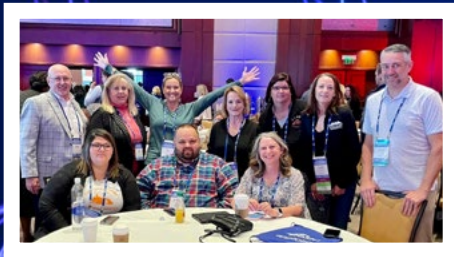




## NARPM® Members find 'Strength in Community' over four days in Atlanta

Looking back at the 2023 Convention & Trade Show

See page 11



**p9** How to select the best proptech for your business in 7 easy steps

**p27** Discussion Board: How do you generate new leads?

**p28** Tools and partners to help avoid fraud





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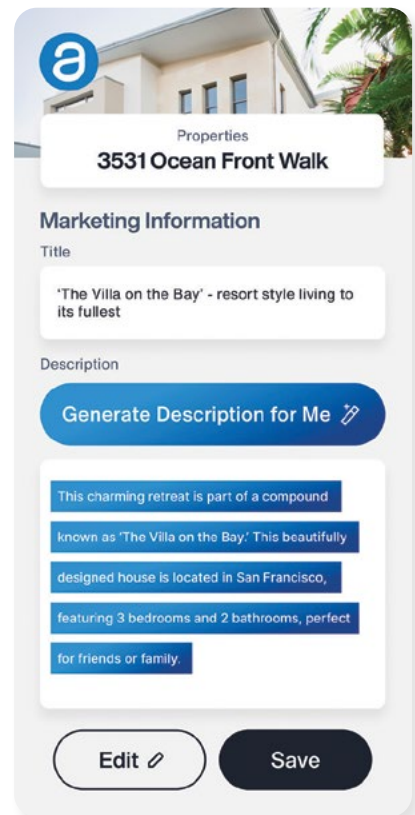
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## NEW MEMBER REFERRALS • SEPTEMBER 2023

<u>REFERRING MEMBER</u>	<u>NEW MEMBER</u>
Scott Abernathy, MPM® RMP®	Hugh Jones
April Davis	Erica Holmes
RuthAnn Fields	Trudy Nicholls
Melissa Hargreaves, RMP® MPMC	Gauri Bayoumi
Beverly Perina, MPM® RMP®	David Salazar
Lisa Schueneman, RMP® MPMC	Lara Mathis
Yuriy Skripnichenko, MPM® RMP®	Ethan Henley

## 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. 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.

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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.

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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.

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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.

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National Association of Residential Property Managers



## FROM THE DESK OF THE Chief Executive Officer

2023 has been a great year for NARPM® under the leadership of President Tim Wehner, MPM® RMP®. Many new initiatives have taken place, and we are working diligently to bring services to you as this industry continues to change!

# Success: NARPM® 2022-2023 Strategic Plan accomplishments

The 2022-23 Strategic Plan was built with input Members gave to an outside facilitator. This plan gave NARPM® a great deal to explore. Thanks to great partnership with Committees and staff, we can say we almost have everything finished!

Here are just a few highlights of what NARPM® has been doing in 2023:

- Formed a task force to look at how to keep NARPM® events relevant to the industry. One significant change to the Broker/Owner Conference & Expo is paying Members to be speakers. Speakers can earn from \$1,500 to \$7,500. For details, go to <https://www.narpmbrokerowner.org>. The submission deadline is Jan. 14 for General Sessions.
- Education is getting an entire facelift to keep classes relevant and beneficial. The National Instructors met in the spring and spent time talking about the future of education and unbundling NARPM® classes from designations. You will see the exciting new structure later in the year that will also help in building Membership.
- The Communications/Marketing Committee and NARPM® staff have created videos to increase the visibility of NARPM®'s advocacy efforts and the designations. Along with the videos there is a draft marketing plan that clearly defines the benefits and value of designations.
- The Governmental Affairs leadership, as well as state and local subcommittee, has encouraged Chapters to have a Day on the Hill event, and we have provided some level of support to those Chapters, doing so through NARPM® National staff and the NARPM® Advocacy Grants program.
- The Member Services Committee kicked off their first successful At Large Chapter meeting. These sessions are geared toward those Members who do not belong to a Chapter.
- The Professional Development Committee formed a focus group of Members to identify changing professional education needs and recommend new courses. One of their major outcomes was for NARPM® to be the go-to for

new people getting into property management. The new course structure will work to ensure this happens. In the next year NARPM® will be developing a general accounting class with subtopics of trust accounting and creating a budget.

- The Technology Committee has held webinars this year and has worked on a strategy for 2024 and beyond. This initiative gives NARPM® the opportunity to become central to technology in the single-family residential industry over a two-to-five-year horizon.
- The Women's Council of Property Managers has completed its four-part DE&I series. They are also hosted a half-day conference on the Friday following the NARPM® Convention & Trade Show.
- A task force was formed to look at the NARPM® nominating process. This group pulled information on how other associations run their process and then went through the NARPM® procedures. Out of this task force it became apparent that the process used by NARPM® is very similar to many of the associations throughout the country. A few tweaks were made to make the process more transparent. There is no more "secret committee."
- Finally, on Oct. 11, the Federal Trade Commission (FTC) announced a new proposed rule to prohibit junk fees, which are hidden and bogus fees that can harm consumers and undercut honest businesses. The FTC has estimated that these fees can cost consumers tens of billions of dollars per year in unexpected costs. The proposed rule would affect most businesses selling goods and services to the public, including those involved in rental transactions, including short-term rentals.
 

The proposed rule would ban businesses from running up bills with hidden and bogus fees, ensure consumers know exactly how much they are paying and what they are getting, and help spur companies to compete on offering the lowest price. Businesses would have to disclose all mandatory fees when telling

**Continued on page 22 "CEO"**



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## Rocky Maxwell Award Winner Spotlight: **Amber Ferrier**

**Editor's Note:** A highlight of NARPM's 2023 Convention & Trade Show in Atlanta, Georgia, in October was presentation of the prestigious Rocky Maxwell New Member Achievement Award to Amber Ferrier, a Member of NARPM's Houston Chapter. The annual accolade recognizes a new Member who has gone above and beyond in their initial 18 months of NARPM membership. Ivan "Rocky" Maxwell, who served as 1992-1993 NARPM President, touched many Members' lives and motivated NARPM Past Presidents and future leaders to get involved. The award honors his memory. Let's meet Amber and learn more about why she gives back to the association. – Victoria Hecht, Public Relations & Digital Media Director



**Name:** Amber Ferrier, First Class Realty, CRMC®, Cypress, Texas

**I've been in property management since:** I like to joke that my first bedtime story was a residential lease since both my parents started this company since I was in the womb. But I have been at First Class full time since 2020.

**I joined NARPM® because:**

It started out with being "voluntold" since both of my parents emphasized the importance of designations very early on. However, as soon as I went to my first Convention, I was able to truly see how important it is from all perspectives, networking, relationship building, gaining knowledge and so much more. I now understand more than ever what my parents were saying about their "NARPM® family." It really is an amazing organization. I get super excited attending however much we can!

