

# NARPM® 2017 29th Annual Convention and Trade Show

**October 18 - 20, 2017**

**Rosen Shingle Creek • Orlando, Florida**

Education classes begin on October 16.

Other Pre-Convention activities begin on October 17.



**Event Registration  
Brochure**





Front cover photo courtesy of Rosen Shingle Creek Resort.  
Inside front cover photo courtesy of [www.visitorlando.com](http://www.visitorlando.com)

## PRESIDENT'S INVITATION



Dear NARPM® Colleagues,

I would like to personally invite you to the 29th Annual NARPM® Convention in Orlando, Florida from October 18-20, 2017. The Convention will be taking place at the Rosen Shingle Creek Resort. This beautiful resort hotel has all of the amenities, including a golf course on the property. Come see how NARPM® is "Engineered for Your Success" through the educational offerings and networking with the best Property Managers on the planet.

This year's event is organized by Danielle Coke, RMP®, Convention Committee Chair, and Carla Earnest, CMP, NARPM® Convention Planner, along with a team of dedicated volunteers. They have put together an amazing program and have strived to ensure that we have the best speakers, exciting networking opportunities, and a value-packed trade show.

For those who arrive early, there are NARPM® education classes on Monday and Tuesday, October 16-17, with the Ethics class on Wednesday, October 18. Or, if you are curious as to what happens at our NARPM® Board of Directors' meetings, please join us on Monday. Keep in mind that all of our board meetings are open to the membership.

On Tuesday, you can relax on the greens and join us at the on-site golf course for the 9th Annual Past President's Charity Tournament to help raise funds for the PTSD Foundation of America. Tuesday evening, enjoy the President's Celebration with an "Engineered for Your Success" Epic Pool Party.

For those of you who want to explore some of Orlando's enjoyable attractions, there are plenty of sights to see and other entertainment throughout the city. The plan is to make sure we have a mix of both free time and Convention time, so all members get the most out of their experience.

Wednesday morning will start with the Business Development Session – Empowering Teams and Individuals, presented by Scott Steinberg. Again this year, the Convention will be a one-cost event, excluding the Past Presidents' Charity Golf Tournament and education classes. Wednesday afternoon, the Convention will open with guest speaker Troy Hazard, speaking about Future-Proofing Your Business. This will be followed by the Exhibit Hall Grand Opening and Reception.

Thursday morning will open with a Panel Discussion about Buying, Selling, and Expanding Your Reach. For Thursday and Friday, the committee has planned workshops with three different tracks from which to choose: Broker/Owners, Leadership, and Property Managers. They are loaded with information FOR Property Managers, ABOUT Property Management, and TAUGHT BY Property Managers. Our Friday General Session features Curt Steinhurst, presenting Thriving in an Age of Distraction. Be sure to join us on Friday afternoon for the Closing Celebration/Reception and Designation Program.

I look forward to seeing you there!

A handwritten signature in black ink, appearing to read "Steve Schultz".

Steve Schultz, MPM® RMP®  
2017 NARPM® President







# Location

Our 2017 Annual Convention and Trade Show will be at the **Rosen Shingle Creek Resort**, in Orlando, Florida. The address of the property is 9939 Universal Boulevard, Orlando, FL 32819.



The hotel is conveniently located on Universal Boulevard, off the Beachline Expressway, one mile east of the Orange County Convention Center. It is an easy shuttle or taxi ride from the Orlando International Airport. Set at the headwaters of the Florida Everglades, the property boasts 230 acres of luxurious landscape. The hotel has 24-hour, full-service, in-room dining services, as well as 15 restaurants and lounges, offering a wide selection of cuisines. The resort has four

pools, a world-class spa, a state-of-the-art fitness center, a nature trail, as well as fishing, tennis, sand volleyball, and basketball. There is also a top-ranked golf club on the property.

For a virtual tour of Rosen Shingle Creek Resort, please visit [www.rosenshinglecreek.com](http://www.rosenshinglecreek.com)

## RESERVATIONS

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The Rosen Shingle Creek Resort room rate is \$224 per night, single/double occupancy, plus tax.

### Rosen Shingle Creek Resort Booking by Phone

The toll-free number to Rosen Shingle Creek Resort is **1-866-996-6338**. Please reference the full association name (National Association of Residential Property Managers) when making your reservation by phone. Make sure you are asking for Rosen Shingle Creek Resort, since there are three Rosen properties in that area.

Or use the **Rosen Shingle Creek Resort Online Reservations** link at [www.narpmconvention.com/hotel](http://www.narpmconvention.com/hotel)

The **reservations cut-off date is Monday, September 18, 2017**, or until the contracted room block is sold out, whichever comes first. After the cut-off date, any reservations will be accepted based on hotel availability at their current published room rate.

