

2019 BROKER/OWNER *Conference & Expo*

ON-SITE PROGRAM

Thank you to our 2019 Partners



National Association of Residential Property Managers



BROKER/ OWNER Conference & Expo

February 25-27, 2019

The Mirage Hotel
Las Vegas, Nevada

Grand Ballroom G/H

 2019 NARPM® Partners



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LandLord Verification
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BlueInk Technologies
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EZ Repair Hotline
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ENTRANCE

SUNDAY, FEBRUARY 24, 2019

4:00–6:00 pm **Registration Open for Pre-Registered Attendees Reg Desk 1 - Grand Ballroom Foyer**

MONDAY, FEBRUARY 25, 2019

(Coffee only – Breakfast on own)

7:00 am **Registration Open Reg Desk 1 - Grand Ballroom Foyer**

9:00 am–12:30 pm **NARPM® Broker/Owner Conference – Rehab Your Business Grand Ballroom A/F**
This unique session is an opportunity for business owners to take a fresh look at many aspects of their property management company. The format is designed to be engaging with a variety of topics and speakers, in a TED-Style Talk. Sessions include such topics as: **Making Money, Technology, and Risk Management.**

Speakers will be quick-hitting, with only 12-15 minutes per speaker and the speakers will be asked to have an accompanying one-page ‘article’ summarizing their topic and best practices. Attendees will receive a compiled book with these articles.

- Speakers:** Steve Welty, RMP® *How to Make More Money By Working Less*
Andrew Moore, MPM® RMP® *Short-term Rental Considerations*
Jennifer Stoops, MPM® RMP® *Stop Apologizing, Start Charging*
Lucy Rogodon *Outsourcing Rules for Small, Medium and Large Companies*
Aaron McElhiney *Acquisitions*
Mark Lackey *How to Grow your Biz and Still find Balance*
John Bradford, MPM® RMP® *Celebrate Success and Learn from Failures*
DD Lee, RMP® *Work-Life Balance*
Liz Cleyman, MPM® RMP® *New Business Development*
Melissa Sharone, MPM® RMP® *Controlled SMART Growth*
Steve Crossland, MPM® RMP® *Leveraging Fear into Courage-fueled Success*
Greg Kurzner *Understanding the Investor Mindset as a Property Manager*
Bailey Jordan *How Are You Giving Inside Your Business and Your Community and Why*
Bryan Jenkins, MPM® RMP® *Explosive Growth in Today’s Market*

12:30–1:30 pm Broker/Owner Conference Lunch

1:50–2:40 pm **Building a Service Culture in Today’s On-Demand World Grand Ballroom A/F**
Customization has become more valued than ever across all products and services. Consumers can now “get what I want, where I want it, and how I want it. And yet, we have not designed our businesses to be conducive to that experience,” Michael Dominguez said. “Customization is the key and I need it to make it mine. And I live in a world that everything can be the way I want it to be.” Building a business geared toward custom experiences and products takes a lot of work and change. You will need to create an environment where people have such choices and Michael will show you how.
Speaker: Michael Dominguez, MGM Resorts International

2:45–3:30 pm **Rehab Lightning Round – Ask The Experts Grand Ballroom A/F**
Speakers: Steve Welty, RMP®; Andrew Moore, MPM® RMP®; Jennifer Stoops, MPM® RMP®; Lucy Rogodon; Aaron McElhiney; Mark Lackey; John Bradford, MPM® RMP®; DD Lee, RMP®; Liz Cleyman, MPM® RMP®; Melissa Sharone, MPM® RMP®; Steve Crossland, MPM® RMP®; Greg Kurzner; Bailey Jordan; Bryan Jenkins, MPM® RMP®