**My leadership journey with NARPM® began by:** I stepped in this year more than ever. My mom (Trish Ferrier) took over the Houston board toward the end of 2022, then got sworn into Presidency in 2023, and I did my best to help market the meetings through videos and post. Then, around August of this year, I was asked if I wanted to be President for 2024. At first, I was like, "Uh, no thanks. I am way too young and don't really know what to do." I didn't feel I was smart enough to be much of a leader, but then I remembered I am related to probably the best NARPM® mentor, my mom, who 100% has helped guide me in this process. And I also had my

"NARPM® dad," Mike Mengden, who has also taken me under his wing as well. So, really what could go wrong? Right? All jokes aside, I am very excited for my Leadership journey to begin, and hope that this will be the first of many boards I can serve!

**I would love to grow my leadership by:** Using this next year serving locally will be the opening gates to learning more about Committees on a state level. Although that may be an ambitious jump for some, I will brag that the Texas board Members are so encouraging and so open to explaining what it would take that I would not be afraid to try. It may humble me, but I know I will learn a lot!

**My favorite NARPM® benefit is:** Being able to reach out to anyone if I need help, even if they are not the person to do what I exactly need help with. I know they could refer me to someone who can, and that is all because of NARPM®. If I have a question about the Texas board, I know Warren Ivey will help. If I need help with understanding the behind the scenes of what it means to go further in serving, I know Bart Sturzl will explain it. And if I need fashion advice, I know Jim Smith will teach me all he knows. Our NARPM® veterans will never turn down someone who wants to learn or needs help. That to me has been the biggest benefit.

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**Volunteering in NARPM® leadership opportunities helps me by:** The amount of knowledge I receive from attending the local meetings or Zoom calls or National Conventions has been extremely helpful to me. It makes me want to continue serving and learning more about our industry, even if it's outside of my comfort zone.

**My best advice for those who want to get involved in NARPM® leadership is:** My best advice is to not be afraid to ask questions or ask for help. Again, our NARPM® veterans are always willing to help and even mentor. Tap into any source of knowledge you can get, get involved with your local Chapter if you can, and take your time deciding where you feel your strengths could be beneficial. Even if you don't want to serve as a leader and you want to be more of a support teammate, it is always needed and appreciated.

**One of my favorite NARPM® memories is:** In the fifth grade, there was a NARPM® Convention in Chicago, and it was my first time on an airplane. This had to be one of the worst turbulent plane rides to date that we've been on. It was so bad the flight attendant sat in the empty seat next to us and proceeded to let my family know that she had not been on a flight this bad. My dad was clenching his jaw so hard I'm shocked his bone didn't pop out and

he is death gripping my mom's hand. All this commotion is going on, and there I was sound asleep, head banging on the window like nothing. Snoring, of course. It must've been a loud snore because each of the flight attendants said, "Good morning, sunshine," when I woke up.

**Fellow NARPM® members would be surprised to know:** I play in Brian Birdy's football fantasy league, and I am doing almost as good as my mom and sister, who are huge football fans and study the games. I pick my teams based on the color of their costumes, and that is it. LOL. 🏈



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**Samantha Ferreira** is an experienced professional in payment processing for the property management industry, having served as Head of Client Services at PayProp South Africa for 13 years before moving to Canada to help launch PayProp there in 2018.

## How to select the best proptech for your business in 7 easy steps

Have you ever explored property management software only to be overwhelmed by all the available options? They all claim to streamline one or more business processes, but their features, user experience and pricing vary widely.

Which of those processes do you prioritize? And how do you evaluate which candidate platform best solves it for you?

The best property technology (proptech) for your property management business is the one whose core function is best aligned with your business goals. If it also enhances efficiency and provides great return on investment (ROI), you've got a winner.

Here's a step-by-step guide to help you decide which platform that is:

### STEP 1: DEFINE NEEDS AND GOALS

For most businesses, their main goals are growth and increased profitability. The best path towards those is to isolate the issues that stand in your way of achieving them and identify the solution that solves them best, most efficiently, with the best ROI.

Pain points in your day-to-day operations might be more pragmatic, like reducing overhead, or more personal, like wanting to spend less time staring at a computer. Either way, the answer will help narrow down the type of solution that will work best for you.

For example, if you're spending an inordinate amount of time on rent collection and reconciliation, consider a dedicated automated rental payment platform instead of an all-in-one solution cluttered with features you don't need.

If maintenance is an additional headache, an integrated maintenance ticketing system may also be at the top of your list of must-haves.

If you have several goals, the solution might still be to

choose several specialized platforms instead of a single all-in-one system. Some proptech platforms come with API access or integrations with other platforms, allowing you to integrate compatible functions that work for you.

### STEP 2: CONSIDER FUTURE BUSINESS GROWTH

Within your specific requirements, the proptech you choose should be able to accommodate any expansion plans and handle a larger portfolio of properties without major disruptions. In fact, it should enable growth, either by enabling a new service, increasing your efficiency or other means impacting growth.

### STEP 3: ASSESS DATA SECURITY AND COMPLIANCE

Iron-clad security is the one feature you can't do without. When it comes to handling sensitive information, property managers must have as much trust in their service provider as their clients have in them.

To achieve this, ensure that the proptech solution you're researching meets

industry security standards and complies with local, relevant privacy regulations. Check for bank-grade encryption, two-factor browser authentication, system audit logs to record user actions, and flexible user permissions and access controls, among other security measures.

### STEP 4: DETERMINE EASE OF USE

Proptech should be easy to use for your team (and clients, if the product comes with a self-service dashboard for owners and tenants) to navigate with minimal training. User licenses should be unlimited and training included, or costs run up quickly. Look

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**The best property technology (proptech) for your property management business is the one whose core function is best aligned with your business goals.**

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Continued on page 22 "Proptech"



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

## NARPM® Members find 'Strength in Community' over four days in Atlanta

There's "Strength in Community," especially when Members from North, South, East and West come together for the National Association of Residential Property Managers (NARPM®) 2023 Convention & Trade Show to grow, learn and network.

Held Oct. 16-19 at the Omni Atlanta Hotel at CNN Center, the four-day event drew over 1,000 attendees for important industry information, business-boosting relationships and terrific times.

Convention pre-session activities kicked off Oct. 16 with the Past Presidents' Charity Fundraiser at TopGolf to benefit Communities in Schools (CIS) and the "Personnel Procedures Essentials - Hiring and Firing" course taught by instructor Kellie Tollifson, MPM® RMP®. The evening's Welcome Reception at the Chic-fil-A College Football Hall of Fame scored a

program, and Ryan Yost, RMP®, with First Rate Property Management, CRMC®, was the recipient of the NARPM® Darryl Kazen Memorial Scholarship, which honors the late Member's commitment to NARPM®, mentoring and teaching. The afternoon rounded out with the General Session presentation "Future-Proof or Bust: A Proactive Vision to the Future of Property Management" with Chuck Hattermer, MPM® RMP®, and the opening of the Convention's Trade Show, featuring 103 exhibitors.