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The Rosen Shingle Creek Resort block is almost sold out, but never fear, we have secured an overflow property – the **Rosen Plaza Hotel**. The Rosen Plaza Hotel is located at 9700 International Drive, Orlando, FL 32819. The room rate is \$209 per night, single/double occupancy, plus tax. You can make your reservation by calling **1-800-627-8258** and asking for the group rate for the National Association of Residential Property Managers. We will be offering transportation options from the Rosen Plaza Hotel to the Rosen Shingle Creek Resort.

*Photos courtesy of Rosen Shingle Creek Resort.*

# Orlando Activities



Check out all that Orlando has to offer by visiting Orlando's Official Tourism site at [www.visitorlando.com](http://www.visitorlando.com)

Orlando, The City Beautiful, is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of parks like the Magic Kingdom and Epcot, as well as water parks. Another major destination, Universal Orlando, offers Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter.

If you prefer, there's more than just theme parks. Orlando's Charles Hosmer Morse Museum of American Art in historic Winter Park hosts the largest collection of Tiffany glass in the world. The Morse has amassed some of the most memorable lamps, leaded-glass windows, jewelry, art glass, and pottery by Louis Comfort Tiffany.

You can exercise your paddling muscles on a kayak eco-tour through mossy, cypress-lined Shingle Creek, the headwaters of the Everglades. Here, you may spot real alligators, bald eagles, and more.



Don't overlook the botanical gardens at the 50-acre Harry P. Leu Gardens. They house more than 1,000 rose bushes (in season from April to January). Located on Lake Ivanhoe near downtown, the gardens also have a citrus grove and a butterfly garden.

Bring a spare tote or two in your luggage and shop for something a bit more sophisticated than mouse ears. Orlando is home to two major shopping malls, the upscale Mall at Millenia with its roster of luxury brands (including Burberry, Gucci, and Jimmy Choo) and The Florida Mall (home to Saks Fifth Avenue, Nordstrom, and 250 other stores and restaurants). Plus bargain hunters can hit two outlet centers – Orlando International Premium Outlets® and Orlando Vineland Premium Outlets®, which are packed with brand-name fashions and home goods at discounted prices.

Orlando also offers quite a few hip neighborhoods and restaurants. Take time to explore!

# Other Information

## CONVENTION DRESS

Appropriate dress for all parts of the NARPM® Convention in Orlando, Florida is business casual. Remember hotel meeting room temperatures vary greatly, especially in the exhibit hall, so please dress accordingly – layers are good. The average high temperature in Orlando in October is 85 degrees and the average low is 70 degrees.

## REGISTRATION POLICIES

Team discounts are offered when two or more NARPM® members from one office register for the entire Convention at the same time. The **second and each additional registration** receive a \$50 discount. All forms with payment must be received by National at the same time – **online registration is not available for this discount**. Cancellation policies are outlined on the registration form, but it is important to remember that there are no refunds given 1 – 14 days prior to the start of the Convention on October 18, 2017. **Walk-in registrations are accepted, but at a much higher rate. Walk-ins are not guaranteed access to meals at the Convention due to space restrictions.**



Photo courtesy of  
[www.visitorlando.com](http://www.visitorlando.com)

# Featured Speakers



## SCOTT STEINBERG

**Business Development Session –**

**Empowering Teams and Individuals**

**Wednesday, October 18 | 8:30 am – Noon**

Recently named “Master of Innovation” by Chase Bank and *Fortune*® Magazine, bestselling leadership and innovation speaker, Scott Steinberg, is one of the world’s most celebrated business speakers, futurists, and strategic innovation consultants, as seen in 600+ outlets from CNN to *TIME* and *The Wall St. Journal*. The author of *Millennial Marketing: Bridging the*

*Generation Gap and Make Change Work for You: 10 Ways to Future-Proof Yourself, Fearlessly Innovate, and Succeed Despite Uncertainty*, the Fortune 500 calls him a “defining figure in business and technology” and “top trendsetter to follow.” As the CEO of management consulting and market research firm FutureProof Strategies, he helps clients of all sizes better understand emerging innovations and trends, and cultivate competitive advantage on the back of them. An award-winning provider of keynote speeches, workshops and seminars for Fortune 500 businesses, non-profits, associations, and educational institutes, he’s partnered with many leading organizations to deliver game-changing leadership, education, and change management programs. His website is [www.AKeynoteSpeaker.com](http://www.AKeynoteSpeaker.com)



## TROY HAZARD

**Opening General Session –**

**Future-Proofing Your Business – Real Life Strategies to Prepare Your Business for Tomorrow, Today!**

**Wednesday, October 18 | 3:45 pm – 5:30 pm**

After months of working 18-hour days, 7 days a week, at a radio station in Brisbane, Australia, Troy Hazard woke up one morning and decided that if he was going to put this much effort into something, then it may as well be something he owned.