3:30–4:00 pm Coffee/Snack Break

4:00–5:00 pm **Talk Triggers – Be Different and Get Customers for Free. Grand Ballroom A/F**
Word of mouth is responsible for as much as 50% of all purchases, yet almost nobody has an actual plan to generate it. In this fast-paced, dynamic, modern presentation, Jay Baer presents you with a simple, yet critical choice: do you want to be the same, or do you want to be different? Same is lame. We ignore average, but we discuss different. When you offer a differentiated, talkable customer experience, it compels conversation. And when customers talk, they recruit new customers...for free. With hilarious and poignant storytelling, Jay teaches the 4 things that must be true for a differentiator to be a Talk Trigger; the 5 types of word-of-mouth generating Talk Triggers; and the 6-step process for creating Talk Triggers in any organization. This powerful presentation creates real change among attendees, helping them to vastly improve their marketing, and customer acquisition approach.
Speaker: Jay Baer, Keynote Speaker

5:00 pm Wrap up and adjourn for the day

5:15 pm **Networking Reception Grand Ballroom Foyer**

TUESDAY, FEBRUARY 26, 2019

7:30 am	Registration Open Reg Desk 1 - Grand Ballroom Foyer
8:00–9:00 am	Continental Breakfast & Coffee
9:10–10:10 am	General Session How to Work With and Lead People Not Like You Grand Ballroom A/F We all know that a diverse workforce leads to better decisions and solutions – it has been proven to grow business and profits. But when the person in the next cube or office is different from you, friction can arise. This session will cover the many ways we can be different from one another and how those differences manifest themselves in work situations. It will show how you and your employees can succeed in today’s diverse workplace without losing their minds or becoming frustrated by approaches to work that differ from theirs. As a leader, this session will identify key ways in which you can effectively communicate, guide, and lead associates and colleagues who are not like you. Speaker: Kelly McDonald, Keynote Speaker
10:15–11:00 am	General Session Leasing with Zero Security Deposit Options Grand Ballroom A/F There are several new vendors on the scene, in the multi-family space, offering methods to NOT have to collect the old tried and true one month’s worth of security deposit. In this presentation, Brad will go through each of the major ideas, and discuss best practices of each method. He will include ideas to cover all concerns of owners and tenants. Brad has been bouncing this idea off of four different property managers, managing over 3,000 homes in different markets, and feels they have come up with the techniques that will change the industry. They predict that, in several years’ time, taking on a security deposit when leasing a home will become an outdated technique. This is a very thought-provoking topic for all to consider. Speaker: Brad Larsen, MPM® RMP®, RentWerx San Antonio
11:00–11:20 am	Coffee/Snack Break
11:20 am–Noon	Workshop Sessions 1. How to Market, Sell & Serve Customers Grand Ballroom B/C Today’s marketing environment has become more complex and consumers have become more sophisticated. Diversity marketing is the new norm, and this doesn’t simply mean racial diversity. By recognizing the variety of forms diversity can take and tailoring your message or marketing efforts to reflect consumers’ uniqueness, you are validating the importance of a consumer group. In this session, you will learn specific strategies and tactics to identify your high-potential prospects and reach them effectively. Speaker: Kelly McDonald, Keynote Speaker 2. Autopsy of the Sale of a Property Management Company – Real Life Lessons from a Real Life Sale . . . Grand Ballroom D/E Mergers and acquisitions in the property management industry is a hot topic! Using the autopsy of an actual transaction, this session will take a deep dive into explaining the anatomy of a sale, along with the emotions and thoughts of the buyer and seller. In an effort to give the audience a transparent look into what actually happens when you sell/buy a company, the moderator will ask the speakers some probing questions about the fears and mistakes made by both sides. There will also be plenty of time to ask questions. Moderator: Jordan Muela, ProfitCoach Speakers: Matthew Whitaker, gkhouses.com and Betty Fletcher, MPM® RMP®, Fletcher Property Management, CRMC® 3. 3 Keys to Growing a PM Company in this Day & Age Grand Ballroom A/F Simply being in business for decades and word of mouth are not cutting it anymore. The property management industry is growing and is more cutthroat than ever before. How do you get to or stay on top? This discussion will cover the three keys to healthy growth: 1) Utilizing your Google presence/reputation – Google (the largest search engine in the world) is sadly under utilized by the property management industry. Learning how to gain traction and grow your online presence/reputation to those who are looking for you will be a large victory in your battle for growth. 2) Learn to Say No - Not all customers/accounts are worth fighting for. Turning down certain property owners/accounts could actually increase your bottom line at the end of the year. Know your worth and don’t compromise. 3) Your employees are your greatest asset – Hiring and retaining quality employees will be what sets you apart. When you’re not around, with whom are owners and tenants interacting? Your employees and their ability to represent the company in AND out of the office are key to long term growth. “Train people well enough so they can leave, treat them well enough so they don’t want to.” ~ Richard Branson Speaker: Jesse Barnes, Centurion Real Estate Management
Noon	Lunch – Vendor Expo Opens Grand Ballroom G/H