The momentum continued Oct. 18 with another full day of workshops, Committee meetings, mastermind and regional gatherings, the Volunteers and President's receptions, the Trade Show, and General Session featuring the high-energy and wit-filled presentations "Body Armor for PMs" with

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**Over four days, NARPM®'s 2023 Convention & Trade Show was the catalyst for forging new relationships and strengthening existing ones while providing the latest trends, data and a sold-out vendor experience.**

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touchdown with attendees, and the accompanying auction, featuring artwork created by the NARPM® Board of Directors, also raised money for CIS.

The Convention kicked into high gear Oct. 17 with a welcome breakfast and orientation for Convention first-timers, followed by the Keynote Opening General Session on "Mindset/Mentality" with motivational speaker Marcus Taylor that literally brought attendees to their feet. The day continued with regional huddles with the regional vice presidents (RVPs), six workshops, each track-themed for either brokers/owners, property managers or support staffers.

During the day's lunch program, those who attained designations were honored during a recognition

Monica Gilroy, Esq., and Robert Locke, MPM® RMP®, and "Life After Property Management: Planning and Executing a Lucrative Retirement" with Mark Kreditor, MPM® RMP®.

During the day's lunchtime Annual Business Meeting and Chapter Awards, four Chapters were recognized for excellence with Chapter of the Year accolades:

- Small Chapter of the Year: Maryland Suburban;
- Medium Chapter of the Year: Southwest Idaho;
- Large Chapter of the Year: Atlanta; and,
- State Chapter of the Year: Nevada.

Additionally, President Tim Wehner, MPM® RMP®, presented 2023 President-Elect Melissa Sharone, MPM® RMP®, with the 2023 President's Award and recognized Lacy Hendricks, RMP®, Phil Owen and

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Kayla Sharp, RMP®, as 2023 Volunteer of the Year. During the evening’s President’s Reception, Wehner gave gifts and thanks to the 2023 Board and staff for their support throughout his presidency.

Oct. 19’s opening General Session, “Turn the Light On” with presenter Danielle Dillon, revved up attendees for a full final day, which included three more workshops, the trade show, the Leadership Meet-Up and Reception, and winners of the NARPM® PAC Sweepstakes: \$2,000, Melissa Hargreaves, RMP®; \$500, Trish Ferrier, MPM® RMP®; and \$250, Steve Foster, MPM® RMP®.

Gearing up for a great 2024, the afternoon included a luncheon with Membership Awards and Longevity Recognition, plus Installation of the 2024 NARPM® Board of Directors, Introduction of the 2024 NARPM® President, and presentation of Rocky Maxwell Award, recognizing one who has shown leadership in NARPM® during their first 18 months of NARPM® membership, to Amber Ferrier with First Class Realty Inc., CRMC®. Additionally, recognizing the invaluable support that NARPM® Affiliates play in the success of the organization, Pest Share and OnSight PROS were recognized as 2023 Affiliates of the Year.

2016 Past President Bart Sturzl, MPM® RMP®, installed 2024’s Board of Directors, Committee chairs and CEO:

- President-Elect – Amy Hanson, MPM® RMP®
- Treasurer – DD Lee, MPM® RMP®
- Immediate Past President – Tim Wehner, MPM® RMP®
- Southeast RVP – Katie McNeeley, RMP®
- Northwest RVP – Cyndi Monroe, MPM® RMP®
- Southwest RVP – Ben Parham, RMP®
- Pacific and Pacific Islands Regions RVP – J Jay Jensen, MPM® RMP®
- Central RVP – Angela Holman, MPM® RMP®
- Atlantic Region RVP – Steve Pardon, MPM® RMP®
- Broker/Owner Conference & Expo Committee – Tracy Streich, RMP®
- Convention & Trade Show Committee – Michelle Baker, RMP®
- Communications/Marketing Committee Chair – Jeff Ley
- Governmental Affairs Chair – Lacy Hendricks, MPM® RMP®
- Member Services Chair – Matthew VanHoughton Sr., RMP®
- Professional Development Chair – Pamela Greene, MPM® RMP®
- Technology Chair – Zeeshan Bhimji, RMP®
- Vendor Advisory – Tim Wallace



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- Women’s Council of Property Managers – Ashley Andreoni-Romo
- Chief Executive Officer – Gail Phillips, CAE

Newly installed 2024 NARPM® President Melissa Sharone, MPM® RMP®, was installed by Tony Drost, MPM® RMP®, 2011 NARPM® Past President. The new President announced her 2024 theme – “Welcome Home” – and the 2024 charity, the Pat Tillman Foundation (<https://pattillmanfoundation.org/>), including a presentation by her twin sister and Foundation recipient Michelle Neveu. Always full of fun and reflection, the traditional passing of the gavel from the Past Presidents to new President followed, with thanks given to 2023 President Tim Wehner, MPM® RMP®, for his leadership and service.

Rounding out the day, Closing Keynote General Session presenter Karen McCullough gave attendees an energized and musical send-off attuned to Baby Boomers, Gen Xers, Millennials, Gen Zers and Gen Alpha alike with “It’s Not Personal – It’s Generational.”

Over four days, NARPM®’s 2023 Convention & Trade Show was the catalyst for forging new relationships and strengthening existing ones while providing the latest trends, data and a sold-out vendor experience. It also proved that NARPM® has “Strength in Community” like no other and offers industry-wide impact.

Congratulations to all recognized and/or installed, and immense thanks to the hardworking 2023 Convention Committee volunteers, staff and presenters. Mark your calendars now for the 2024 Convention & Trade Show, slated for Oct. 21-24 at the Hilton Anatole in Dallas, Texas.

Enjoy this photographic journey through 2023’s Convention. Then, look for the official NARPM® Convention photos in December’s issue of Residential Resource. 📷











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**Kathleen Richards, MPM® RMP® CPC®**, was broker/owner of a successful management company with CRM<sup>®</sup>. She knows firsthand the highs and lows of being a business owner. She is a nationally recognized coach, speaker, instructor, author and thought leader for the last 30 years focusing on business, leadership and specifically the field of property management. She owns *PM Made Easy* – customizable products to streamline operations and founded *The Property Management Coach*. She can be reached at 800-475-3084.

## *Cultivating success: How to grow your property management business with gratitude*

Thanksgiving is my favorite holiday. When I owned my property management business, we had a tradition of closing the office for the week of Thanksgiving.

On the Friday prior everyone in the office would call a property owner to personally thank them for their trust in us and to have a wonderful holiday. My business was built on referral, and I had clients who had been with me for over 30 years.

Cultivating strong relationships is paramount to the growth and success of your business. One powerful tool at your disposal is gratitude. Demonstrating genuine appreciation towards clients, tenants, partners and employees can create a ripple effect that leads to increased referrals, client loyalty and overall business expansion.

