



National Association of Residential Property Managers

# ———— 2026-2027 ————

# STRATEGIC PLAN



## NARPM 2.0 – Reimagining the Profession

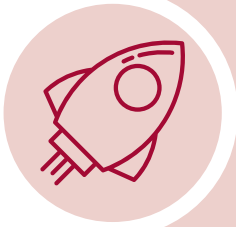
***Strategic Vision:** To professionalize and elevate residential property management by clearly demonstrating value to members, delivering a consistent and credible public message, and investing in the operational and financial infrastructure needed to grow.*

# STRATEGIC PRIORITY 1



## Speak Boldly. Lead Publicly.

*Elevate NARPM®'s visibility and voice with the general public, and in key policy and media conversations.*



### A. Complete Brand Overhaul

- Identify a brand partner to redevelop a new brand for NARPM® to include a new logo, and a complete branding overhaul (new visual identity, and online and social presence, including website, member app, and social media strategies) by end of 2026.



### B. Hire PR/Content Creation Professional

- Identify and select a content development partner to support the development of our marketing and outreach efforts, including robust storytelling campaigns that target new property managers and provide marketing support for current members
- Create branded content kits for affiliates, chapters, and individual members



### C. Strategic Public Positioning

- Identify a process to position NARPM® to take clear, strategic and targeted stances on housing and related issues affecting members and communities; communicate our stances and messages to members in a timely and effective way; and enter policy and media conversations on those issues with clear, strategic messaging



### D. Invest in Marketing Infrastructure

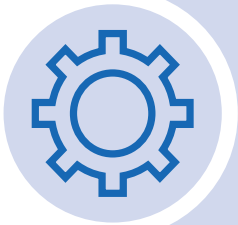
- Identify best approaches to support national and chapter-level visibility initiatives, including consistent messaging and brand guidelines, as well as scalable marketing systems for member organizations

# STRATEGIC PRIORITY 2



## Lead the Future. Prepare for Disruption.

*Leverage our partners, our data, and our experience to proactively respond to change and drive the industry forward with informed, knowledgeable perspectives.*



### A. Technology and Innovation Leadership

- Identify and vet tech partners to help us identify emerging tools and solutions; provide guidance and disseminate among members on automation, AI, and operational efficiency; and stay ahead of tenant expectations and technology shifts.



### B. Data Intelligence Hub

- Continue building data collection infrastructure through member management software integrations, standardized data capture at registration/renewal, and vendor partnerships to aggregate existing databases
- Position NARPM® as the definitive source for rental market trends and industry data by creating a comprehensive database capturing market intelligence, operational benchmarks, industry demographics, and regulatory landscape data
- Develop tiered data products: baseline access for all members (national/regional averages, benchmarking tools, market snapshots); premium intelligence subscriptions for hyper-local data and predictive analytics; enterprise services for custom research and investor-grade reports
- Use data for both member insight/value creation and organizational decision-making and to strengthen our ability to anticipate/predict industry trends and disruptions

# STRATEGIC PRIORITY 3



## Grow the Movement. Expand Who Belongs.

*Bring more professionals into the tent by design, not default, with tangible member benefits and clear pathways to engagement.*



### A. Implement Data-Driven Growth Strategy

- Continue leveraging vendor partnerships to create a comprehensive property manager database, and a process to regularly assess data for member prospecting, lead generation and engagement



### B. Redesign the NARPM® Member Journey

- Create a more streamlined and consistent one-year process for all new members to include: robust onboarding and introduction to the profession and NARPM®; earlier and enhanced engagement (delivering the “Wow” sooner); and an improved renewal process
- Establish segmented growth strategies (DIY-to-PRO, small firm, large PMC) with clear, measurable targets for both new members and retention of existing members



### C. Expand and Promote Member Benefits

- Revisit our overall member benefits package, identify opportunities to strengthen with discounts, engagement and learning opportunities for member support staff, access to data and data insights, vendor discounts, and other potential member benefits. Assign a monetary and business value to our benefits, and provide every member organization with a “Member ROI Snapshot” that communicates NARPM® membership benefits in financial, legal, and operational terms
- Create tools for brokers to explain membership value to staff (e.g., internal “What You Get from NARPM” decks).



### D. Build Conversion Pipelines

- Develop marketing and social media campaigns with a clear CTA (call to action) targeting key groups of prospective members (existing PMCs, real estate agents who manage properties, new property managers, etc.) at both the national and chapter level.
- Explore the development of strategic partnership incentives for member acquisition.

# STRATEGIC PRIORITY 4



## Define the Profession. Develop the Standard. Defend the Industry.

*Establish NARPM® as the national authority on what it means to be a professional property manager.*

### A. Develop NARPM® Best Practices



- Position NARPM® as the standard-setter for professional qualifications
- Create tangible practices that introduces new property managers to the profession, and addresses the “do-it-yourself landlord” education gap
- Establish baseline NARPM® standards for property management (similar to American Land Title Association model), and define NARPM®’s minimum standards for habitability, fair housing, and professional conduct

### B. Promote Education and Certification System



- Promote NARPM® education and certifications by elevating NARPM® designations as a business value for members; creating education tracks for specific industry roles

### C. Expand Legal Risk Toolkit



- Create and promote a comprehensive set of resources to help members navigate legal risks and compliance challenges – including model policies, video-based guidance, best practice libraries, and access to legal support (Legal Counsel Hotline/Office Hours)

# APPENDIX

## Implementation Framework



### Financial Foundation

- **Available Reserves:** \$4+ million for strategic investments
- **Annual Operating Revenue:** \$2.24 million (2025 budget)
- **Revenue Mix:** Member dues (58%), events/education (42%)
- **Investment Approach:** Strategic drawdown of reserves to fuel growth and long-term sustainability



### Success Metrics

- **Membership Growth:** 1,000 new members annually, improved retention of existing members by x%
- **Brand Recognition:** Measurable increase in public visibility and media presence
- **Professional Standards:** Adoption of NARPM certifications and best practices
- **Data Leadership:** Establishment as authoritative source for industry intelligence
- **Financial Performance:** ROI measurement on all strategic initiatives



### Timeline

- **90 Days:** Finalize strategic plan with detailed resource requirements and timelines
- **6 Months:** Launch brand overhaul and hire key personnel
- **12 Months:** Implement core initiatives across all four strategic areas
- **24 Months:** Measure impact and adjust strategy based on performance data



### Governance and Accountability

- Committee chair leadership for each strategic area
- Quarterly progress reviews and KPI tracking
- Board oversight of budget allocation and strategic priorities
- Staff capacity assessment and resource allocation planning