



## Make the most of your Broker/Owner Conference experience: *Tips from the pros*

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**p9** Empowering women in property management, Part 2

**p18** Discussion Board Hot Topic: Section 8 tenants & discrimination

**p22** Fighting through self-doubt







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## NEW MEMBER REFERRALS • FEBRUARY 2024

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Erik Barbic	Ingrid Hinn	Jude Hughes, RMPC	Linh Tu
Gauri Bayoumi	Ahmed Bayoumi	Jude Hughes, RMPC	Kennedy Amundson
Cindy Blyle	Richard Beckman	Tiffany Izenour, RMPC	Pinyo Bhulipongsanon
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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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National Association of Residential Property Managers





## FROM THE DESK OF THE Chief Executive Officer

NARPM® has been extremely busy the first few months of 2024. There are task forces that are being formed, and Committees are busy working on their strategies to bring more services to you.

# Member feedback: You spoke, and NARPM® is listening.

Happy spring! (Or are you questioning where is the warmer weather and what is happening in this industry?)

There are many questions right now about the real estate industry and what impact the National Association of Realtors® settlement may have on property management. As far as NARPM®, since the organization has no rules on commissions or agreements you make with others, we are watching what is happening with the case.

Remember, what your company charges, or agreements you make with others, is a company decision. There are no “usual market fees” and, again, when looking at your services remember to look at your company and market and what it can bear. Remember that by providing great service, your firm will definitely win in the end.

It will be this summer before anyone knows if the settlement is accepted and what the impact will be. For those in multiple listing services, you can no longer list commissions in the service, so will this impact your marketing of rental properties?

How exciting that the Broker/Owner Conference & Expo is finally here! I am hopeful that I will see you there. Amelia Island will be a beautiful setting for this fantastic event. The Committee this year has put together a great lineup of speakers, and this is the first year NARPM® will be paying Members to speak in both breakouts and as General Session speakers. We hope this change will bring a higher level of topics and speakers. Again, the Members spoke, and NARPM® listened.

Also, NARPM® has a new event planner, so please make sure to welcome Savannah to the NARPM® family as she is doing a great job!

NARPM® has been extremely busy the first few months of 2024. There are task forces that are being formed, and Committees are busy working on their strategies to bring more services to you. If you want to see the new NARPM®, plan go to the website at <https://www.narpm.org/docs/about/2024-25-strategic-plan-at-a-glance.pdf>.

The Nominating Committee has begun meeting, and a call for officers has gone out to all designees. Is it your time to apply and get involved? Check out the information and application at <https://www.narpm.org/members/get-involved/>. NARPM® needs good leaders who want to help keep NARPM® in the forefront of the industry. If you are not ready to be on the Board,

NARPM® is fortunate to have some fantastic Committee Chairs this year. Why don't you think about getting involved on a Committee? It isn't too late, so check them out at <https://www.narpm.org/about/officers-and-board-2/committees/>. Send a note to the Committee Chair and they will get you set up for the next meeting.

Talking about new actions, stop by the Board meeting at 9 a.m. Monday if you will be at Broker/Owner that day. The NARPM® Board of Directors will open the first 15 minutes of their meetings for Members to come in and share thoughts. There have been comments that NARPM® does not listen to the Members, so this is your chance to come in and share with the directors. NARPM® also has a group on the <https://community.narpm.org/> to share your feedback. Just go to the “\*Feedback to NARPM” Community and post your thoughts. They will be reviewed by the NARPM® Leadership.

There are a great deal of changes happening in the industry, and NARPM® is working diligently to share these legislative issues with the members. Make sure you personally stay updated at our NARPM® Legislative Action Center at <https://www.narpm.org/legislative/issues-2/>. This is NARPM's year to carry a bill on the Federal level and we are excited to see it moving forward. We have a great Governmental Affairs team that has been in D.C. watching all bills that affect your industry.

Finally, NARPM® has hired a facilitator to help move the association forward through a NARPM® 2.0 study. During this time, you will be asked to complete a survey and we need your input so they can gather demographics and information about the organization. NARPM® leadership is working diligently to keep the association relevant into the future and this is just one of many steps they are making to see that this happens.

