivers  
Henderson Properties, Inc.  
Charlotte, NC

Cory Thornton  
Raynor Realty  
Louisburg, NC

#### OHIO

Zach C. Fetchu  
True Home Ohio  
Property Management  
Cincinnati, OH

#### OKLAHOMA

Amanda Meberg  
MH Property Group  
Stillwater, OK

#### OREGON

Amy Goodman  
Vallis Property  
Management LLC  
Salem, OR

Stacy Metro  
Campus Connection  
Property Management, LLC  
Eugene, OR

#### PENNSYLVANIA

James Baker  
Nulf Management Services  
Pittsburgh, PA

Justin Brown  
Light House Realty LV  
Allentown, PA

#### RHODE ISLAND

Renee Moniz  
Warner Realty Group, LLC  
Newport, RI

#### SOUTH CAROLINA

David A. Hudson  
Next Level Property  
Management, LLC  
Greenwood, SC

Tammy Irvin  
Fripp Island Property  
Management  
Goose Creek, SC

Bryan Stinger  
Stinger Home  
Management, LLC  
Beaufort, SC

#### TENNESSEE

Brian Moore  
HALO Realty  
Hendersonville, TN

Continued on page 27 "Growth"

# 2026

# NARPM® CAPITOL SUMMIT



February 17-19, 2026 | The Marriott at Metro Center

## ABOUT

**Make Your Voice Heard.** The 2026 Capitol Summit is your opportunity to directly influence federal housing policy. Come prepared, stay engaged, and help shape legislation that supports professional property management and quality rental housing nationwide.

## LOCATION

Online hotel reservations are open. Special Room blocks are \$249.00 per night.

Visit <https://www.narpm.org/legislative/narpm-capitol-summit/> or call **202-448-1800** by **January 19, 2026** to receive the group rate. Individual cancellation policy is 72 hours prior to date of arrival to avoid one night's room plus tax charge to credit card provided. Please obtain a cancellation number when doing so. Also a charge of one night's room and tax will also be applicable to any guest who amends an existing reservation at the point of check in.

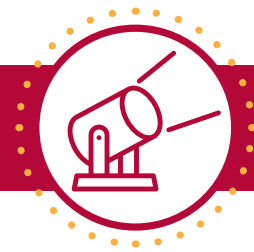
## REGISTRATION

Full event Registration is \$475.00. Day passes are available for \$250 each.

Please complete the registration at: <https://www.narpm.org/legislative/narpm-capitol-summit/>

## Thank You to Our 2025 Partner Sponsors





## 2026 NARPM® Capitol Summit Planning Committee Chair Spotlight: Keith T. Becker, MPM® RMP® CCRM



**Name, designations, company, location:** Keith T Becker, MPM, RMP, CCRM

**I've been in a NARPM® Member since:** 1997

**I became involved with NARPM® because:** Bear in mind, back in the '90s, it was very much the dark ages: no internet, no social media, no tech companies dedicated to solving our industry

challenges. Property management was often an afterthought in the real estate business, relegated to back offices and limited resources. No one understood the challenges that I encountered... except my newfound friends and colleagues in the Marin-Sonoma NARPM® Chapter. They understood. They helped me solve problems and become a better property manager.

**The most fulfilling thing about leading the Capitol Summit Committee, Feb. 17-19, 2026, in Washington, D.C. is:** Knowing that our combined voices MATTER, that we are able to sway legislative decision-making. That, and giving back to the organization that's given so much to me.

**The things I'm most excited about in regard to the 2026 event are:** EVERYTHING is exciting. Meeting colleagues from across the nation, masterminding with the best and brightest, and representing our industry as we meet with elected officials and their staff on Capitol Hill.

**I became involved with the NARPM® Capitol Summit because:** Anyone who knows me can vouch that I'm sort of a policy wonk. I love the regulatory aspect of our industry – resolving how to succeed within the (often burdensome) guardrails that our cities, states and national officials put out before us. My entire career has been in California, one of the most highly-regulated states in the nation. I reflect on my three decades of industry experience as a cautionary tale for others in LESS regulated states - it's important to get involved now, BEFORE your local and state officials and agencies start coming up with stupid ideas.

**Others should participate in Capitol Summit because:** like the old adage says, "If you're not at the table, you're on the menu." Capitol Summit provides us, as property management professionals, the opportunity to be at that table.

**My favorite memory of the NARPM® Capitol Summit is:** Networking with so many brilliant people from across the nation.

**Something people may not know about the NARPM® Capitol Summit is:** This event isn't just open to policy wonks and political influencers. It's designed to provide YOU with the resources and skills to make a difference close to home, in your own city and state.

**In my opinion, the greatest challenge facing the property management industry today is:** regulation - in so many states and markets, housing providers are treated as if we're unscrupulous and must be constrained and monitored. We're not the enemy; we're the professionals. We provide housing for individuals and families across the nation – our elected officials should be SUPPORTING us, not make our lives more difficult.

**NARPM® membership is important to me because:** It's a guarantee (that) I wouldn't be as successful as I have been without NARPM®. The events, the brain trust, the advocacy, the networking...there is absolutely no other organization that serves our industry nearly as well as NARPM®.

**My favorite NARPM® benefit is:** Our local Chapter meetings. So many presenters, so many topics that address issues close to home.

**My best advice for those who want to get involved in NARPM® is:** Get involved locally if there is a Chapter nearby. Even if it is a bit of a drive, it's worth the time and effort.

**My favorite pastimes are:** Traveling, hiking and reading trashy thriller novels.

**Fellow NARPM® Members would be surprised to know:** my wife and I are relocating from California to Seattle in early 2026. (If there's one place where housing laws are even more highly regulated than California...) 🏠

Learn more about and register for the 2026 NARPM® Capitol Summit at <https://www.narpm.org/legislative/narpm-capitol-summit/>



Cash Flow  
**Positive**

Stress Level  
**0**

Efficiency  
**100%**

Residents  


Get intuitive & powerful property management software for just \$1 unit/month\*

\*MINIMUMS AND TERMS APPLY.



Accounting



Operations



Marketing



Leasing



Ready to make work a breeze?  
Get a **personalized** demo today.



yardibreeze.com | (800) 866-1144

# Maximize Revenue and Trust Account Compliance

Our financial solutions were built with you in mind. Our integration with property management software and competitive Earnings Credit Rate program that offsets your banking fees and third-party invoices allow you to focus on **your management company**, not your banking.

“ The Enterprise team is on top of their customer support and service is **EXCEPTIONAL**. They have the knowledge of providing true trust accounts for our clients' funds, and the account credits help defer our account costs. After having been with the 'big box' banks, Allison and her team set a refreshing new standard in property management banking service. **We couldn't be happier!**”

Michael Francis  
Rollingwood Management  
Broker Owner



NMLS# 593661

Scan to discover the benefits of **expert** property management banking



 **ENTERPRISE  
BANK & TRUST**  
PROPERTY MANAGEMENT



**Jennifer Ruelens, MPM® RMP® MBA**, is the owner/broker/business development manager for One Focus Property Management in Central Pennsylvania. She is a founding member of the Pennsylvania Chapter of NARPM® and served as its President in 2022. From producing online content to hosting regional meetups and conferences, Jen's advocacy work has reached countless investors, helping them navigate the complexities of property management and investment. When she's not working, you can find her kayaking, practicing Pilates or enjoying the outdoors.