- 1:30–2:30 pm **General Session**
Panel on Smart Home Technology **Grand Ballroom A/F**
 The panel will focus on home automation – what do you use, how do you benefit, and what do you want next – across a property’s lifecycle. Attendees will gain an understanding of similarities and differences of how property managers are using new technologies.
Moderator: Sean Miller, PointCentral
Speakers: Andrew Propst, MPM® RMP®, HomeRiver Group, CRMC®
 Jennifer Stoops, MPM® RMP®, Park Avenue Properties
 Tim Wehner, MPM® RMP®, Dodson Property Management, CRMC®
 Garret Wong, Garamark Property Management
- 2:35–3:30 pm **General Session**
Standardizing Financial Reporting: The NARPM® Accounting Standards **Grand Ballroom A/F**
 The NARPM® Accounting Standards (NAS) is an initiative designed to assist NARPM® in elevating the property management industry by collectively establishing an acceptable standard of accounting practices. Specifically, the goal of the NAS is to create and endorse a set of accounting standards that will provide uniformity around financial practices and reporting. The documents that comprise the core of the NARPM® Accounting Standards include a Financial Controls Guide, Chart of Accounts (COA) Conversion Guide, Standardized Chart of Accounts, Metrics & Definitions Guide, and Industry Benchmarking Study.
Speaker: Jordan Muela, ProfitCoach; Daniel Craig, ProfitCoach
- 3:30–4:00 pm Coffee/Snack Break with Vendors. **Grand Ballroom G/H**
- 4:05–4:35 pm **What’s New from HUD** **Grand Ballroom A/F**
 This workshop will update you on Fair Housing Act hot-button issues for the property management industry.
Speaker: Anna Maria Farias, Assistant Secretary for HUD
- 4:35–5:15 pm **Armchair Discussion with Anna Maria Farias, HUD Assistant Secretary** **Grand Ballroom A/F**
 This question-and-answer (Q&A) session will be a highly valuable opportunity to deepen your understanding of the topics presented in the previous session.
Facilitated by: Monica Gilroy, Esq., The Gilroy Firm
- 5:30 pm **Vendor Expo and Reception** **Grand Ballroom G/H**