I have often heard if you don't keep moving and make changes, you will fade away and become irrelevant. Our team, along with the Leadership, wants to ensure that NARPM® is vital to the industry and the Members. If you have ideas, please share them as NARPM® appreciates Member-positive feedback and involvement. 🇺🇸

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

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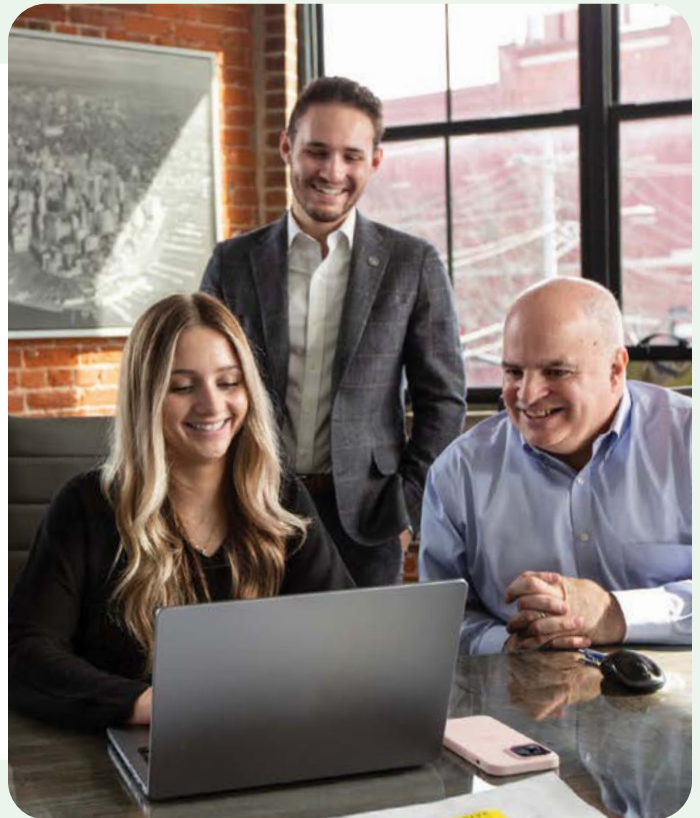
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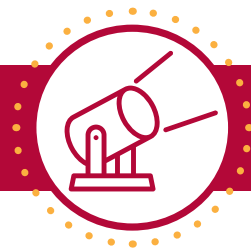
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# MEMBER Spotlight

GET TO KNOW AMAZING NARPM® MEMBERS FROM ACROSS THE UNITED STATES



## At-Large Chapter Chair Spotlight: Yuriy Skripnichenko, MPM® RMP®



**Name, designations, company, location:** Yuriy Skripnichenko, MPM® RMP®, TrustArt Realty, Philadelphia, Pennsylvania

**I've been in a NARPM® Member since:** 2019

**I became involved with NARPM® because:** I started my own brokerage and offering property management services to the public.

**Tell us about the At-Large**

**Chapter and its formation:** The creation of an At-Large Chapter was one of the goals for National's Member Services Committee in 2022. Our subcommittee worked toward organizing the Chapter and rules under which it would exist, and in 2023 we were able to start the Chapter.

**At-Large Chapter Members can expect:** Four meetings a year with one meeting each quarter. (Visit <https://www.narpm.org/narpm-at-large-chapter/>.) Participation in the Chapter is absolutely free of charge, and you do not have to register to become a part of the Chapter. We are planning on bringing great national speakers to you

and provide you with educational value and time to hang out with peers from the comfort of your office.

**The thing I'm most excited about with the At-Large Chapter is:** Meeting NARPM® Members from all over the country and learning from them.

**One great thing I've learned so far during an At-Large meeting is:** How to work with problematic owners/tenants and give them a solution to a problem that they would accept.

**In my opinion, the greatest challenge facing the property management industry today is:** Federal and local laws.

**My favorite thing about being the At-Large Chapter is:** You get a lot of benefits of a local Chapter without ever leaving your office.

**How does one become part of the At-Large Chapter?** If you do not have any local Chapters you will automatically be an At-Large Member. We do not limit participation in the Chapter. Anyone can join our meetings at any time.

**NARPM® membership is important to me because:** It helps me to stay on top of all industry news and trends and make sure that my business is thriving.

**My best advice for those who want to get involved in NARPM® is:** Do it. Get involved. No one will do it for you. 🏠



### 2024 NARPM® Past Presidents' Charity

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Join NARPM® as we support the **Pat Tillman Foundation** in its mission to “unite and empower remarkable military service members, veterans and spouses as the next generation of public and private sector leaders committed to service beyond self.”