## How to be the face of your market: Video is the highest-leverage tool you're not using

Every property manager I know wants the same two things: attract better clients and retain them longer. The problem is, most of us are still trying to do that through emails, listings, newsletters, and blog posts. Meanwhile, the businesses pulling ahead are the ones putting their face, voice, and hands on camera.

Video is the highest-leverage tool you're not using. It builds know, like, and trust faster than anything else, and it doesn't have to be expensive, complicated, or perfect. Even better, hardly anybody is doing it, so the opportunity to stand out is huge.

### WHY VIDEO WORKS

For 150,000 years, humans have communicated through faces, voices, and gestures. Our brains are optimized to send and receive messages through direct visual and verbal cues. Written language has only been around for about 5,000 years, and widespread literacy is only 500 years old. Our brains simply haven't had much evolution time to master text. We're wired to connect through sight and sound.

That's why video feels so natural to us, and so powerful in business.

In property management, people don't hire companies. They hire humans they know, like and trust. Video collapses the time it takes to earn that trust. When a prospect sees your face, hears your tone, and catches your body language, they process it instantly as authenticity and confidence. It's the closest thing to an in-person meeting, and unlike in-person meetings, it's infinitely scalable and can be entirely free!

### THE OPPORTUNITY GAP

Despite all the evidence of its effectiveness and low cost, most professionals still aren't using video. In a recent survey I did of property managers, only about a

quarter were using actual video in their rental listings. Only 5% to 10% were using video for team training, owner updates, or social media education.

This is an enormous opportunity gap.

I'm not recognized because I'm special. I'm recognized because I'm visible, and my competition isn't. I accomplish this through video.

If you show up consistently on camera, you immediately move into the top tier of recognizable professionals in your market. Not because you're the most polished, but because you're present.

### HOW I STARTED (AND HOW YOU CAN TOO)

You don't need a podcast, studio, or videographer to get started. Begin with the simplest, highest-ROI uses of video.

#### 1. Low-hanging fruit

Two incredibly easy ways to get immediate value:

- **Move-in and move-out inspections:** Record

---

**Authenticity beats polish every time. If you want to upgrade later, you can. There is infinite equipment and software that you can use to make content faster, easier, and fancier... Consistency matters more than equipment.**

---

every inspection. These videos protect you legally, train you on basic filming skills, and prove property condition better than any checklist or app. This also teaches you the unglamorous but essential skills like saving files correctly, labeling them, storing them in the right place, so you never lose hours of work. Clients love when these videos save the day!

- **Listing videos:** Real videos please! I do not mean a slideshow of stills set to music. A short, authentic walkthrough video instantly sets your listings apart. It also gives prospects a sense of your business and what it is like to work with you. Since syndication sites don't usually allow video,

**Continued on next page**

## Continued from previous page

make sure to let prospects know the only place to see the video is on your website. That means more traffic to your platform and less competition.

### 2. Training and process videos

Record quick screen-share or selfie-style videos explaining a process to your team or walking through a policy for an owner. A two-minute video communicates clarity, tone, and intent in a way a long email never will.

These videos also reduce repetitive training. New hires repeatedly tell us how helpful it is to watch a process walkthrough when they're doing a task solo for the first time. Video reduces anxiety, increases accuracy, and is easy to update.

### 3. One-to-one messages

Use short, personalized video emails for clients, prospects, vendors, anyone you want to influence.

Most people who receive a video email from me have never received a personalized video from anyone else. That alone gets attention. But beyond novelty, video email communicates tone, urgency, empathy, and investment. It can make a tough message easier to receive and a good message even more meaningful.

If you're doing cold outreach to media, referral partners, or prospective clients try video email. I booked an entire speaking tour, a podcast tour, and a local magazine cover using nothing more than personalized video emails.

### 4. Stakeholder education

Think about the question you're sick of answering. Now record the perfect version of it once, and put it to work.

We did this with two high-volume questions:

What is a preventive maintenance inspection and why is it necessary?

How and when will I get my security deposit back?

We turned both into short videos that delivered the information with the right tone, clarity, and completeness. No more inconsistent, rushed, or half-complete explanations. These videos freed up staff time, improved client understanding, and dramatically cut down friction.

If you can say it once, you can save time forever.

### 5. Point of view and promotion

Once you're comfortable, it's time to go public.

Talk about what rental property owners are already thinking about rent increases, late fees, maintenance decisions, market shifts. You know the questions because you answer them all day. Or use sites like [www.answerthepublic.com](http://www.answerthepublic.com) to find the most searched real estate questions in your state.

Point-of-view content makes you credible, trustworthy, and relatable. It also positions you as a leader: someone willing to talk publicly about the issues that matter.

Tell stories—your wins, your losses, your hard lessons. No formula needed. The best public-facing video is honest, direct, and true to how you run your business.

## MYTHS THAT HOLD PEOPLE BACK

These myths stop property managers from using the most effective tool available to them. It's time to crush them.

"It's not worth the effort."

It absolutely is. Video builds trust, improves SEO, increases visibility, and communicates your value faster than any other medium. Most

importantly, it gives you leverage. One video can work for you thousands of times over. And in most cases, it costs you zero dollars.

"No one will watch."

Maybe not right away. That's fine. The existence of video alone raises your credibility, keeps prospects on your site longer, improves your search rankings, and gives people a sense of who you are before they ever meet you. And when they do watch (they will) they're already warm.

"I hate how I look or sound."

Join the club. Everybody hates their first hundred videos. The cure is exposure therapy. Record yourself daily. Watch it back until your pulse stops racing. Over time, the discomfort fades and your confidence grows. You can't get better at something you refuse to do. There is nothing wrong with you!

"I don't know what to say."

Yes, you do. You answer dozens of questions a week. Those answers are content. Rent payments, pet policies, owner draws, lease renewals, maintenance decisions, your everyday conversations are a masterclass to someone else. Start with the basics. The topics will multiply quickly.

## WHAT YOU ACTUALLY NEED

You don't need fancy equipment. All you need is:

- a smartphone
- a quiet room
- courage

I film nearly everything on my phone or webcam. Authenticity beats polish every time.

If you want to upgrade later, you can. There is infinite equipment and software that you can use to make content faster, easier, and fancier. You can explore all of that in time, but first you need to start with the simplest setup possible. Consistency matters more than equipment.

## THE PAYOFF

Video has done more for my business than any other marketing or process improvement. It has built my credibility in my market and the industry, opened doors to media appearances, expanded my business development opportunities, and driven more qualified leads.

Most importantly, it has deepened trust with prospects and clients before I ever speak to them. Discovery calls now start at a higher level of connection because people already feel like they know me.

Every video you post is a seed that grows your business. Some sprout fast. Others take time. But none of them grow if you never plant them.

## FINAL THOUGHT

The world is already on video. Your clients are scrolling past faces and voices all day long, and your competitors are still hiding behind email signatures.