In this article, we'll explore effective strategies to show gratitude and harness its potential to fuel the growth of your property management business for years to come.



### PERSONALIZED THANK-YOU NOTES

In the digital age, a handwritten thank-you note can make a lasting impression. Take the time to express gratitude to clients who have entrusted you with their properties. Acknowledge their contributions to your business and highlight the partnership you share. A sincere, tangible gesture like this can leave a lasting impact and set you apart from competitors who rely solely on digital communication.



### REFERRAL REWARDS PROGRAM

Your clients are your best advocates. Create a referral program that acknowledges and rewards those who refer new business your way. Consider offering bonuses, gift cards (gas cards are a winner) or a discount on services. This not only shows gratitude but also encourages your existing network to actively participate in your business's growth.



### CELEBRATE MILESTONES TOGETHER

Every successful partnership has its milestones. Whether it's your client's retirement or significant birthday or a tenant's engagement or birth of new baby, acknowledge these moments. A simple congratulatory message, a small gift or a personalized acknowledgment can go a long way in building a strong bond and demonstrating your interest in their lives.



### HOST APPRECIATION EVENTS

Organize appreciation events to bring your clients, tenants, and partners together. These events can range from small gatherings to larger celebrations, depending on your business size. It's an opportunity for networking, exchanging ideas, and fostering a sense of community among those who contribute to your business's growth.



### EMPLOYEE RECOGNITION

Behind every successful property management business are dedicated employees. Acknowledge their hard work and commitment through regular recognition programs. Employee of the month awards, bonuses and public acknowledgments can boost morale and enhance your team's dedication to serving clients.



### ACT ON FEEDBACK

Show your gratitude for clients' and tenants' input by actively addressing their feedback. When they see their suggestions and concerns being taken seriously and implemented, it not only demonstrates appreciation but also solidifies trust. A business that listens and adapts is one that clients are more likely to remain loyal to.

**Continued on page 22 "Gratitude"**



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# MEMBERSHIP Growth

NARPM® membership  
as of Sept. 30, 2023:  
**6,109**



## A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM SEPTEMBER 1 - 30, 2023

### PROFESSIONAL MEMBERS

#### ARIZONA

Dianna Vrh  
Cornerstone Realty & Management  
Scottsdale, AZ

#### CALIFORNIA

Richard Brocchini  
33 Property Management  
Encinitas, CA

April Davis  
Ventura Property Group, Inc  
Ventura, CA

Erica Holmes  
Ventura Property Group, Inc  
Ventura, CA

Rene Enriquez  
PMI Elite  
Santa Clarita, CA

Cassandra Ohms  
Bay Area Residential Management & Sales  
Hayward, CA

Nena Meola  
The Marks Company  
Petaluma, CA

#### COLORADO

Bridget Rea  
Marrs Realty & Mgmt.  
Denver, CO

#### FLORIDA

Lara Mathis  
Byers Properties, Inc.  
Jacksonville, FL

David Calvino  
David Calvino  
Orlando, FL

Joanna Rinella  
Empire Property Management Group  
Cape Coral, FL

Kay Lawson  
Southern Style Mgmt., Inc.  
Mount Dora, FL

Linda Chislom  
Florida Real Estate Properties, LLC  
Longwood, FL

MaLee C. Chu  
AndruEds Group Inc.  
Orlando, FL

Rajesh Chhelavda  
Orlando Professional Property Management  
Orlando, FL

Haley Phelps  
1st Place Property Mgmt.  
Coral Springs, FL

Jessica Santos  
Empire Property Management Group  
Cape Coral, FL

Jonette Jones  
Jones & Co Realty  
Fort Myers, FL

Michelle Carr  
Southern Palm Property Management  
Fort Myers, FL

Michelle Deal  
Real Deal Realty and Property Management, Inc.  
Cape Coral, FL

#### GEORGIA

Kyle Flynn  
Excalibur Homes, LLC, CRMC®  
Alpharetta, GA

Jacqueline Lee  
Brandywine Homes USA, LLC  
Atlanta, GA

#### MARYLAND

Gauri Bayoumi  
Pioneer Enterprises, LLC  
Glen Burnie, MD

#### MISSOURI

Kathrine Harrison  
Willow Equity LLC  
St. Louis, MO

#### NEVADA

Kristin Lujan  
Dandini Properties LLC  
Reno, NV

#### NORTH CAROLINA

Angel Leung  
Refolio Properties Inc.  
Cary, NC

Nicole Galiger  
Park Real Estate Mgmt.  
Chapel Hill, NC

Jennifer Bullock  
Jennifer Bullock Team  
Wilmington, NC

#### OHIO

Derrick Antwi  
Landlordme  
Delaware, OH

Raymund Vargas  
RPM Clarity Central  
Westerville, OH

#### OKLAHOMA

Tarah Neugebauer  
Green Door Real Estate Solutions, LLC  
Yukon, OK

#### PENNSYLVANIA

Ethan Henley  
Trustart Realty  
Philadelphia, PA

Paul Snyder III  
Highland Realty Group, LLC  
Columbia, PA

#### SOUTH CAROLINA

Elizabeth Mintz  
Palmetto City Property Management, LLC  
Charleston, SC

Liana Orr  
Property Pro Realty, LLC  
Williston, SC

#### TENNESSEE

Randal Whetsell  
Haus Realty & Mgmt. LLC  
Clarksville, TN

Alexus Tallent  
The Tallent Group LLC  
Murfreesboro, TN

Melanie J. Butler  
Chattanooga Property Management, LLC  
Chattanooga, TN

Hugh Jones  
RPM Rental Solutions  
Murfreesboro, TN

#### TEXAS

Nathan Gann  
Lufkin Property Mgmt., Inc.  
Lufkin, TX

Colton Kurth  
BTRG Property Mgmt.  
Midlothian, TX

#### UTAH

Jay R. Kay  
Vista Real Estate & Property Management  
St George, UT

#### VIRGINIA

Candace Noel  
Samson Property Mgmt., LLC  
Chantilly, VA

Jason L. Saunders  
Rashkind Saunders & Co.  
Real Estate/The Property Shop  
Richmond, VA