WEDNESDAY, FEBRUARY 27, 2019

- 7:30 am **Registration Open** **Reg Desk 1 - Grand Ballroom Foyer**
 7:30 am Full Breakfast in the Expo with Vendors **Grand Ballroom G/H**
- 9:00–10:10 am **General Session – The Art and Science of Innovation** **Grand Ballroom A/F**
 Jeff has been invited to more than 50 countries (and all 7 continents) to speak on innovation and entrepreneurship. An engaging storyteller, he applies his vast experience to problems that challenge all entrepreneurs. Jeff always leaves his audience with a profoundly new way to think, and a sense of hope and empowerment. The process of innovating can bring new life to your company.
Speaker: Jeff Hoffman, Keynote Speaker
- 10:20–11:10 am **Workshop Sessions**
- 4. Body Armor for Property Managers** **Grand Ballroom B/C**
 This is a workshop centered on “things managers can do to protect themselves from the hazards of the property management business.” The landlord/tenant relationship is full of conflict and, unfortunately, property managers get sued by owners/tenants/vendors and anyone else trying to blame someone else when things go wrong. This session will address language managers can add to the property management agreement to protect themselves and special “CYA” documents you can use to be protected from litigation and limit damages when law suits are filed.
Speakers: Robert Locke, MPM® RMP®, Crown Investor Institute and Monica Gilroy, Esq., The Gilroy Firm
- 5. Dealing with Unexpected Changes in Personnel When Life Throws Curve Balls** **Grand Ballroom D/E**
 Unexpected changes in your personnel can cause upheaval and uncertainty in your office, through turnover, unexpected leave of absence, and sometimes tragedies. Do you have your team ready to step in and fill the void when life throws you that curveball? This session will provide real life examples of sudden staffing absences and the pitfalls of not being prepared. You will come away with tools that will help ensure you are prepared when it happens to you.
Speakers: Kellie Tollifson, MPM® RMP®, T-Square Properties
 Anne McCawley, MPM® RMP®, Bennett Property Management, CRMC®
 Melissa Sharone, MPM® RMP®, First Rate Property Management, CRMC®
- 6. The Benefits of Leveraging an Outsource Partner** **Grand Ballroom A/F**
 When transforming or maintaining your business, do you always look at internal changes to technology, reporting, and personnel? Perhaps, outsourcing is a better answer. There are a number of ways that outsourcing can improve your competitive advantage, through greater contractor expertise in specific areas and overall less investment in cutting-edge technologies.
Speaker: Brian Flaherty, Global Strategic Business Pro

11:10–11:30 am	Break with Vendors	Grand Ballroom G/H
11:30 am–12:10 pm	General Session How to Grow Your Business through BDMs (Business Development Managers) Grand Ballroom A/F Empire Industries has grown to 900 properties in six years. This has happened by specific training and growth through BDMs. In this session you will: <ul style="list-style-type: none"> • Understand that you have to divide to multiply your business. • Understand what exactly is a key performance indicator (KPI) and why are they so vital. What things do you need to look at and focus on to make sure your BDMs are performing • Know where your marketing dollars are going and learn what is working and what may be slowly putting you out of business. • How to start with one BDM and expand to seven BDMs in seven offices and build from there. • Understand what type of manual and checklists you will need to have to be able to realize this type of growth. • Learn the benefit of daily meetings – pop quizzes for your team and constant training. Speaker: Steve Rozenberg, Empire Industries Property Manager	
12:15 pm	Lunch with Vendors (Expo closes after lunch)	Grand Ballroom G/H
1:45–2:40 pm	General Session A Wave of Change: Rental Market Today and Beyond Grand Ballroom A/F Rent growth is increasing on a national level, especially in the single-family home rental arena. Join Dr. Skylar Olsen for a look at the current and future trends in the rental market. Speaker: Dr. Skylar Olsen, Director of Economic Research and Outreach	
2:45–3:45 pm	General Session The Hero Effect: Being Your Best When It Matters the Most Grand Ballroom A/F In a fresh and entertaining style, Kevin Brown shares ideas, strategies and principles that will inspire and equip you to show up every day and make a positive difference. At the heart of Kevin’s message is a simple, yet powerful, philosophy for life that drives every thought, every action, and ultimately every result we achieve both personally and professionally. You and your team will be motivated to reach beyond what is required and do something remarkable! Speaker: Kevin Brown, Keynote Speaker	
3:45–4:00 pm	Break	
4:00–5:00 pm	General Session Closing Rehab Session – Tips on Implementing Lessons Learned Grand Ballroom A/F Speakers will review the lessons learned during the event and provide tips on how to implement them in your business. Speakers: Steve Welty, RMP®; Andrew Moore, MPM® RMP®; Jennifer Stoops, MPM® RMP®; Lucy Rogodon; Aaron McElhiney; Mark Lackey; John Bradford, MPM® RMP®; DD Lee, RMP®; Liz Cleyman, MPM® RMP®; Melissa Sharone, MPM® RMP®; Steve Crossland, MPM® RMP®; Greg Kurzner; Bailey Jordan; Bryan Jenkins, MPM® RMP®	
5:00 pm	Wrap Up and Network with Friends	

Note: Education classes are being held on February 28, 2019 and require separate registration.