If you want to be the face of your market, stop overthinking and hit record. Consistent video isn't optional anymore; it's your next competitive advantage. 📹

Break free from the old.

# Enter the new era of property management.



Are you trapped in outdated systems and overwhelmed by clunky workflows?  
It's time to escape the chaos and embrace the future. Rentvine empowers property  
managers to disrupt the norm, streamline operations, and scale with ease.

Visit [rentvine.com](https://rentvine.com) to schedule a demo today!



**Tracy Streich, MPM® RMP®**, is the 2026 NARPM® Treasurer. In 2011, he founded his management company, Renters Place. Renters Place is a real estate brokerage that focuses entirely on investors and Property Management. Renters Place was built by an investor and property owner and this perspective has shaped how the company operates. Starting in Tulsa, Renters Place has expanded to the Oklahoma City market starting in 2019. Starting with just 23 properties Renters Place has grown to over 800 doors.

# NARPM® 2.0: Charting a new course for the future

The official launch of NARPM® 2.0 is here. For months, we've been diligently laying the groundwork for this transformation—one that will redefine how our organization operates and serves its members. Whether you've heard the rumblings of change or this is your first introduction, here's a look at where we've been and where we're going.

### A LOOK BACK: WHY CHANGE WAS NEEDED

In 2024, NARPM® engaged an outside consultant to conduct a full evaluation of both NARPM® and our management company, OMG. Nothing was off the table. We needed honest feedback — the good, the bad and the ugly.

The conclusion was clear: NARPM® had reached a plateau. At this stage, associations typically face two choices:

1. Stay the course and risk slow decline over the next decade.
2. Rethink, restructure, and evolve into a stronger, more relevant organization.

You can probably guess which door we chose — door No. 2.

### FROM VOLUNTEER-DRIVEN TO PROFESSIONALLY-DRIVEN

The most significant shift in NARPM® 2.0 is moving from a volunteer-driven to a professionally-driven organization. Historically, volunteer committees and the Board — made up of property management professionals juggling their own businesses — developed and implemented strategy. While this system got us where we are today, it also created slower processes and very limited bandwidth. Professionals running successful

businesses just don't have the time to move quickly in a volunteer position.

Under the new model, volunteers will set the vision and professional staff will execute it. This structure allows us to act more efficiently, strategically and with accountability. Key Performance Indicators (KPIs) will guide staff efforts, ensuring measurable progress toward our goals.

Think of it like a cruise ship: Our volunteers chart the course, while our professional crew keeps the ship running smoothly, ensuring we reach our destination safely and on time.

### WHAT'S CHANGING — AND WHY IT MATTERS

Here are some of the most impactful changes you'll see as NARPM® 2.0 takes shape:

#### 1. Leadership Development Over Nominations

The traditional Nominating Committee is being replaced with the Leadership Development Committee, focused on ensuring the right people are in the right roles. We've also removed the Regional Vice President position to prioritize Board Members based on competencies and leadership qualities, not geography. Chapter support

will continue through our management company staff, streamlining communication and support.

#### 2. A Sharper Strategic Focus

Our members have spoken: you want

“Transformation isn't easy — and it won't happen overnight. But with a clear vision and a focused plan, we're moving faster and with greater purpose than ever before. As we evolve, some legacy programs may be retired, and that's OK. Growth requires change.”

Continued on page 17 "Charting"

# Software Solutions for **Single-Family**

## Comprehensive software created for *your* needs.

Single-family management is easier than ever before with Rent Manager's advanced features, including:



Straightforward  
**Task Automation**



Effortless **Maintenance Scheduling**



Robust **Reporting**



Our customizable solutions include on-the-go mobile access and an open API platform that lets you tailor the program to match your operation's specific requirements.



To learn more, scan the  
QR code or visit  
[RentManager.com/Residential](https://RentManager.com/Residential)

## Continued from page 15 "Charting"

networking, education, and government affairs. Our new strategic plan zeroes in on these priorities.

- **Reimagined conferences:** Expect events that deliver value for everyone — from new Members to 20-year veterans, and from managers with 100 doors to those with 1,000-plus. The Broker/Owner and National Convention Committees are breaking the old mold to create “can’t miss” experiences that set a new standard.
- **Expanded advocacy:** We’re transitioning from two part-time lobbyists to two full-time lobbyists in Washington, D.C., NARPM® aims to be the first call for legislators shaping housing and property management policy. We’re no longer reacting to legislation — we’re helping write it.
- **Data leadership:** Data is power — and NARPM® is positioned to lead with it. Our 5,500 Members collectively manage an extraordinary volume of real information: rents, unit counts, tenant profiles, and owner data. Until now, that information has been dispersed among individual companies. NARPM® 2.0 is working to bring it together into a single,

centralized data clearinghouse. By aggregating and analyzing this real-world data, NARPM® will become the definitive source for policymakers, researchers, and industry partners — backing every conversation with facts, not just opinions.

- **Marketing and Rebranding:** Our logo, website and overall look are getting a fresh, modern update. This rebrand will help attract new Members, connect them to local chapters, and elevate NARPM®’s visibility to property owners and tenants searching for professionals they can trust.

## LOOKING AHEAD

Transformation isn’t easy — and it won’t happen overnight. But with a clear vision and a focused plan, we’re moving faster and with greater purpose than ever before. As we evolve, some legacy programs may be retired, and that’s OK. Growth requires change.

Join us on this journey as we take NARPM® into its next era — stronger, sharper and more influential than ever before.

Welcome to NARPM® 2.0. 🏠

## Continued from page 5 "President"

PhD. These marketing efforts will generate additional business for our members while driving membership growth.

And thanks to leaders like Monica Gilroy, we’re expanding resources for our Members, including legal guides to help navigate issues that directly impact property managers and free legal office hours with some of the strongest legal minds in our field. Beyond that, when major housing topics arise — EPA rulings, rent control debates, regulatory issues — NARPM® will speak publicly, clearly and consistently. Over time, lawmakers and media will turn to us proactively, recognizing that NARPM® represents both property owners and residents with fairness and insight.

My vision is bold: I want to quadruple our membership. Not through pressure, but through undeniable value. With access to meaningful data, stronger advocacy, respected designations, and supportive resources, membership in NARPM® should feel indispensable.

In this new chapter, NARPM® Members will become the recognized backbone of the rental housing ecosystem — the trusted experts driving responsible investment, healthy communities and informed policy.

This is the year our words become actions. This is the year NARPM® steps fully into its potential.

Welcome to NARPM® 2.0. 🏠



**DD Garzón, MPM® RMP®**  
NARPM® President

# column

Member FDIC

## The new standard in banking.

Time is money. Column is the bank built to save property managers both.



Instant distributions and automatic reconciliation.



Trust account compliance at the core.



White glove support tailored for you.





## DD GARZÓN, MPM® RMP® • PRESIDENT

**A little about me:** My kids are 18, 16, and 12, with one in college already. I love spending time with them. Whether it's at home playing board games, singing karaoke, or traveling, creating fun and memorable family experiences is very important to me.