Since then, there are few situations in the business world that Troy Hazard has not experienced and survived. As a serial entrepreneur, Troy has founded and nurtured twelve businesses, including a recording studio, an advertising agency, a pizza restaurant, a real estate brokerage, a property development company, a pool and spa service company, a franchise consulting business, a technology business, and a television production facility.

Troy’s business talents earned him international respect, so much so that he was elected by the world’s foremost business leaders to serve in the role of Global President of the Entrepreneurs’ Organization. Author of the book *Future-Proofing Your Business* and former host of his own TV talk shows called *Don’t Come Monday* and *Gettin’ Down 2 Business*, Troy provides real-life strategies to prepare your business for tomorrow, today.



# for General Sessions



## CURT STEINHORST

General Session –

**Thriving in an Age of Distraction**

Friday, October 20 | 9:00 am – 10:15 am

Curt Steinhorst is on a mission to help today's workforce win the battle against digital distractions. Having spent years studying the impact of technology on human behavior, he now equips professionals across the world to work smarter and stronger in this constantly-connected age. As a leading voice on strategic communications in the age of distraction and a certified speaker at the Center for Generational Kinetics, Curt speaks, on average, more than 90 times a year.

Curt has spoken to prestigious audiences across the globe that include J.P. Morgan, Nationwide, McDonald's, Honda, United States Naval Academy, and even Taylor Swift's record label. As a business owner, entrepreneur, and founder of FocusWise, Curt sees how lack of focus impacts today's workplace and its leaders. Curt's fascination with distraction is not simply professional. Diagnosed with Attention Deficit Disorder (ADD) as a child, he's worked tirelessly to overcome the unique distractions that today's technology creates. As a father, Curt understands how profoundly digital connectivity is transforming people of every age.



**NARPM® ANTITRUST STATEMENT** It is the policy of the 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.

# Special Events

## Tuesday, October 17

### 9TH ANNUAL PAST PRESIDENTS' CHARITY TOURNAMENT - GOLF \*

7:00 am – 3:00 pm (Walk to golf course at 7:00 am and golfing starts at 8:00 am.)

Luncheon/Awards at 1:00 pm.)



**PTSD Foundation of America**  
PROVIDING HOPE AND HEALING FOR  
**CAMP HOPE** THE UNSEEN WOUNDS OF WAR



This year's charity is dedicated to our brave men and women in uniform who understand duty, honor, and sacrifice. Many have returned home with both the visible scars, and the unseen wounds of war. As many as 400,000 service members live and struggle with the invisible wounds of war. Help us reach them. Help us help them.

PTSD Foundation of America is a non-profit organization dedicated to mentoring our combat veterans and their families with post traumatic stress. Many warriors are coming home with visible wounds; countless others are coming home with scars we cannot see — wounded souls from witnessing the horrors of war over and over again — PTSD. We feel it is our duty as Americans to help these mighty warriors and their families adjust and find their new normal. It is our turn to step up with other excellent existing community organizations and help those who have fought and sacrificed so much for us. PTSD Foundation is faith-based in its approach and has a great history of providing hope and healing to those experiencing the unseen wounds of war. They offer a safe place where no one is judged, everyone is supported, and everything a warrior says or reveals is confidential within the group.

Camp Hope provides interim housing for our Wounded Warriors, veterans, and their families, suffering from combat related PTSD in a caring and positive environment.

### FIRST-TIME ATTENDEE WELCOME/ORIENTATION & COFFEE

4:00 pm – 5:15 pm

If this will be your first time attending a NARPM® National Convention, make sure to arrive a little early and come to the First-Time Attendee Welcome/Orientation. This is a great opportunity to have coffee with the NARPM® Leadership and get to know other first-timers. You will also get valuable tips on how to get the most out of your experience at the Convention. This is a special "invitation-only" event for first-time attendees to the Convention and is included in your Convention registration, so plan to be there! **(Be sure to mark on the registration form if you are a first-time Convention attendee to receive an invitation to this event.)**

**\* Additional fee to attend.**





Photo courtesy of  
Rosen Shingle Creek Resort.