Michael Hogan  
The Hogan Group  
Real Estate  
Richmond, VA

Morgan Porter  
Byrd Property Mgmt.  
Midlothian, VA

Nathan Worrell  
Peak Property Mgmt.  
Richmond, VA

Trudy Nicholls  
Osprey Property Mgmt.  
Virginia Beach, VA

#### WASHINGTON

Brenda Carnahan  
Mountain View Property Management  
Everett, WA

Shiloh Wroe  
Key Property Services Inc.  
Vancouver, WA

Seemant Nakra  
Next Brick, LLC  
Bellevue, WA

Jyotsna Dixit  
BricksFolios PM LLC  
Redmond, WA

### SUPPORT STAFF MEMBERS

#### CALIFORNIA

Joel Parker  
PURE: Property Management, LLC  
Los Gatos, CA

Jackie Stanko  
PURE: Property Management, LLC  
Los Gatos, CA

#### COLORADO

David Salazar  
Armadillo Property Mgmt.  
Fort Collins, CO

#### FLORIDA

Shelby Shelton  
Southern Style Management, Inc.  
Mount Dora FL

#### TEXAS

Tracey Haynes  
Lufkin Property Management, Inc.  
Lufkin, TX

Lily Ahumada  
AustinVestors  
Round Rock, TX

Ale Campos  
AustinVestors  
Round Rock, TX

Kira Davis  
AustinVestors  
Round Rock, TX

Anna Macias  
AustinVestors  
Round Rock, TX

#### VIRGINIA

Janet Penn  
Peak Property Mgmt.  
Richmond, VA

### AFFILIATE MEMBERS

#### CALIFORNIA

Daniel Godbout  
Arrivo  
Carlsbad, CA

#### MICHIGAN

Tim Singnysane  
1-800 Water Damage  
Ann Arbor, MI

#### OHIO

Richard Smith  
Leavitt Group  
Westerville, OH

Ann Padgett  
ePremium Insurance Agency, LLC  
Mason, OH

#### OREGON

Ryan Heck  
Tulu  
Bend, OR

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Adams Property Mgmt.  
Spokane Valley, WA



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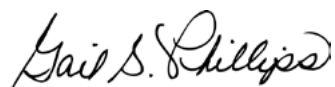
## Continued from page 5 "CEO"

consumers, a price, making it easier for consumers to comparison shop for the lowest price. The proposed rule would also have enforcement teeth, allowing the FTC to secure refunds for harmed consumers and seek monetary penalties against companies that do not comply with its provisions. NARPM® will continue to watch this action and keep Members informed of the impact.

2023 has been a great year for NARPM® under the leadership of President Tim Wehner, MPM® RMP®. Many new initiatives have taken place, and we are working diligently to bring services to you as this industry continues to change!

If you want to be part of these changes, join a Committee (<https://www.narpm.org/about/officers-and-board-2/committees/>) and get involved! That is where decisions are made.

Have a safe and enjoyable holiday season! See you next year. 🏠



**Gail S. Phillips, CAE**  
NARPM® Chief Executive Officer

## Continued from page 9 "Proptech"

at product shots or videos to see if the interface is user-friendly and intuitive. Request demos to see your chosen contenders in action. Also, inquire about onboarding processes, available training resources, and the responsiveness of the support team.

### STEP 5: CHECK OUT USER REVIEWS

There's perhaps nothing more revealing and humbling than user reviews. Online forums, industry events, Google and Facebook reviews, plus vendor review websites such as Capterra and Software Advice, can help you gather honest feedback from real property managers. Read case studies provided by the proptech company to gain insights into users' real-world experiences. No case studies? No go!

### STEP 6: DO A COST ANALYSIS

Proptech solutions come in all shapes and sizes, and so do their price tags. With budget in mind, compare the pricing models of different solutions, taking into account the initial setup, recurring costs and add-ons. Be aware that some providers won't make it easy to figure this out, which isn't a great sign. Remember, the cheapest up-front option may not

always provide the best value in the long run.

Will your chosen proptech help you save time, money and resources for years to come? Will it help you achieve the business goals you established in step one? Will it provide additional benefits like revenue increases and happier clients? Does it charge extra for other functions, additional users or support? Make necessary calculations and ensure you compare apples with apples.

### STEP 7: MAKE A FINAL DECISION

Now that you've determined what you want from proptech, it's time to compile your research and make an informed decision. The best proptech for your property management business will depend on your unique needs, goals and budget. You may also want to get your team involved, especially the members who will be using the product the most. Have them look at the options and give feedback on their favorites.

Finding the perfect proptech for your property management business might seem like a daunting task, but with this step-by-step guide, you'll avoid choice overload and have a solution that takes your business to new heights in no time. 🏠

## Continued from page 17 "Gratitude"



### THOUGHTFUL GIFTS

Surprise your clients and tenants with thoughtful gifts during holidays or special occasions. Consider customized gifts that reflect your appreciation for their support. A well-chosen gift can leave a lasting positive impression and foster goodwill.



### SUPPORT LOCAL CAUSES

Engage with your community by supporting local causes that matter to your clients. Organize charity drives, volunteer opportunities or fundraisers that align with your business's values. This not only demonstrates gratitude for their support but also reflects your commitment to the community.



### SOCIAL MEDIA SHOUTOUTS

Leverage the power of social media to publicly thank your clients and partners. Share success stories, project updates and positive experiences. Tagging them in posts and highlighting their contributions not only shows gratitude but also enhances their visibility within your network.



### PERSONAL CHECK-IN

Be available for face-to-face meetings, and don't forget to pick up the phone and call your clients. Property management is a relationship business. Continue to build the relationship through personal connections and conversations.



### EDUCATIONAL CONTENT

Demonstrate gratitude by providing valuable educational content to your clients and tenants. This could include blog posts, newsletters or webinars that offer insights into property management trends, maintenance tips or changes in the law. By sharing knowledge, you're showing that you care about them beyond just managing their properties.

Gratitude isn't just a courtesy; it's a powerful tool for growing your property management business. By showing appreciation to clients, tenants, partners and employees, you foster a positive atmosphere that encourages loyalty and referrals.

Remember, in the property management industry, success is built on relationships, and cultivating those relationships with gratitude can lead to a thriving, expanding business. So, take the time to express your thanks, nurture your connections, and watch your business flourish. 🏠



# REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME

That's Regional  
Vice President



NARPM® Northwest Regional Vice President **Katie McNeeley, RMP®** is the Broker for Jim McNeeley Real Estate and Property Management in Portland, Oregon. She previously served as 2017 President of the NARPM® Greater Portland Chapter, as a Member of the National Member Services Committee and as Ambassador to the Northwest Region. She also served on various ad-hoc committees.

## The RVP Bulletin: Northwest Region

It's hard to believe that 2023 is almost over, and along with it, my time serving as Northwest Regional Vice President (RVP). What a trip it has been! President Tim Wehner's theme for NARPM® for 2023 is "Strength in Community," and our Members have been proving how strong we can be when we work together in and for our communities.

The Northwest Region's Chapters have been actively involved in their communities. The Southwest Idaho Chapter cohosted a tournament with IREM® benefiting Camp Rainbow Gold, an organization that supports children diagnosed with cancer and their families.

The Greater Portland Chapter hosted a Vendor Fair that brought our Affiliate Members together with our professional Members in a setting where networking was ample, and Members got to talk to vendors who can help them with their businesses. It was a fun event that brought this community together. Some people (I am raising my hand here) even brought their children.

The Western Montana Chapter is hosting a similar event soon and will be providing their Affiliate Members with an opportunity to get in front of their Professional Members to make some great connections.

Hop on over to the Chapter Spotlight in this issue to see everything the Washington State Chapter has been accomplishing and planning. If you remember Leadership Training, or if you are stepping into a Leadership role next year, you'll be excited to see that, by the time this goes to print, they will have hosted a local Board Training for Washington State Chapter Members.