**My favorite NARPM® benefit:** NARPM®'s education and conferences.

**Favorite thing about the property management industry:** It is ever-changing! I love changes that help us improve efficiency in our operations and increase revenue. There are new tech solutions and new service providers all the time, and it's truly an exciting time in property management right now.

**What do you think is the single best thing NARPM® is doing?** Bringing on a marketing firm to put NARPM® on

the map. The public will know our name. Investors will know that if they want to hire a property manager, they can only find the best through NARPM®. Lawmakers will actually seek out our opinions on housing issues before creating bills. This is something that we've needed and now it's happening.

**One thing people would be surprised to know about you:** I'm terrible at math.

**I'm excited by NARPM® 2.0 because:** The changes that are coming to NARPM® will be big and bold. I can't wait for Members to see the differences, and most importantly, feel the positive impact that these changes will have on their businesses and bottom line.



## ANGELA HOLMAN, MPM® RMP® • PRESIDENT-ELECT

**A little about me:** I love to travel, especially with my daughter. This has caused me to develop a scrapbooking obsession to document all of our adventures. I love watching basketball (mostly the Phoenix Suns and the Grand Canyon Lopes), but I will watch anyone hoop. I am a gym rat who loves group fitness classes, but will do weights because I know I should.

**My favorite NARPM® benefit:** The people! I have learned so much from just having conversations with other Members. I have found a better process to use in my office, ways to increase revenue and become a better employer just by talking to others. I love knowing that I can pick up the phone and talk to a NARPM® Member anytime something comes up. NARPM® Members are always will to give advice, share forms or talk through a problem with

you. I don't know any other organization that has this kind of support amongst its Members. This is why my NARPM® family is so very valuable.

**What do you think is the single best thing NARPM® is doing?** The legislative efforts from NARPM® National are the single best and most important thing currently. Our industry seems to be under attack and the legislative team at NARPM® are making sure our voices are being heard.

**I'm excited by NARPM® 2.0 because:** I am most excited for NARPM® to be able to react faster than we have in the past. Our industry seems to be constantly changing, and NARPM® needs to be able to pivot quickly with those changes. NARPM® 2.0 will allow us to do that.



## AMY HANSON, MPM® RMP® • PAST PRESIDENT

**A little about me:** I have been a licensed Realtor® since 1993, and I have been doing property management for over 20 years. I am proof that you can survive decades in this business but only if you have the support and education from my colleagues in NARPM®.

**My favorite NARPM® benefit:** The events where we gather together and not only network but also participate in educational sessions. We are very lucky in Texas to have strong local Chapters, an incredible state Chapter and numerous national opportunities to grow and develop our industry.

**Favorite thing about the property management industry:** I've learned to NEVER say I've seen it all because some of the things I have seen cannot be unseen. It's a crazy business, and at times can really make you scratch your head.

**What do you think is the single best thing NARPM® is doing?** Working on legislative changes that impact all property managers. Even legislators with good intentions

make rules and regulations that negatively impact not only the private property rights of our owners but the ability for property managers to provide safe, stable housing options.

**One thing people would be surprised to know about you:** How shy and introverted I am. If you put me in a room full of people I do not know I am an absolute nervous wreck just introducing myself to the people sitting next to me. Sometimes people assume that you have to be an extrovert and love public speaking to be in leadership. The only real requirement to succeed in leadership is the desire to give back and make the organization better than you found it. I have taken many classes on public speaking and still get nervous every time I get on stage to present.

**I'm excited by NARPM® 2.0 because:** As an organization we have done an incredible job at building a solid foundation over the last 20 years. Now it is time to build on that foundation and see NARPM® grow and transform in the organization we need to be for the next 20 years.



## TRACY STREICH, MPM® RMP® • TREASURER

**A little about me:** I love competition, and with that I hate to lose. It's a problem. I enjoy playing golf, pickleball and tennis.

**My favorite NARPM® benefit:** I get to talk to other PM professionals all over the country and learn from them. From best practices to new revenue-generating ideas. Visiting with fellow property managers and vendors who truly understand in the ins and outs of property management is what allows me to survive and thrive in this business.

**Favorite thing about the property management industry:** I wake up every day and experience something new. Every time I think I have seen it all I am somehow amazed.

**What do you think is the single best thing NARPM® is doing?** NARPM® 2.0, without a doubt.

**One thing people would be surprised to know about you:** I have a master's degree in social work.

**I'm excited by NARPM® 2.0 because:** NARPM® is making a focused shift to become even more relevant to its Members. This includes a greater emphasis on government affairs and legislative issues, as well as leveraging the wealth of data our members collectively hold. It's time to move NARPM® to the forefront of our industry and show those outside our organization the importance of working with a professional manager.



## JUSTIN ANDERSON • DIRECTOR

**A little about me:** I recently celebrated my 30th wedding anniversary to my amazing wife, Carrie. We have two remarkable children: Courtney, who is a performer for Disney in Orlando, and Scott, who is the Director of Technology at RentSmart.

**My favorite NARPM® benefit:** The conferences. This is a relationship business. Having a community like NARPM® where we can meet several times a year face to face with other Member professionals and quality vendors is game-changing for our businesses.

**Favorite thing about the property management industry:** There is never a dull moment. 27 years in the business, and every day still brings a new opportunity and experience.

**What do you think is the single best thing NARPM® is doing?** Creating a community. NARPM® is a fantastic community of professionals who are all willing to help each other grow and prosper.

**One thing people would be surprised to know about you:** I am a painter. If I didn't have to work for money, I would spend most of my time with a brush in my hand creating new works of art.

**I'm excited by NARPM® 2.0 because:** I believe that NARPM® can have a much larger voice and impact shaping the real estate industry. Under this new directive, we are certainly headed in that direction.



## JESSICA FOSTER • DIRECTOR

**A little about me:** I've been involved with property management for over 20 years. I am a broker in Florida and live in New Smyrna Beach. I am a mom of three boys, who keep me very busy when I am not managing my team at Blue Palm Property Management or coaching other property management professionals with Better Who.

**My favorite NARPM® benefit:** Education and community. Without NARPM®, I would not be the professional I am. The plethora of education provided through classes, conferences and peer interaction is invaluable and has helped immensely in my personal and professional development. Additionally, the opportunity to connect with amazing people that today I consider great friends and wouldn't otherwise have met has positively impacted my life and business.

**Favorite thing about the property management industry:** The relationships. Property management isn't just about managing property. We are managing people's homes, their sense of stability and their opportunity for future investments. It brings a strong sense of purpose and

meaning. We, as property managers, have a tangible impact on people's lives, and the relationships we build are based on trust, experience, and partnership.

**What do you think is the single best thing NARPM® is doing?** Innovating through changes in not just the industry but also day-to-day life. Expanding into the virtual education and online community platforms in recent years has been such a benefit to Members and Affiliates. NARPM® is providing more accessibility and support, which in turn has elevated Member experience and proven to enhance value.

**One thing people would be surprised to know about you:** I lived in France when I was 10 years old as part of an exchange program and have stayed in touch with the family I lived with for over 30 years.