## PRESIDENT'S CELEBRATION – "ENGINEERED FOR YOUR SUCCESS" EPIC POOL PARTY

**6:00 pm – 10:00 pm**

Prior to the opening of the Convention, attendees are invited to join Steve Schultz, MPM® RMP®, 2017 NARPM® President for a NARPM® "Engineered for Your Success" Epic Pool Party. This event is included with a full Convention registration.

† Guest tickets are available for purchase.

### Event Sponsors



NATIONAL TENANT NETWORK



# Wednesday, October 18

## NARPM® BUSINESS DEVELOPMENT SESSION – EMPOWERING TEAMS AND INDIVIDUALS WITH SCOTT STEINBERG

**8:30 am – Noon**

This special session, with bestselling author Scott Steinberg, is included in your full Convention registration fee.

## EXHIBIT HALL GRAND OPENING/TRADE SHOW AND RECEPTION

**5:30 pm – 8:30 pm**

Our Grand Opening of the Exhibits and Opening Reception will be held on Wednesday, October 18. The ribbon cutting for the Trade Show will be performed by the 2017 NARPM® President and the 2017 Convention Chair.

# Thursday, October 19

## LUNCH WITH INSTALLATION OF 2018 BOARD

**Noon – 1:30 pm**

Enjoy lunch and welcome your new Board of Directors.

# Friday, October 20

## CLOSING CELEBRATION/RECEPTION AND DESIGNATION PROGRAM AND INTRODUCTION OF THE 2018 NARPM® PRESIDENT

**3:45 pm – 5:30 pm**

Join your friends as NARPM® closes out the 29th Annual Convention. 2018 President Brian Birdy, MPM® RMP®, will share his vision for the coming year and plans for the 30th Annual NARPM® Convention in San Diego. During this event, we will also celebrate the new designees and their accomplishments. † Guest tickets are available for purchase.





# Schedule of Events

## MONDAY, OCTOBER 16, 2017

- 9:00 am – 4:00 pm NARPM® Developing Rewarding Owner Relationships Class \*
- 9:00 am – 4:00 pm NARPM® Office Operations: Policy and Procedures Class \*
- 9:00 am – 5:00 pm NARPM® Board Meeting (*all attendees invited to meeting*)

## TUESDAY, OCTOBER 17, 2017

- 7:00 am – 3:00 pm Past Presidents' Charity Golf Tournament at the Shingle Creek Golf Club \* (*Walk to golf course at 7:00 am and golfing starts at 8:00 am. Luncheon/Awards at 1:00 pm.*)
- 9:00 am – 4:00 pm NARPM® Finance: Cash Flow Analysis Class \*
- 9:00 am – 4:00 pm NARPM® In-House Maintenance Class \*
- 9:00 am – 4:00 pm NARPM® Advanced Owner Client Relations Class \*
- Noon – 5:30 pm Registration Open
- 4:00 pm – 5:15 pm First-Time Attendee Welcome/Orientation & Coffee**  
(*Be sure to mark on the registration form if you are a first-time Convention attendee to receive an invitation to this event*)
- 6:00 pm – 10:00 pm President's Celebration – "Engineered for Your Success"  
Epic Pool Party (*included in registration fee*)

## WEDNESDAY, OCTOBER 18, 2017

- 8:00 am – 6:00 pm Registration Open
- 8:30 am – Noon NARPM® Business Development Session – Empowering Teams and Individuals with Scott Steinberg**
- 12:30 pm – 3:30 pm NARPM® Ethics Class \*
- 1:00 pm – 3:30 pm NARPM® Committee Meetings & State Chapter Meetings
- 3:45 pm – 5:30 pm **Opening General Session – Future-Proofing Your Business with Troy Hazard**
- 5:30 pm – 8:30 pm Exhibit Hall Grand Opening/Trade Show and Reception

## THURSDAY, OCTOBER 19, 2017

- 7:00 am – 2:00 pm Registration Open
- 7:00 am – 8:30 am Coffee with Exhibitors
- 7:30 am – 8:30 am Regional Meetings
- 8:30 am – 10:00 am General Session and NARPM® Annual Business Meeting – Panel Discussion – Buying, Selling and Expanding Your Reach**
- 10:00 am – 10:30 am Coffee/Snack Break with Exhibitors
- 10:30 am – 11:45 am Workshop Sessions 1 – 4**
- ① Revenue Through Relationships – How to Develop Significant Customer Connection ■
  - ② The Current State of Property Management ■

**Suggested Tracks:** ■ Broker/Owners; ■ Leadership; ■ Property Managers

\* Additional fee to attend.