It is set to be a day full of networking, training and strategic planning for 2024. This event will be a great one for other Chapters to look back at and consider hosting in their state for future and current planning. Please reach out if you want to hear more.

Strategic plans are in the works, and everyone is gearing up for 2024! This is exciting to see because a solid strategic plan will help our Chapter stay on task throughout the year and accomplish great things. As you are planning for your future years, don't hesitate to ask your RVP, Ambassadors and other Chapter Leaders for ideas and advice.

We have all served in similar roles and can share what worked and what didn't so that you may tailor some of these ideas into what you want to do for your local Chapters.

One thing I have been reflecting on recently is just how much I have gotten out of serving in this role as RVP. Not only have I had the opportunity to attend many Chapter meetings with great speakers and national events, but I've gotten to travel to different parts of the country and have face-to-face time with the amazing people there. My NARPM® Community has grown exponentially, and I have met some of the best in this industry and learned so much from them. It has opened my eyes to how much hard work goes into keeping this association moving forward and how many people are needed to achieve this.

It has been a true honor and privilege to serve the best property managers in the business over the past year or so. Big gratitude for all of the Northwest Chapter Leaders who put up with "too many emails" and continued to work hard for their Members while teaching me a lot on the way. Your Members are lucky to have you working hard on their behalf.

I can't say enough about the support that I have received while serving in this role. JJay Jensen has been one of our Ambassadors this year, and his organization and humor have been immeasurably appreciated as he has kept us all on task. JJay has some amazing ideas and is a wonderful sounding board. He will be serving as RVP for the Pacific/Pacific Islands Region in 2024 and is undoubtedly going to do great things in that role!

I'm so very thankful for Jodi Williams, who also served as Ambassador this year. Her heart and passion for this industry and willingness to share ideas and work through problems has been so appreciated. She has served her Chapters tirelessly and is an amazing asset!

I'll be moving over to the Southeast Region this coming year and am very excited for this opportunity! I can't wait to see how our Southeast friends are running their Chapters and serving their Membership. With that said, Northwest Region: You are in for a real treat! Cyndi Monroe will be stepping into the role of 2024-25 Northwest RVP, and she is beyond ready. Cyndi is a powerhouse and one of the kindest humans I know. I couldn't be more confident leaving you in her very capable hands. Welcome, Cyndi!

Signing off from serving as your Northwest Region RVP with a very full heart thanks to this amazing NARPM® Community. 🏡

**Northwest:** Katie McNeeley, RMP®  
Alaska, Washington, Oregon, Idaho, Montana, Wyoming.

**Pacific:** AJ Shepard, MPM® RMP®  
California.

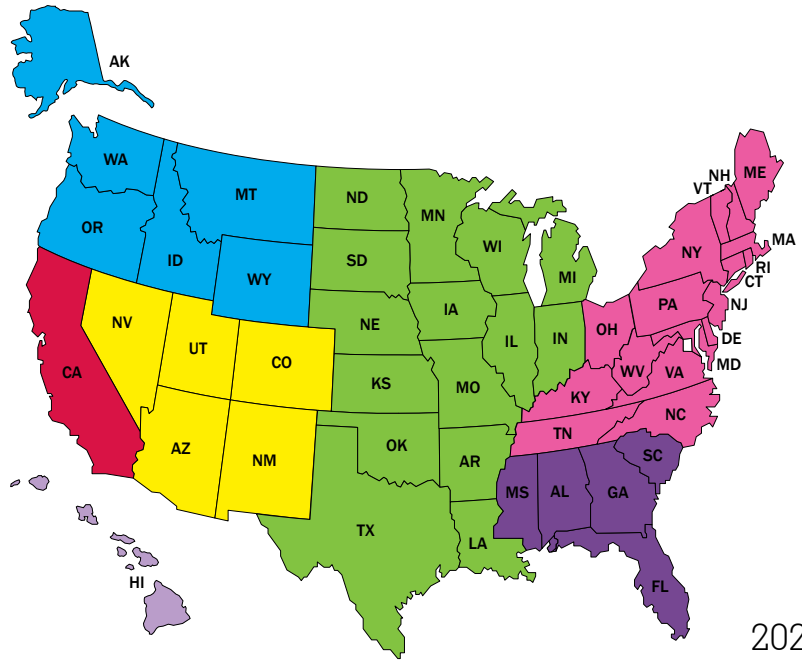
**Pacific Islands:** AJ Shepard, MPM® RMP®  
Hawaii.

**Southwest:** Misty Berger, MPM® RMP®  
Nevada, Utah, Arizona, Colorado, New Mexico.

**Central:** Angela Holman, MPM® RMP®  
North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, Kansas, Oklahoma, Texas, Missouri, Arkansas, Louisiana.

**Atlantic:** Steve Pardon, RMP®  
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC, Virginia, North Carolina, Ohio, West Virginia, Kentucky, Tennessee.

**Southeast:** DD Lee, MPM® RMP®  
South Carolina, Georgia, Florida, Alabama, Mississippi.



2023

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

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**Wow!**

I hired someone with industry knowledge to manage my properties. I hired an MPM®.



**Designees approved at the August and September 2023 Professional Development Committee meetings:**

Kristen Correa, MPM®  
Yuri Skripnichenko, MPM®  
Nicki Clark, RMP®  
Nicole Corwin, RMP®  
Dorothy Davis, RMP®  
Maranda Hunnicut, RMP®  
Lacey Yurko, RMP®  
William Robinson, RMP®

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

- Please submit your packet by the **15th of each month** to be approved.
- Deadline to submit your packet to receive your award at the **2023 NARPM® Annual Convention** was **Friday, August 4, 2023**.

**You must be a Member of NARPM® National in order to be eligible to apply.**

\*\*\*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](mailto:designationinfo@narpm.org)

**Join the other 1,000+ NARPM® Members who have earned their designations or certifications. Contact [designationinfo@narpm.org](mailto: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!

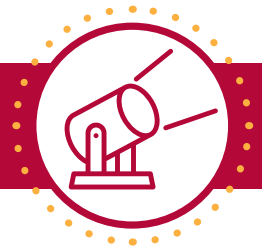
NARPM® designations\* are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain your license. Imagine the gains when the courses are

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.

\*You must be a member of NARPM® National in order to be eligible to apply for a NARPM® designation or certification.

**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?**





**Jeannette Gordon** is office manager of Summit Realty in Pullman, Washington. She currently serves as Secretary of the Washington State NARPM® Chapter and Secretary and 2024 President-Elect of the Inland Northwest NARPM® Chapter. She co-chairs the state and local NARPM® Governmental Affairs Committee and President of the Whitman County Landlord Association. Go, Cougs!

## Washington State marks legislative victories, successful Chapter trainings

The best thing I ever did to further my property management career was join the Washington State Chapter of NARPM® and my local Chapter at Inland Northwest Counties Chapter. The education, camaraderie, networking and overall importance of this organization is priceless.