**I'm excited by NARPM® 2.0 because:** It positions us not just to keep up with changes in the housing market, but to lead them — raising the bar for service, ethics and operational performance across the entire profession.

# NARPM® 2026 BOARD OF DIRECTORS



## PAMELA GREENE, MPM® RMP® • DIRECTOR

**A little about me:** I am the mother of two amazing kids: Austin (29) and Emily (19), and two fur babies, Turtle, “The Best Rescue Shepsky Ever,” and Monkey, the “Diva Cat.” I love spending time with my family, my better half, rock, Ian. I love coffee, Diet Coke, sewing, crocheting, crafting, watching Court TV and crime documentaries.

**My favorite NARPM® benefit:** The relationships you build are invaluable. I believe I can reach out to almost any Member for a conversation, to share concerns or to seek advice. While NARPM® offers numerous other advantages, it is the incredible people you encounter and the strong bond of togetherness that truly stand out. I love my NARPM® family.

**Favorite thing about the property management industry:** The industry is always changing, which makes it challenging, yet, exciting. It keeps you on your toes.

**What do you think is the single best thing NARPM® is doing?** It’s impossible to choose just one “best

thing,” because NARPM® excels in so many areas. Their commitment to truly listening to Members, providing relevant and comprehensive education, and supporting the growth of our businesses remains unmatched. And NARPM® 2.0 brings positive change — the kind that moves us forward and strengthens who we are as an organization.

**One thing people would be surprised to know about you:** I have a few small stuffed animals sitting above my computer monitor. They’re my little “advisory team” — always there, always supportive, possibly judging and always ready with a quick smile when I need it.

**I’m excited by NARPM® 2.0 because:** I’m excited by NARPM® 2.0 because I’m genuinely excited for change — the kind that moves us forward and strengthens who we are as an organization.

The advertisement features a dark blue background. At the top center is the doorloop logo, which consists of a stylized 'd' icon followed by the word 'doorloop'. Below the logo, the text 'Manage properties. Not paperwork.' is displayed in a large, white, sans-serif font. In the center of the ad is a black mesh wastebasket overflowing with crumpled white paper. At the bottom left, there is an image of a laptop and a smartphone, both displaying the doorloop software interface. To the right of the laptop and smartphone, the text 'NARPM members reclaim your time.' is written in a bold, white font. Below this text, a smaller line of text reads: 'Reclaim hours every week with the smart choice for rent, accounting, maintenance, and more.' To the right of this text is a square QR code.



## JERROLD (JJAY) JENSEN • DIRECTOR

**A little about me:** I am originally from Salt Lake City but now call Portland Oregon home. My wife, Sarah, and I have three daughters and a son. I work at Mainlander Property Management with my father-in-law, Chris Hermanski, and have done so for the past 10 years. I have grown a passion for small businesses and the processes that make a company successful. In my spare time I enjoy spending time with my family, skiing, woodworking and sports.

**My favorite NARPM® benefit:** I really value the relationships that develop in this environment. Working alongside people who share the same goals creates a lot of room for growth, and I've seen that firsthand as I've become more involved. It's strengthened my professional path and expanded my perspective, while also helping me grow as a leader.

**Favorite thing about the property management industry:** How dynamic it is. The fundamentals never change, but the creativity around housing is always evolving. I also really

enjoy the problem-solving element and figuring out ways to make processes more efficient.

**What do you think is the single best thing NARPM® is doing?** NARPM® provides a great platform for people to connect. No other organization has the culture of sharing and helping one another that NARPM® brings.

**One thing people would be surprised to know about you:** I'd say I'm pretty handy. I enjoy solving problems, fixing things, and coming up with solutions — and that definitely carries over into DIY and hands-on projects. My wife always teases that I'm "useful" when it comes to projects around the house. I like being meticulous and making sure things are done properly.

**I'm excited by NARPM® 2.0 because:** I love to see growth. If things stay stagnant, you can't expect change to come. I think NARPM® 2.0 is setting the stage for great things to come.



**PROPERTY  
MANAGEMENT  
UNIVERSITY**

[www.PMUniversity.com](http://www.PMUniversity.com)

## Training Built for the Modern Property Management Company

✓ Employee  
Onboarding

✓ Compliance  
Training

✓ Talent  
Development

**ENROLL TODAY  
IN OUR LIVE  
MASTERCLASSES:**  
(cohort seats are limited)



- Fair Housing Compliance for Property Managers — **Monica Gilroy**
- Lead-Based Paint Essentials for Remote Teams — **Steven Hoff**
- Tough Conversations & Conflict Resolution — **Lauren Nizioł**
- Asset Management vs. Property Management: Thinking Like an Investor — **Brad Randall**

**LEARN.  
LEAD.  
MANAGE.  
SUCCEED.**



→ **NARPM  
members  
get 10% OFF!**  
Use code  
**NARPM2026**  
(limited time)

# NARPM® 2026 BOARD OF DIRECTORS



## NICOLE KELLY, RMP® • DIRECTOR

**A little about me:** I love building strong teams and forming meaningful relationships. Outside of work, I enjoy photography, coffee, plants, hiking, road trips, and spending time with my husband and dogs.

**My favorite NARPM® benefit:** The relationships. The support, collaboration, and shared knowledge are unmatched.

**Favorite thing about the property management industry:** Every day is different — and each challenge is a chance to create clarity, help people and improve processes.

**What do you think is the single best thing NARPM® is doing?** Creating relationships across the industry that help Members learn, grow and support each other through every stage of their business.

**One thing people would be surprised to know about you:** My background is in exercise science and coaching with a minor in photography.

**I'm excited by NARPM® 2.0 because:** It represents a stronger, more unified future for our industry—with fresh ideas, enhanced education, better systems and more intentional Member support.



## STEVE PARDON, MPM® RMP® • DIRECTOR

**A little about me:** I manage JMAX Property Management in Salem, Virginia, and have been active in NARPM® leadership since 2019.

**My favorite NARPM® benefit:** The Broker/Owner Conference and Expo.

**Favorite thing about the property management industry:** Providing expertise to clients who often are unfamiliar with landlord tenant laws.

**What do you think is the single best thing NARPM® is doing?** Governmental affairs.

**One thing people would be surprised to know about you:** I was once bit by a snake on live TV.

**I'm excited by NARPM® 2.0 because:** NARPM® is taking the step to become a serious trade organization.



## KATE ROTH, MPM® RMP® • DIRECTOR

**A little about me:** I am a dog lover. Boston terriers to be more specific! We opened our house up to fostering dogs when we moved to Phoenix, have had about 12 come through, and foster failed on three. Haha! I love race cars. My other half has a Mustang that he drag races; I'm the parts runner. We travel back East a few times a year to participate in some car events. I love music, just about any type.

**My favorite NARPM® benefit:** The designations. Having them helps one stand out in the industry. Also, the networking, I have learned so much from NARPM® people!

**Favorite thing about the property management industry:** That you really don't ever have the same day twice! I think

I would go out of my mind if I had to do the same thing day in, day out. For the most part each day is different.

**What do you think is the single best thing NARPM® is doing?** Conferences. It gives us PMs a great opportunity to connect, share war stories and let loose all in the same.