	<b>3</b> Office Policies & Procedures for Managing Litigation <span style="color: red;">■</span> <b>4</b> Profit Comes from Your People Skills – Do You Have What It Takes? <span style="color: green;">■</span>
Noon – 1:30 pm	Lunch with Installation of 2018 NARPM® Board of Directors
<b>1:45 pm – 3:00 pm</b>	<b>Workshop Sessions 5 – 8</b> <b>5</b> Become a Better Speaker and Develop Leadership Skills <span style="color: green;">■</span> <b>6</b> Increase Revenue with HOA Management Services <span style="color: red;">■</span> <b>7</b> How to Identify, Target and Close Your Most Profitable Clients <span style="color: purple;">■</span> <b>8</b> Top 10 Operational Reports for your Business <span style="color: red;">■</span>
3:00 pm – 3:30 pm	Coffee/Snack Break with Exhibitors
<b>3:45 pm – 5:00 pm</b>	<b>Workshop Sessions 9 – 12</b> <b>9</b> 7 Steps of Successful Leadership <span style="color: green;">■</span> <b>10</b> The Virtues of Virtual Property Management: How to Grow, Increase Profitability & Transform Your Property Management Company <span style="color: red;">■</span> <b>11</b> Who, What, Why, When, and How of Property Inspections <span style="color: purple;">■</span> <b>12</b> Automatic Marketing for Property Managers <span style="color: purple;">■</span>
3:45 pm – 5:00 pm	Closed Session for NARPM® National Past-Presidents
5:15 pm – 6:30 pm	Closed Session for NARPM® Leadership – Past Presidents/Chapter Leaders

## FRIDAY, OCTOBER 20, 2017

7:15 am – 8:45 am	Coffee with Exhibitors
7:30 am – 2:00 pm	Registration Open
<b>9:00 am – 10:15 am</b>	<b>General Session – Thriving in an Age of Distraction          with Curt Steinhorst</b>
<b>10:30 am – 11:45 am</b>	<b>Workshop Sessions 13 – 16</b> <b>13</b> What Behavioral Insights Really Can Do for You <span style="color: purple;">■</span> <b>14</b> Company Structure – Portfolio vs. Departmental <span style="color: red;">■</span> <b>15</b> Maintenance – Tips from the Trenches – War Stories & Lessons Learned <span style="color: red;">■</span> <b>16</b> Growing Your Local NARPM® Chapter <span style="color: green;">■</span>
12:15 pm – 2:00 pm	Lunch with Membership & CRMC & Darryl Kazen Awards Program
12:30 pm	Trade Show Closes
<b>2:15 pm – 3:30 pm</b>	<b>Workshop Sessions 17 – 20</b> <b>17</b> Why Get Involved with NARPM® – How I Grew as a NARPM® Leader <span style="color: green;">■</span> <b>18</b> 5 Steps to Solving Your Biggest Operational Problem in 30 Days <span style="color: red;">■</span> <b>19</b> Lawsuit Waiting to Happen – Navigating HUD's New Guidelines for the Use of Criminal Records in Rental Decisions <span style="color: purple;">■</span> <b>20</b> Customer Journey Workshop – Understanding Your Customer to Deliver Exceptional Service <span style="color: purple;">■</span>
<b>3:45 pm – 5:30 pm</b>	<b>Closing Celebration/Reception &amp; Designation Recognition &amp; PAC          Fundraising Auction &amp; Introduction of the 2018 NARPM® President</b>

**Suggested Tracks:** ■ **Broker/Owners;** ■ **Leadership;** ■ **Property Managers**

**\* Additional fee to attend.**

# Workshops

1 - 2

**Suggested Tracks:** ■ Broker/Owners; ■ Leadership; ■ Property Managers

## 1 REVENUE THROUGH RELATIONSHIPS –

### HOW TO DEVELOP SIGNIFICANT CUSTOMER CONNECTION ■

In a world of faster, better, gotta-have-it yesterday, Troy will uncover the real reasons why we need to embrace the true emotion of a relationship in business and harness that with the technology we have come to rely on so heavily. He will demonstrate what defines best practices when you are building a relationship marketing program for your business and show you how you can get an effective program started easily. He will offer real world examples of what he has done in his businesses to not only stay relevant to his customer base, but also remain significant, in turn facilitating extraordinary growth.

Troy's presentation delivers answers for how to:

- Identify the five key reasons why people do business with you.
- Develop the six relationships that drive revenue in your business.
- Use the new voice of word of mouth.
- Talk TO your customers, not AT them.
- Maintain relationships that are emotive, distinctive, and collaborative.