For now, I will focus on my State Chapter and the great work we are doing in our state. The Washington State Chapter was formed in 2018, and we've made giant leaps in providing benefits to our Members.

First, our biggest claim to fame is a lobbyist. Jim Henderson has worked diligently and tirelessly to lobby for fair and equitable housing laws. Every Friday morning Jim hosts a Zoom Legislative Roundtable. Jim sends an email out at 8 a.m. with the topics that will be covered, with the meeting starting at 9 a.m.

After the update from Jim, during which range include rent control, statewide rental inspections, caps in late fees and local city council's agenda items that may affect landlords, he then opens the call up to our Members who have questions or concerns. We are all able to pipe in on any topic and share suggestions and ideas. Hearing that other property managers are going through the same day-to-day trials is comforting.

Second, keeping our Members up to date on laws, both locally and at the state and national level, is our next major objective. Washington State's legislative session rotates between 60-day short sessions in even numbered years and a 105-day session in odd numbered years. Together, our Members and other state landlord associations beat six rent control bills (or "rent stabilization" bills as they are now being called)! The fight will go on, but every year we get better and better at getting our points across in Olympia.

During legislative session each year Jim helps us to understand what bills might be coming up, are already in the House or Senate and, most importantly, how to testify. Since COVID, the Washington State legislature now offers remote testimony or in-person testimony. Remote testimony has been especially important to me as I live on the opposite side of the state. I can get my stories heard by the legislature without having to travel to Olympia.

Another of our goals as a State Chapter is to assist local Chapters with pretty much anything they may need. We are also actively providing support for those members that are not close to a local Chapter or helping to get them introduced to a local Chapter.

On Oct. 24, we had our first Chapter Board Leadership Training in Seattle. This free day-long training included such topics as "Your roles as part of a board," "Agendas and Minutes," "Chapter Compliance," "Chapter Excellence," "Designations" and "Yearly Calendar Planning." The training was open to all Washington State Chapters and current 2023 board Members and the incoming 2024 board Members.

This year the Washington State Chapter sponsored an in-person Lead-Based Paint Certification class for property managers on Nov. 1. Also, Washington State NARPM® Chapter, along with our other regional Chapters, holds a Regional Conference each year. The last two years Boise has been kind enough to host the conference. And trust me...they know how to put on a conference. In 2024, the Regional Conference will be in Seattle. Details to come!

All Chapters are now using the National NARPM-provided Remote Professionals in their Chapters. I know ours at the State level and at the Chapter level have been invaluable in the day-to-day activities. They are priceless!

Some highlights from our local Chapters:

- The Inland Northwest Chapter held a vendor fair earlier this year that was standing room only. Many new contractors and friends were made on this day. They also hosted a Lead-Based Paint Certification Training on Nov. 17.
- The King County Chapter had several great speakers such as NARPM® Past-President Kellie Tollifson, Pete Neubig with VPM Solutions, Jim Henderson with Landlord Solution and Mike Chin, civil rights enforcement director for the city of Seattle. They also had a self-defense coach come in for an unforgettable meeting! Meetings were very well attended. They've brought in multiple new vendor sponsors that help them out financially so

Continued on page 29 "Chapter"



# Tenant Turner

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# 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.

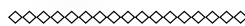
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**Q** *I am a newer property manager and working to grow my inventory of homes. I am curious of how everyone does lead generating for new properties. Any and all suggestions are greatly appreciated as I have been tasked to add an additional nine properties this year and 70 next year. Wish me luck, and thank you all for your help!*

**A** *I'm sure you know about this, but just in case, ask your title company for any non-owner occupied properties in your target area and do a mass mailer. I work by referral, so also grow your social media presence as well. People will find you on Google, and that's free.*

**A** *We handle MTRs (minimum 90-day lease) as well as 30 minimum rentals on Airbnb. This market has slowed quite a bit in 2023 after peaking in 2022. All the reasons you'd expect are to blame: increased competition from two strong years in '21 and '22, inflation, less remote work, etc. However, your mid-term market may be more resilient since Hawaii is such a popular destination.*

**A** *[Original poster] Thank you so much. I started last month with pulling leased properties 10 months ago and mailing to those owners. The thought is the first lease should be ending soon and a good time for owners to switch. I have received a couple of calls off of this so far. [I'm] also working on social media as well. That has not gained any traction just yet, but nobody is going to call me a quitter.*



**Q** *I have had a situation multiple times in which the owners want to handle their own repairs when the home is in between tenants. I do not mind this. However, sometimes it takes them months to complete and, in one case, it has been going on nine months for something we could have done in three weeks. Has this happened to anyone, and what is the remedy?*

**A** *There are several issues here when they do that:*

- 1. Liability: you may be liable if something happens at the property. Suggestion: Suspend your management contract until house ready to market. At bare minimum, have the owner sign an Indemnity Agreement to protect you from such a lawsuit.*
- 2. Break-ins and theft: Who will be responsible when you are making no money? See No. 1.*
- 3. Services: What is the owner expecting you to do during this time? We often will charge them to take video evaluation of their scope of work to make sure work is being done and quality. Otherwise, if they aren't expecting you to do anything, see No. 1.*

**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>





**Allison DiSarro** is Senior Vice President of Specialty Banking at Enterprise Bank & Trust. With more than 15 years of banking experience, she leads property management banking at Enterprise.

## Tools and partners to help property management companies avoid fraud

One of the biggest ongoing challenges for successful property management businesses is ensuring unscrupulous people don't gain access to vital funds.

Cybercriminals and other fraudsters have increasingly made the property and association management industries targets due to the volume of invoices, checks and other exploitable data they collect. In associations especially, accounts are continuously opened and closed, board members and staff change, and economic circumstances cause fluctuations in efficiency.

In both industries, the types of fraud range from electronic debit fraud (ACH), washing payee names on stolen issued checks, endorsement fraud, internal fraud and many other examples.

Because doing business in the industry remains inherently complex, even as technology advances, property management banking needs and the corresponding relationship with a financial institution

protection as third parties. As a property management specialist, they can also act with a consultative approach in regard to a state's regulatory agencies signatory rules on trust and homeowners association accounts to limit exposure to internal fraud.

Cybercriminals are becoming especially sophisticated in their schemes at a rate difficult for preventive safeguards to match. Fraudsters are working hard to stay ahead by frequently testing and probing for new vulnerabilities in businesses' systems and processes. Moreover, they take the findings and use them to refine and implement new methods of breaching susceptible operations in creative ways.

However, many of the best practices and processes for protecting a business can be broken down into three categories:

### SYSTEMS

Whether a property management business is in

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**Staying educated through webinars, classes, workshops, conferences and monthly trade group meetings will keep you at the forefront of what is happening in the industry and how to protect yourself, clients, and the business.**

---

are complex, too. Thankfully, this relationship also ensures a business will have consistent access to specialized banking expertise.