**One thing people would be surprised to know about you:** I am both extremely introverted and energized by public speaking. Teaching CE classes is my comfort zone.

**I'm excited by NARPM® 2.0 because:** I'm still figuring it out, but from what I'm hearing I think we are going to have some different opportunities at conferences, and I'm curious about the new logo/branding!



## ALEX ZWEYDOFF, RMP® • DIRECTOR

**A little about me:** I am a property management leader based in Central Florida and the Director of Business Development at Allegiant Management Group. I am a past Chapter leader and advocate for housing and professional standards.

**My favorite NARPM® benefit:** The community and education. Designations, conferences and committee work create a network of peers who openly share ideas, solutions and support you can't find anywhere else.

**Favorite thing about the property management industry:** The people. That's what makes this industry special—the relationships, collaboration, and shared commitment to serving owners, residents, and our communities.

**What do you think is the single best thing NARPM® is doing?** Positioning the association for the future while keeping Members' and property owners' best interests at the center of every decision.

**One thing people would be surprised to know about you:** I've become an enthusiastic gardener, which is ironic because I used to think "low maintenance" applied to plants. It turns out my four cats are easier to manage.

**I'm excited by NARPM® 2.0 because:** It's a forward-thinking evolution of who we are as an association — modernizing our advocacy, education and Member experience so we stay relevant, visible and influential in a changing housing landscape.



**Victoria Hecht** is the NARPM® Public Relations & Digital Media Director and Residential Resource Editor.

# Outstanding Orlando: Looking back at the moments that made the magic

The official photos are in! The 2025 NARPM® Annual Convention & Trade Show, Oct. 20-23, proved a magical memory maker for the 1,200 people who headed to the Loews Sapphire Falls Resort in Orlando for a week of connection, education, keynotes, workshops, forums, receptions and more. Highlights included a “Caribbean Luau”-themed Welcome Reception, the sold-out 130-vendor Trade Show, installation of 2026’s leadership, a surprise installation performance, and accolades for Chapter Excellence, the Rocky Maxwell Award, President’s Award, and NARPM®’s Advocacy, Volunteers and Affiliates of the Year accolades.

Congratulations to the newly installed 2026 leadership:

- President – DD Garzón, MPM® RMP®
- President Elect – Angela Holman, MPM® RMP®
- Treasurer – Tracy Streich, MPM® RMP®
- Immediate Past President – Amy Hanson, MPM® RMP®
- Director – Steve Pardon, MPM® RMP®
- Director – JJay Jensen, MPM® RMP®
- Director – Pamela Greene, MPM® RMP®
- Director – Nicole Kelly, RMP®
- Director – Alex Zweydooff, RMP®
- Director – Justin Anderson
- Director – Kate Roth, MPM® RMP®
- Director – Jessica Foster
- Broker/Owner Conference & Expo Committee Chair – Brad Randall
- Convention & Trade Show Committee Chair – Megan Zellers, MPM® RMP®
- Communications/Marketing – Tiffany Rosenbaum

**Continued on page 25 "Outstanding"**







**Continued from page 23 "Outstanding"**

- Governmental Affairs – Robert Dell’Osso
- Member Services – Jock McNeill
- Professional Development – Michael McCreary, MPM® RMP®
- Affiliates Advisory – Brittany Reed

Congratulations, too, to these award honorees:

- Affiliates of the Year – Blanket and OnSight PROS
- Advocacy Awards – Alex Zweydoff, RMP®, and Lacy Hendricks, RMP®
- Chapter Excellence – Florida State (State Chapter of the Year), San Antonio Metropolitan Area Chapter (Large Chapter of the Year) and Fort Worth/Mid-Cities Chapter (Medium Chapter of the Year)
- President’s Award – Tracy Streich, MPM® RMP®
- Rocky Maxwell Award – Nancy Hollis, Hollis Property Management, Southlake, Texas
- Volunteers of the Year – Misty Berger, MPM® RMP®; Phil Owen, OnSight PROS; Monica Gilroy, Esq.

Newly installed President Garzón also shared her 2026 theme – More Than Words – and the year’s selected charity, CASA/Children’s Haven. (Make sure to read her President’s Message in this issue!)

Reminder: Mark your calendar now for the 2026 Convention, Oct. 13-16, at Mandalay Bay in “Vegas, baby!” 🎲





# The strategic digital marketing partner *property managers need.*

## 01. We Do What's Right For YOU.

At PMW, our priority is you. We focus on educating you to achieve your growth goals rather than just making a sale.

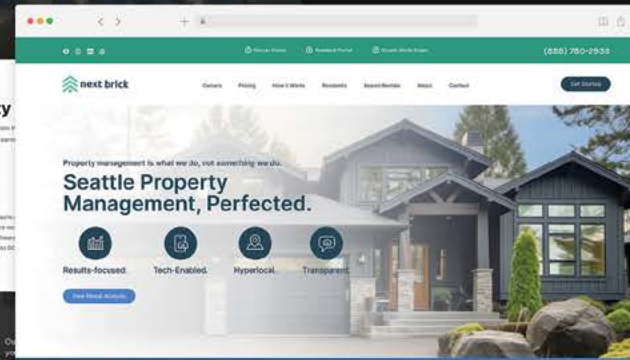
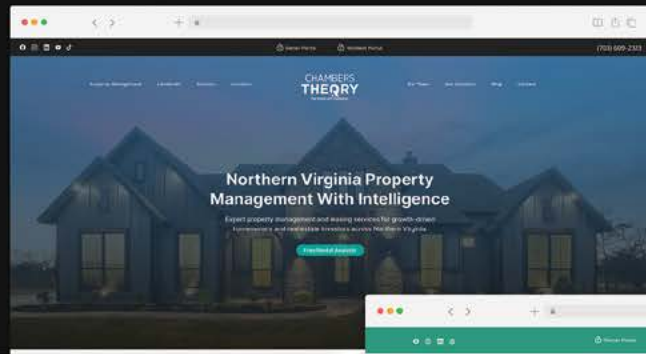
## 02. Average Support Response Time: 35 Minutes

Our speedy responses mean less downtime for you and show how committed we are to giving you the best service possible.

## 03. We Believe in Long-Term Partnerships

By focusing on personalized service and fostering genuine relationships, we create an environment where clients feel valued and understood.

Get a complimentary website review!



- ✓ Industry Specific Websites
- ✓ Designed for Lead Conversion
- ✓ Effective On-Site SEO
- ✓ Google Certified Paid Ads Team
- ✓ Mobile Responsive & ADA Compliant
- ✓ More Software Integrations

WWW.MYPMW.COM

Welcome to Axela Management

### How We Work

With our low management fees & responsive team, owners enjoy full transparency while saving time & money.