**Speaker:** Troy Hazard

## 2 THE CURRENT STATE OF PROPERTY MANAGEMENT ■

There has never been a better time to be a Property Manager. The past few years have resulted in record growth, and the industry is expected to stay on that path through 2018. Yet many Property Managers still struggle with day-to-day operations, finding and keeping reliable tenants, generating new leads, and expanding their portfolios. These challenges, paired with increased competition and a constantly-evolving market, make it vital for Property Managers to find ways to streamline the management process, while also growing their business sustainably. In this panel, Buildium Chief Customer Officer (CCO), Chris Litster, will join NARPM® Executive Director, Gail Phillips, CAE, to uncover and discuss trends from three years of data via their joint, annual State of the Property Management Industry Report. This is their most recent report, scheduled for publication in tandem with the NARPM® Annual Convention.

The panelists will share real-world insights from Property Managers over the last three years, including the most effective practices to better service tenants and clients, and how to adopt solutions and processes that deliver direct value-added benefits to their businesses. Attendees of this session will leave with an understanding of the most recent trends that will shape the industry in the coming years, how to remain competitive in the saturated market, and how to strategically leverage technology and data to tackle tough business challenges.

**Speakers:** Chris Litster, Buildium, and Gail Phillips, CAE, NARPM®



# Workshops

3 - 5

**Suggested Tracks:** ■ **Broker/Owners;** ■ **Leadership;** ■ **Property Managers**

## 3 OFFICE POLICIES & PROCEDURES FOR MANAGING LITIGATION ■

This session will cover the office systems, policies, procedures, and strategies you need to handle threats of (and actual notices of) litigation from owners, tenants, staff, vendors, etc. We'll address prevention, reactions, and autopsies post event. We'll start by creating a list of topics that generate the most litigation and develop some strategies for preventing them. We'll list five strategies for reacting to those threats (or notices) of litigation. Lastly, we'll examine post-event processing and documenting (an autopsy) of the event for future training.

**Speaker:** Robert Locke, MPM® RMP®, Crowne Realty & Management, CRMC®

## 4 PROFIT COMES FROM YOUR PEOPLE SKILLS – DO YOU HAVE WHAT IT TAKES? ■

The Carnegie Institute studied the main factors for success. Only 15% are due to technical skills, while 85% are due to people skills. Are your skills hindering or helping your bottom line? Most people have little or no self-awareness of how their people skills impact their relationships with others and, as a result, they have very poor interactions. These poor interactions lead to poor performance, toxic cultures, terrible managers, bad hiring decisions, low morale, high turnover, and ineffective interviews.

The good news is that all this can be fixed. Come to this interactive People Skill-Building workshop to learn about the four basic temperament/behavioral styles and how they blend, clash, and interact with others. You will identify your own style, the styles of those you work with most, and participate in individual and group activities. Together, we'll recognize one-to-two unique people skills you're not taking advantage of and one-to-two ways your people skills are killing your profits.

Kelly's clients have come to know her as their "go-to" resource for behavioral and attitudinal issues within their teams because of her positive, easy-to-understand, easy-to-apply practical strategies. With the tips you'll learn in this workshop, you'll walk away with new people skills that will revolutionize your interactions with your team and family.

**Speaker:** Kelly Ikenberry, Business Coach

## 5 BECOME A BETTER SPEAKER AND DEVELOP LEADERSHIP SKILLS ■

Do you want to become a public speaker and teach workshops locally or at NARPM® Conferences? Did you know that most people's biggest fear, behind death and dying, is speaking in public? You have to start somewhere. Becoming a great leader requires you to speak in front of people, even if it's a small group. This workshop will give you tools to assist you in speaking in public and go on to assist you in teaching, leading, and growing. You will find a supportive learn-by-doing environment in this workshop. You will walk away with some tips on speaking in public, as well.

**Speaker:** Melissa Prandi, MPM® RMP®, PRANDI Property Management, CRMC®

# Workshops

6 - 8

**Suggested Tracks:** ■ Broker/Owners; ■ Leadership; ■ Property Managers

## 6 INCREASE REVENUE WITH HOA MANAGEMENT SERVICES ■

Many Residential Property Managers have thought about adding Homeowners' Association (HOA) management services to their management portfolio. This workshop covers starting up and running an HOA property management segment including: contracts, marketing, day-to-day nuts and bolts of an HOA Manager, finding and qualifying clients, and potential revenue sources. Add extra revenue, cross referrals, and synergy to your property management operations.