Visit: www.narpm.org/education/course-schedule

9:00 am–4:00 pm	In-House Maintenance – Running a Profitable Operation	Grand Ballroom B
9:00 am–4:00 pm	Mastering Owner-Client Relations	Grand Ballroom C
9:00 am–4:00 pm	Office Operations – Policy & Procedures	Grand Ballroom E



LET’S BE SOCIAL!

You can’t be everywhere at once during the 2019 Broker/Owner Conference & Expo.
We’ve got you covered.

Add **#NARPMBrokerOwner** to your event posts. Follow the hashtag to catch all the action.

Tag your Tweets and posts with **@narpm** on Twitter and **@narpmnational** on Facebook and Instagram so we can engage with and share your experiences.

Let’s get socially interactive at this year’s Broker/Owner!



NARPM® Day on the Hill May 13-14, 2019

(A Training Seminar will be held on Monday, May 13 to prepare you for meeting with representatives.)

Washington Court Hotel
525 New Jersey Ave NW, Washington, DC 20001

Make contacts with key Members of Congress and their staffs and HUD on important residential property management issues, such as emotional support animals, source of income, evictions, disparate impact, and others.

For hotel reservation information, registration form, and sponsorship opportunities, visit:
www.narpm.org/legislative/register-for-plan-a-day-on-the-hill/

Save the date...

PHOENIX

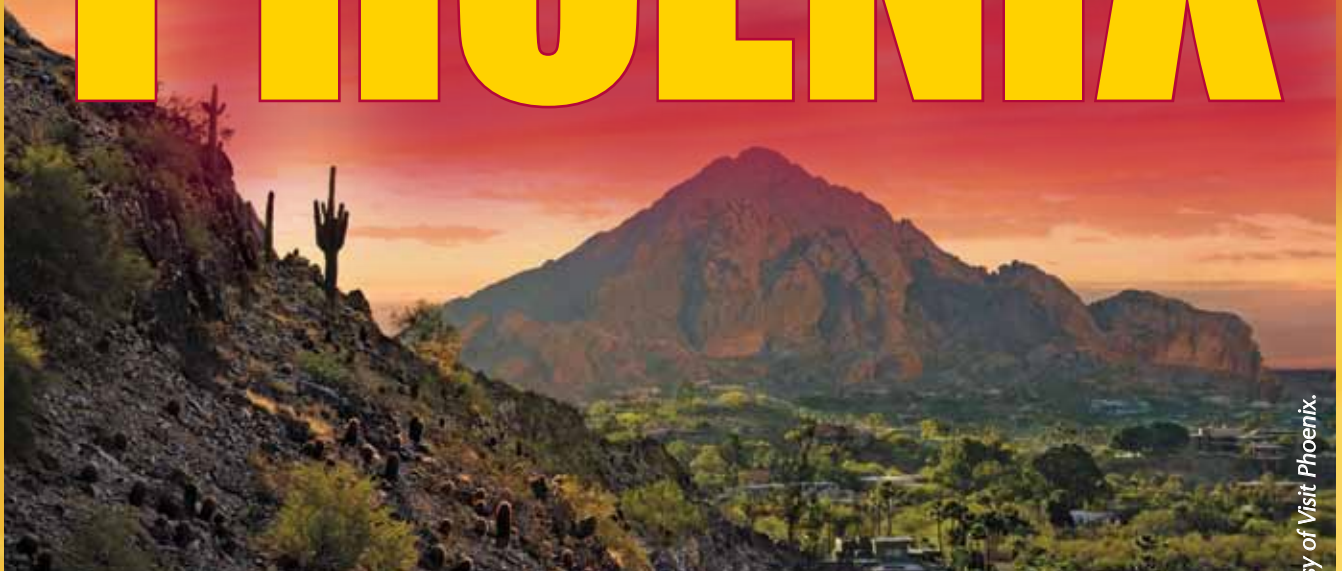


Photo courtesy of Visit Phoenix.

NARPM® 2019 Annual Convention and Trade Show

October 15-18, 2019
Arizona Grand Resort & Spa

(Education classes are on October 14 & 15)



www.narpmconvention.com