Continued from page 7 "Growth"

Billy Wardlaw  
PMI Highland Ridge  
Nashville, TN

**TEXAS**

Sanjay Aggarwal  
Cornerstone Residential  
Corpus Christi, TX

Marco Cervin  
Cornerstone Residential  
Corpus Christi, TX

Kyle Erb  
Real Property Management  
a Neighborly Company  
Irving, TX

Carolina Garcia  
Carolina Garcia R.E. Group  
San Antonio, TX

Heather Gorham  
Cornerstone Residential  
Corpus Christi, TX

Phillip James  
James-Hawkins  
Mesquite, TX

Michael McLaughlin  
Silver Trust Property  
Management  
Helotes, TX

Samuel Pritchard  
Harrison Pearson  
Austin, TX

Nicole Rodriguez  
Cornerstone Residential  
Corpus Christi, TX

Sarena Smith  
Century 21 Alliance  
Properties  
Saginaw, TX

Kendra Sutherland Blisard  
Sutherland Realtors  
Lubbock, TX

Morgan Timms  
Thrive Real Estate LLC  
DBA Thrive LBK  
Lubbock, TX

Lynna Zapata  
Thrive Real Estate LLC  
DBA Thrive LBK  
Lubbock, TX

**WASHINGTON**

Michelle Bannister  
Maple Leaf Property  
Management  
Seattle, WA

Alec Guieb  
Amoriss PNW  
Milton, WA

Dietrich Kiemle  
Maple Leaf Property  
Management  
Seattle, WA

Natalia Monsallve  
Amoriss PNW  
Milton, WA

**AFFILIATE MEMBERS**

**ARIZONA**

Brian Coughlin  
RentZap, LLC  
Phoenix, AZ

**CALIFORNIA**

George Cheng  
Column N.A. Member FDIC  
San Francisco, CA

Marie Tepman  
Fourandhalf Marketing for  
Property Managers  
San Ramon, CA

**FLORIDA**

Pablo Gonzalez  
Vendoroo  
Atlantic Beach, FL

**WASHINGTON**

Matt Sommers  
Latchel Inc.  
Tacoma, WA

**A designation is what sets you apart from your competition.**

**Be #NARPMSmart**

**Designees approved at the  
November 2025**

**Professional Development Committee meeting**

**Bradley Bonnifield, MPM®**  
Cornerstone Stone Management  
San Jose, California

**Paulette Fairfax, RMP®**  
Fairfax Realty  
Durham, North Carolina

**Anna Bolton, RMP®**  
AriStar Property Management  
Kennesaw, Georgia

**The Professional Development Committee now  
approves Designation Packets monthly.**

• Please submit your packet by the **15th of each  
month** to be approved.

\*\*\*There is a new upload system available to  
submit your designation / certification documents.  
To receive instructions to upload your documents  
to the new upload system, please email:  
designationinfo@narpm.org

**Join the other 1,000+ NARPM® Members who have earned their designations or certifications.  
Contact designationinfo@narpm.org for more information.**

The power that comes with increased knowledge and confidence is tangible. It's what sets you apart from your competition. **Professional designations from NARPM® have an impact on your company and your clients and the results translate directly to the bottom line.** Add the credibility of our professional designations to your name and to your company name!

NARPM® designations\* are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain

your license. Imagine the gains when the courses are specifically focused on what you do as a property manager and are being taught by a property management professional. Take it one step further and envision networking with other experienced property managers from across the country. Earning your NARPM® designation will bring a whole new dimension to your daily tasks.

**Many of you have already started the designation process, and some of you have all the necessary items to complete your designation. You just have to send them in. What's stopping you?**



**Anne Lackey** is the co-founder of HireSmart Virtual Employees, [hiresmartvirtualemployees.com](http://hiresmartvirtualemployees.com), a full-service HR firm helping others recruit, hire & train top global talent. She has coached and trained hundreds of people in the U.S. and Canada in creating successful businesses to be more profitable and to create the lifestyle they desire. She can be reached at [anne@hiresmartvirtualemployees.com](mailto:anne@hiresmartvirtualemployees.com) or at [meetwithanne.com](http://meetwithanne.com).

## What do you truly want? Your 2026 vision starts with one straightforward question

What do you truly want?

Sometimes the answer feels obvious. You're in love, and you want this one specific person. There's a job that feels like it was made for you. But other times, "What do you want?" feels like a trick question. You know you want something, but you can't quite pin it down.

Most of us don't want just one thing. We want a little of this and a little of that. We want conflicting things, like predictability and spontaneity at the same time. As a property manager, you might want to say yes to more opportunities while also wishing you had stronger boundaries. You might want help, but not the responsibility of hiring, training, managing, or financially committing to another person.

January is when we think about goals for the new year. But before you start filling a page with plans

moves the business forward, or are you stuck in the cycle of inspections, follow-ups, and putting out fires? When the day winds down, does it really end, or do tenant texts and owner questions follow you into the evening? Do your weekends still belong to you, or are they just an extension of the workweek?

These details matter. It's entirely possible to run a business that looks successful from the outside while quietly draining you on the inside. Property management is built around responsiveness and availability, but without intention, that availability slowly consumes everything.

By the end of 2026, you probably want more than just a higher revenue number. You want a clearer mind. You want fewer after-hours calls. You want to go to dinner, spend time with family, or take a weekend away without your phone buzzing every few minutes. And you want your business to run

---

**It's entirely possible to run a business that looks successful from the outside while quietly draining you on the inside. Property management is built around responsiveness and availability, but without intention, that availability slowly consumes everything.**

---

and targets, it's worth asking a deeper question than, "What should I accomplish this year?" A more useful question is this: What do I want life to look like in 2026, and what must change in my business to make that possible?

Once you start answering that with real clarity, everything else begins to shift.

### START WITH THE LIFE YOU WANT, NOT THE NUMBER YOU WANT

Before you start thinking about door counts, revenue targets, or aggressive growth plans, picture an ordinary Tuesday in the middle of 2026.

What time do you start your morning? Are you immediately reacting to messages, maintenance requests and owner concerns, or does the day feel more controlled? How many "emergencies" show up before lunch? Are you doing work that actually

smoothly without you hovering over every decision.

Those desires are never selfish. They're just signals. They're showing you the kind of business and life you actually want to build. If you're already there, then wonderful! If not, let's think through some steps to help get you there.

### RUN EVERY GOAL THROUGH A SYSTEMS REALITY CHECK

First, think about the biggest goal you've been considering: growth, stability, scaling back, restructuring, or transitioning. Whatever it is, ask one honest question: Could my current systems actually support this if nothing else changed?

Look at how communication really works inside your company. Does information flow clearly through your team, or does everything land in your

Continued on next page

## Continued from previous page

inbox? Think about maintenance. Is there a system, or are you mostly reacting to whatever comes in next? How are inspections managed? How does leasing work during peak seasons? Are your reports clean and reliable, or do they rely on your memory, manual tracking, and workarounds?

Then look at your team. Are they confident decision-makers, or does everything eventually land back on your shoulders?

A strong system creates capacity. A strained one multiplies stress. Adding doors to an already stressed system doesn't create freedom. It creates more errors, more unhappy clients, more frustrated vendors, and more pressure on you.

Strengthening what you already have may not feel exciting, but it's often the move that changes your daily life the most.

### **NOT ALL DOORS ARE EQUAL: CHOOSE WHAT STRENGTHENS YOU**

Take an honest look at the properties and owners you currently manage. Some relationships are easy. Communication is clear, and expectations are reasonable. Others demand far more time, emotional energy, and bandwidth.