**Speaker:** Tom Sedlack, MPM® RMP®, 33rd Company, Inc., CRMC®

## 7 HOW TO IDENTIFY, TARGET, AND CLOSE YOUR MOST PROFITABLE CLIENTS ■

Where would you like to be in five years? Do you want to create a 7-figure sellable asset, or run a profitable boutique property management agency from under a palm tree? Many broker/owners think that for their profit to grow, the number of doors they manage must also grow and they have to take every owner lead that comes along. Andrew Dougill, of Hoffman Realty, in Tampa, Florida, used to think the same. But, when faced with a large growth opportunity, he instead found that he could increase his profit by optimizing his portfolio and changing his approach to his company's business development process.

Andrew will discuss how he targeted the RIGHT owners, ensured that he had 20 - 40 quality leads each month, found what segments of his portfolio made him the highest profit, and which properties were actually COSTING him money to manage. However, before you can be "choosy" like Andrew about which owners you take on, you need to have a few things in place: A solid marketing plan that generates owner leads, as well as a sales process that allows you to more closely manage your sales funnel, convert more leads, and generate more business!

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

**Speakers:** Abi Wasserman, John Bykowski, Alex Osenenko – Fourandhalf.com;  
Andrew Dougill, Hoffman Realty, LLC

## 8 TOP 10 OPERATIONAL REPORTS FOR YOUR BUSINESS ■

Have you ever wondered which reports you should be running each day, week, month, or year? We have put together our top 10 list (drumroll, please!) of the operational reports that we think provide a ton of intel for your business. This session will do more than just rattle off some report names. We'll explore each report in detail, discuss best practices for how to read and run them, and even teach you about other settings or features that can positively impact these reports.

**Speaker:** Dave Hurtt, Rent Manager

# Workshops

9 - 11

**Suggested Tracks:** ■ Broker/Owners; ■ Leadership; ■ Property Managers

## 9 7 STEPS OF SUCCESSFUL LEADERSHIP ■

Are you new to a leadership position or are you a seasoned leader looking to take your skills to the next level? Attendees at this session will learn 7 steps that are necessary to be effective in leadership and how these steps work together to produce results. These steps can be applied to any leadership role, whether leading a team, a company, or a board. Specifically, we will discuss:

- Communicating vision and how great leaders must have complete clarity as to the destination they want to take their team.
- Controlling yourself. The hardest person you will ever lead is the person you see in the mirror each morning.
- Connecting with your team. Practical steps on how to stay in flow with the people on your team, so they know you care about them.
- Cultivating people. What steps a leader should be taking to grow and develop the people they are leading.
- Confronting problems. How leaders must deal with conflict quickly, so that poor attitudes or actions do not derail the entire team.
- Choosing paths. Learn to make decisive decisions. Leaders cannot be swayed by popular opinion.
- Clarifying and refining. Constant communication that clarifies direction, vision, and actions is critical to keeping the team moving forward towards the vision.

**Speaker:** Eric Wetherington, MPM® RMP®, Carolina One Property Management

## 10 THE VIRTUES OF VIRTUAL PROPERTY MANAGEMENT – HOW TO GROW, INCREASE PROFITABILITY & TRANSFORM YOUR PROPERTY MANAGEMENT COMPANY ■

Is Virtual Property Management a viable new business model to consider? Is it possible to grow without in-house Property Managers? This thought-provoking and industry-changing business model aggressively promotes the fusion of real estate sales and property management.

**Speaker:** Scott Brady, Progressive Property Management, Inc.

## 11 WHO, WHAT, WHY, WHEN, AND HOW OF PROPERTY INSPECTIONS ■

This workshop, designed from the ground up as an educational tool for 2017, explores property “inspections” through the lens of the question words:

- WHO – Explores the pros and cons of different methods of getting Property Surveys done (property manager, third-party, employee/staff, maintenance partners/contractors, etc.).
- WHAT – Explores what Property Managers should look for on reviews (safety items, maintenance items, liability risks, lease/legal violations).
- WHY – Seeks to answer the fundamental questions of why thorough Property Surveys matter (protect security deposit, reduce risk, create accountability, etc.).
- WHEN should we do property surveys (initial, move-in/out, periodic, lease renewal)?
- HOW – Gives an in-depth look at how to pay for/monetize “inspections” in the Property Manager’s business.

**Speaker:** Phil Owen, OnSight PROS, LLC



# Workshops

12 - 16

**Suggested Tracks:** ■ Broker/Owners; ■ Leadership; ■ Property Managers

## 12 AUTOMATIC MARKETING FOR PROPERTY MANAGERS ■

Learn the most effective techniques for adding new management accounts automatically from the best practices of more than 1,000 property management companies. Learn to automate your follow-up process to increase the number of opportunities, and conversion rate of your prospects, without adding any additional work.