Property management businesses need collaborative partners to assist in managing all the moving parts in a responsive and communicative manner. This includes addressing vulnerabilities through strong safeguards that reduce instances of fraud while being prepared to maximize recoveries when necessary.

Not all banks have professionals fully immersed in the property management space, so look for one with the ability to make sure industry-specific financial numbers are accurate and to spot potential suspicious activity. Specialists not only have the resources and products at their bank to utilize but can also recommend industry partners which can assist with the

the early stages of adopting a fraud prevention plan or continuing to refine a long-held strategy, there are steps related to digital infrastructure that require critical attention but are often overlooked.

On the most basic level, updates to virus protection and security software can end up neglected or overlooked, and antivirus programs are only secure with the most recent versions running. A staff member should be tasked with ensuring all company computers have the latest security patches, especially the operating system and key applications.

Perhaps just as important, companies should work with all applicable vendors on verifying the security to their networks and computers where sensitive information is also stored.

While seemingly inconvenient, all online banking

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activities should be conducted from one hardened and completely locked-down computer with a “reduced threat surface,” which includes removing unnecessary software and allowing only access to the online banking site. A dedicated computer for the accounting/finance team provides more security than a laptop used for many purposes, personal or professional, and makes this a wise investment.

Additionally, account authorizations should be regularly reviewed to make sure employees who have left the company or changed job duties do not have unnecessary access to any systems. Similarly, any online banking user IDs and access levels with the bank should also be regularly monitored and updated as necessary.

## PROCESSES

Cybercrimes are largely successful because hacks occur through people and not systems. Human nature makes businesses vulnerable, and the weakest link in many fraud prevention plans ends up being employees, including management and executives. To protect against scams, user education and skill reinforcement remain the most valuable weapons.

To this end, all employees, regardless of rank or seniority, should receive regular education through both fraud prevention best practices and policies. Required education should include ongoing training related to cyber risks, especially those unique to a property and association management business’s specific operations.

These preventive measures serve as a baseline to manage other processes designed to limit fraudulent activity.

Due to the high volume of payments sent and received, fraud solutions such as ACH positive pay and check positive pay have become a must in the industry. To protect these exchanges, ACH and wire transfer payments should be maintained under dual control with both a transaction originator and a separate transaction authorizer. This type of system should not only be implemented but followed regardless of perceived urgency to make a payment.

If asked to make changes in payment method from a vendor, resident or employee through an electronic communication, be sure to verbally confirm the details with that sender. Too often transactions are processed solely because an employee received an email from their “supervisor” to send funds, without verifying verbally. This includes an emphasis on verifying routing and account number changes and not just a new transaction to be processed.

Finally, reconcile bank transactions daily, preferably at the beginning and end of each day. This can reduce mistakes made due to high volume or time constraints. If reconciling on a daily basis is not an easy task for any team, then at least review all transactions on



the online banking portal upon starting the workday. There are also several third-party companies who work in the property management industry who can do this task. With trust account banking especially, a third party, neutral eye can be beneficial.

While much of the above focuses on digital communications, property and association management companies still deal with paper trails. To reduce the accidental dissemination of personal information, companies should engage in regular shredding of unused or out-of-date documents, including check stock, blank checks and fax signatures, prior to disposing of these items. However, care should be taken to make sure necessary records required for legal or regulatory reasons are safely and securely filed. If possible, do so in a manner that allows for periodic destruction once required retention periods have expired.

## INSURANCE

Unfortunately, cyber incidents due to fraud have almost become a matter of certainty. This leads to the proliferation of cyber insurance and cyber liability policies that help protect industries like property and association management when targeted.

While cyber policies are integral to protection, all companies should develop and implement an incident response plan with consideration given to all internal and external team members who should be involved. When incorporating cyber insurance, fully vet the provider on fraud coverage and limits, both annual coverage and per incident. Review what the coverage includes, not only monetary compensation but what services the insurance company and other business partners, including financial institutions, will provide should a cyberattack occurs.

All coverage policies should be reviewed at least annually and updated as necessary. This review should also include coverage included with accounts and services.

Because the nature of fraud incidents can vary and have financial impact, review and discuss the banking institution’s account agreement, including any considerations’ liability for fraud. If there is an existing Errors and Omissions (E&O) policy with the insurance provider, understand the potential for possible internal liabilities that exist for losses resulting from a fraud attack.

Most importantly, leaders need to immediately escalate any suspicious transactions to the financial institution, especially ACH or wire transfers. There is a limited recovery window of 24 hours for these transactions and immediate escalation may prevent further loss. A banking partner can often quickly assess the situation and keep it from devolving if fraud or cyberattacks are verified. 🏠

## Continued from page 25 "Chapter"

they can do more for their Members. They also had a blast at their TopGolf Social event with vendors and Members.

- The Pierce County Chapter is especially welcoming to our state’s at-large Members. They offer their meetings both in-person and via Zoom to be able to reach these Members. They’ve also hired an attorney to draft a lease addendum to provide to all members. They’ve already finished their calendar for 2024! Woohoo!
- The Southwest Washington NARPM® Chapter had an attorney speaker at one of their Membership meetings on the new security deposit law in Washington. They added several new Members

because of this meeting. They have also elected a 2024 speaker chair, who is already working hard to fill up the calendar for next year. They’ve also just gotten a remote professional to help with just about everything.

All in all, our Washington State NARPM® Chapter has been focusing on how to best serve our Members and their Chapters and how to get the most out of their Membership in NARPM® and Washington State NARPM®. 🏠



# Women's Conference: 'Design a Vision Tailored to YOU!'

Empowered? Yes, they are! NARPM's 2nd Annual Women's Conference, held Oct. 20 in Atlanta immediately following the 2023 NARPM® Annual Convention & Trade Show, helped attendees "Design a Vision Tailored to YOU – An opportunity to focus and empower YOUR plan." But attendees did far more than walking (or flying) away with notes at the conference conclusion. They're now part of "Champion Circles" with relationships forged and the tools needed to be their best selves.

Attendees spent the half-day event designing a vision tailored to each of their individual needs, setting their visions in action and catapulting their networks. They also learned the power of ask/give with a great interaction exercise that will pay forward long after the Conference!

Special thanks to Premier Sponsor RBP by Second Nature, Vision Session Sponsor Turnkey Residential LLC and Empower Session Sponsor Blanket, to the Women's Council of Property Managers Leadership, led by chair Bess Wozniak, MPM® RMP®, and to presenters Kelli Segretto of K Segretto Consulting and Shimrit Markette of Second Nature. NARPM® can't wait to see attendees be their "best YOU"!

Want to get involved in NARPM's Women's Council of Property Managers? Visit <https://www.narpm.org/conferences/women-council/>. – Victoria Hecht, NARPM® Public Relations & Digital Media Director | Residential Resource Editor 🏡







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3) Summit Exhibitors

4) Day on the Hill



[www.narpm.org/legislative/narpm-capitol-summit](http://www.narpm.org/legislative/narpm-capitol-summit)