Years ago, my husband and I made a decision that felt pretty uncomfortable at the time. We chose to "fire" a handful of clients who were the most difficult and demanding. Walking away from that revenue was scary. But once they were gone, something shifted. Our systems worked better. I could think more clearly.

We had more capacity to serve the clients who appreciated our work and aligned with how we wanted to operate. Over time, we didn't lose ground financially. We became more effective, profitable, and more at peace.

That decision changed how I view business growth.

Instead of judging a door by the money alone, consider how it affects you and your team. Which properties operate smoothly? Which owners respect your processes? Which relationships consistently bring chaos, confusion, or tension?

Your future growth should look more like your best relationships, not the ones that quietly drain you.

### **BUILD THE SYSTEM THAT BUILDS YOUR LIFE**

Also, get really specific about what you want. Don't start the year with vague goals. Write down three to five non-negotiable lifestyle requirements. Not "better balance," but things like "home for dinner by 6 p.m. four nights a week," "no calls after 5:30 or on Sundays," or "Friday afternoons reserved for family or personal time." If you don't protect these, the rest does not matter. Set your schedule. Don't let it set you.

Next, look at your recent calendar, email, and call logs. How

many "emergencies" were truly urgent? How much time went to low-performing or high-drama properties? Which owners generated the most disruption for the least return? This is not about judging anyone. It's about data, and you cannot change what you refuse to see.

Then plan one structural change per quarter, not 10 resolutions, but four intentional moves for the year ahead. Just identify the single biggest "rock" you need to move each quarter and put enough energy into it to make it happen. I've realized that I can't handle everything at one time, so I think about my "90-day" sprints. I'll identify my big rock for that 90 days and put focus into it. Another big priority will have to wait for the next 90 days.

Finally, run every opportunity through one simple filter: Does this give me more time or more money? If it gives you time, is it real relief or just more complexity in disguise? If it gives you money, what are you giving up in return? If you cannot answer those questions clearly, the answer is probably no.

For many property managers, the most important system to rethink is not software or process. It is the one inside your own head. It is the voice that says, "It's just faster if I do it myself." That belief is one of the biggest growth blockers in this industry.

Real change begins when you decide which responsibilities

no longer belong on your plate and intentionally place them in someone else's hands. Delegation can feel like a loss of control. It's not! It's actually the moment you begin to regain it. When you delegate well, your days become more predictable, your team grows in confidence, and your role shifts from reactive to strategic.

As you set your direction for 2026, remember that success is not only measured in numbers. It is measured in calmer mornings, fewer interruptions, a capable team, and weekends that finally feel like your own.

So, I'll ask you again: What do you truly want? Because your answer to that question is what should guide every decision you make from here forward. 🏠



# DISCUSSION BOARD Hot Topics



## WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards in the NARPM® Community for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. If you would like to participate in one of these groups, visit [community.narpm.org](https://community.narpm.org) and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® Members.

*Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff, or Members of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. All readers are responsible for their own investigation and use of the information.*

**Q** *I'm new to NARPM® and just getting my property management company off the ground. For those of you who built your business from scratch, what marketing channels gave you the best early traction?*

**A** *Welcome to our community as a property manager! It's important to proactively communicate the full scope of what you offer to property owners rather than assuming they will discover everything outlined in the management agreement. Many people think our role is limited to advertising a listing, signing a lease, and collecting rent - but we do so much more. I always emphasize that I am a D.C.-licensed property manager, current with governance requirements, and supported by a strong network of contractors who can help maintain or increase the value of an owner's property.*

*My own strategy begins with defining a clear geographical focus. I primarily work within my condominium association of 720 units and then extend my services to the surrounding neighborhoods within a five-mile radius.*

*What works best for me is a person-to-person and person-to-community approach. I regularly attend my condominium's Board and Committee meetings, and I organize neighborhood collection drives, such as gathering and delivering sheets for the orangutans at the National Zoo, or towels and food for local cat and dog shelters. I post these pickups on local listservs and drive around to collect donations and then report back to the community with photos and thank-you notes, emails to individuals, and to the community itself via the local listserv. This allows me to meet owners, learn about their homes and needs, and often visit their properties. These visits allow me to offer suggestions on how to make their homes more appealing to renters, while also allowing them to get to know me and my expertise.*

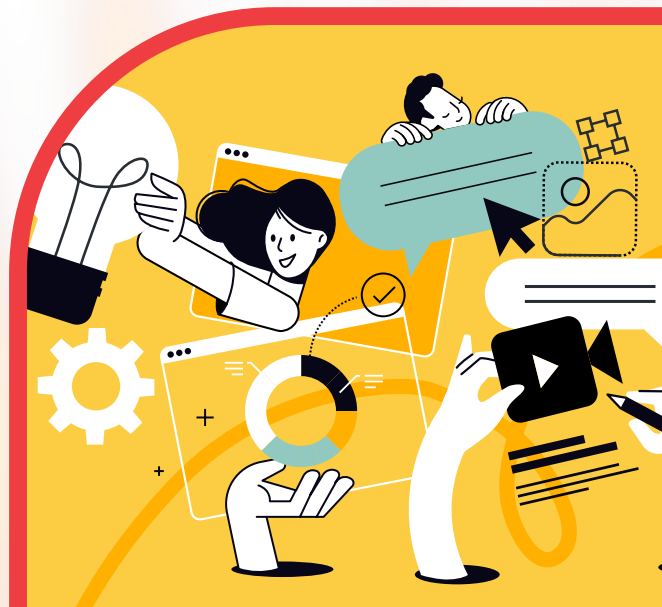
*I don't send postcards or make cold calls; I build relationships in person. I plant many seeds, and over time people begin to remember me. You can do the same by choosing an activity you genuinely enjoy and using it as a fun, natural way to meet your neighbors.*

*It's also important that your email signature clearly displays your contact information and credentials. I have added "Mobile Notary Public" to mine. Although it's a public service with little financial return, it has been an incredibly effective way to help people in need and to meet residents right in their homes.*

*I hope these ideas inspire you to think outside the box. My 2 cents.*

**Remember – everything you read on the Internet is not true. If necessary, seek legal counsel.**

**See the entire discussion here:**  
<https://community.narpm.org/home>



# Rently

## Your Way



**SIGN UP TODAY!**

### Rently Core

- Agent scheduling
- Property marketing
- Automated Lead nurturing
- and more...

### Rently Plus

Everything in core, plus...

- Self-guided tours
- Codebox integration
- Tour security features
- Customizable lead nurturing
- Data exporting
- and more...

[use.rently.com](https://use.rently.com)

[sales@rently.com](mailto:sales@rently.com)

888 · 340 · 6340



Mark Your  
Calendar!

NARPM®  
1403 Greenbrier Parkway, Suite 150  
Chesapeake, VA 23320

# BROKER/OWNER

*Conference & Expo*

NEW ORLEANS, LA

**SAVE THE**  
*Date*

APRIL 28-30, 2026



[WWW.NARPMBROKEROWNER.ORG](http://WWW.NARPMBROKEROWNER.ORG)