**Speaker:** Dave Borden, Property Manager Websites

## 13 WHAT BEHAVIORAL INSIGHTS REALLY CAN DO FOR YOU ■

Have you ever hired the wrong person? (Admit it, you know you have!) Have you wondered why employees don't meet expectations? Have you struggled through motivating and communicating with your team? This seminar uncovers the real costs associated with a bad hire, and offers solutions to improve your hiring process, while maximizing your team's potential. Learn more about who you are, your strengths, challenges, and leadership traits. We'll discuss how you communicate and manage others and how to "handle" different types of employees.

**Speaker:** Carletta Clyatt, Omnia Group

## 14 COMPANY STRUCTURE – PORTFOLIO VS. DEPARTMENTAL ■

In this workshop, we will look at the two typical property management company structures – Portfolio and Departmental. We will examine the pros and cons of each and discuss how virtual assistants and outsourcing affect each of these structures.

**Speaker:** Brian Birdy, MPM® RMP®, Property Management, Inc.

## 15 MAINTENANCE – TIPS FROM THE TRENCHES – WAR STORIES & LESSONS LEARNED ■

This session is packed full of tips on problem solving and ideas for being proactive vs. reactive. All aspects of maintenance issues will be covered – appliances, HVAC, water heaters, oh my! Learn from someone who "has seen it all" and save yourself a lot of headaches.

**Speakers:** Michael McCreary, MPM® RMP®, McCreary Realty Management, Inc.

## 16 GROWING YOUR LOCAL NARPM® CHAPTER ■

This session will cover the basic fundamentals of growing a vibrant and active local NARPM® chapter. Use of creativity for growing NARPM® is key to a healthy association. With audience participation, we will put a plan in place where chapter leaders will leave with some basic tools to grow their NARPM® chapters.

**Speaker:** James Alderson, MPM® RMP®, Alderson Properties

# Workshops

17 - 20

**Suggested Tracks:** ■ **Broker/Owners;** ■ **Leadership;** ■ **Property Managers**

## 17 WHY GET INVOLVED WITH NARPM®?— HOW I GREW AS A NARPM® LEADER ■

Join NARPM® Past President Vickie Gaskill, MPM® RMP®, as she shares what she and other NARPM® Past Presidents have learned about how enriching and rewarding becoming involved in a leadership role can be. By becoming involved in NARPM® – getting a designation, volunteering – you can help grow the association and ensure that it becomes a diverse and potent force in shaping the property management business. And, you will learn valuable lessons about leading your business to success!

**Speaker:** Vickie Gaskill, MPM® RMP®, Bell-Anderson & Associates, LLC, CRMC®

## 18 5 STEPS TO SOLVING YOUR BIGGEST OPERATIONAL PROBLEM IN 30 DAYS ■

As Property Managers, we are often faced with many operational challenges in our business. This presentation will provide you with a process to identify the heart of the issue and how to fix it. This is a highly practical and hands-on session where we share the tips and tricks we have developed over many years. For example, our simple ‘Green Tag’ system saves countless dollars every year. Participants will be shown how to use Problem Solving Planning Sheets to identify the real issues’ underlying problems. All participants will have access to these Problem Solving Planning Sheets and you will be able to make immediate use of them in your businesses to identify a range of issues/problems and how to easily solve them.

**Speaker:** Anne & Mark Lackey, Hire Smart VAs

## 19 LAWSUIT WAITING TO HAPPEN – NAVIGATING HUD’S NEW GUIDELINES FOR THE USE OF CRIMINAL RECORDS IN RENTAL DECISIONS ■

With the release of HUD’s new guidance regarding use of criminal records in making housing decisions, many property owners and managers are left wondering how to protect themselves from claims of discrimination. This presentation navigates through the HUD guidance, and helps to clarify what impact this will have on housing providers. We will review the Three-Step Burden Shift in detail, including the responsibilities placed on housing providers. In addition, we will review best practice suggestions, and how housing providers can minimize their discriminatory risk.

**Speaker:** John McTighe, Background Decision

## 20 CUSTOMER JOURNEY WORKSHOP – UNDERSTANDING YOUR CUSTOMER TO DELIVER EXCEPTIONAL SERVICE ■

A Customer Journey Map is a way to visually illustrate your customers’ needs, processes, touch points, and perceptions throughout their relationship with your property management business. In this workshop, you will learn how to conduct a Customer Journey Map activity that helps your team to understand, empathize, and align on the tenant’s experience with your company — from awareness of their need to move, to evaluating your properties and service, to choosing your property, and ultimately renewing their lease.

**Speaker:** J.J. Kercher, AppFolio, Inc.