[www.narpmconvention.com/narpm-past-presidents-charity-fundraiser](http://www.narpmconvention.com/narpm-past-presidents-charity-fundraiser)



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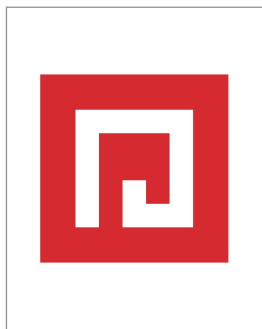
- Incoming payments:** 3 Failed rental payments in the last 7 days; 6 Unreconciled incoming payments totaling \$3,475.00.
- ACH debits:** 33 ACH debits requiring mandates.
- Outgoing payments:** Payments to approve: \$180,427.45; Beneficiaries with a balance: \$60.00.
- Tenants:** Tenants in arrears: \$10,165.00; Active tenants.
- Properties:** Properties without tenants; Properties not mapped; Properties: \$163,533.46 (Projected monthly rent roll based on recurring invoices).
- Tenancy agreements:** 15 Tenancy agreements expiring next 2 months.
- Maintenance:** 1 New tickets; 18 Tickets in progress.
- Portfolio growth:** Bar chart showing Payments received and Management fee income from Dec to Oct.
- Summary:** Management fees: \$15,905.93 (LAST MONTH); Other income: \$45.00 (LAST MONTH).
- Mobile App:** PayProp Owner app with a 'Send invitations' button.
- Mobile Sidebar:** Reminders due, Incoming payments (\$3,475.00), ACH debits (33), Outgoing payments (\$180,427.45), Tenants (\$10,165.00), Properties.



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**PayProp** is the industry-leading rental payment platform for property managers. They have been providing rental payment processing and back-office automation for residential property managers since 2004.

## Empowering women in property management: insights from an industry trailblazer, Part 2

PayProp had the privilege of picking the brains of two female executives in the rental housing industry in celebration of International Women's Day: Lynzi Michal, Director of Membership & Marketing for the Federation of Rental-housing Providers of Ontario (FRPO) and the Canadian Federation of Apartment Associations (CFAA) in Canada, and NARPM® CEO Gail S. Phillips, CAE, who is featured in last month's *Residential Resource*® magazine (<https://www.narpm.org/wp-content/uploads/2024/03/narpm-residential-resource-march-2024.pdf>).

They got honest about their career wins, struggles and the lessons they've learned along the way. Here's Part 2 with Lynzi Michal.



**Lynzi Michal, Federation of Rental-housing Providers of Ontario and Canadian Federation of Apartment Associations  
Director of Membership & Marketing**

**Tell me about your past work experience. How long have you been in the rental**

**housing industry and in your current position?**

I have accumulated nearly 15 years of experience in the rental housing industry. Currently, I hold the position of Director of Membership & Marketing for both the Federation of Rental-housing Providers of Ontario and the Canadian Federation of Apartment Associations.

I am responsible for managing membership activities, benefits programs, sponsorship acquisitions, the FRPO MAC Awards, the CFAA Rental Housing Awards and much more.

**Are there specific accomplishments or milestones in your career that you're especially proud of?**

Twelve years ago, I saw a gap in the rental industry's event offerings and recognized the need for a platform specifically tailored to women. That's when I founded the "Women in Rental Housing" luncheon, initially gathering a modest 50 attendees.

Over the years, the event has grown significantly and

now attracts over 300 participants annually. Held each summer, the luncheon provides a dedicated space for women in our industry to network, learn, and engage.

We've hosted a diverse array of speakers, including senior leaders in the industry, and have also used the platform to address important social justice issues such as intimate partner violence, most often in collaboration with the non-profit Interval House. This dual focus contributes to both women's professional development and broader societal conversations.

**What was the biggest obstacle you've faced in your career, and how did you overcome it?**

One significant obstacle I encountered was my fear of public speaking, which caused considerable anxiety in the earlier stages of my career. Surprisingly, it was the creation of the Women's Luncheon that was the turning point in overcoming this fear, as I had to assume the role of host and emcee.

Being surrounded by supportive women provided me with the encouragement I needed to face this challenge head-on.

**On the flip side, what do you love most about your job?**

The dynamic nature of the Canadian multifamily sector. I find the industry constantly evolving – each day presents new challenges and opportunities. The fast-paced environment keeps me engaged, especially as we strive to address the pressing housing crisis by expanding rental accommodations across the country.

**How do you stay open to constructive criticism while staying true to your own vision and ideas?**

That involves adopting an operational perspective. Rather than internalizing feedback as a personal attack, I try to assess its potential to enhance client satisfaction, streamline operations, or automate processes. Embracing feedback as an opportunity for growth enables me to implement beneficial changes to my organizations, ultimately benefiting both myself and our stakeholders.

**How do you see the role of women evolving in corporate leadership, especially in the context of the property management industry?**

Over the past 15 years, I've witnessed a significant shift in the composition of corporate leadership within the property management industry, with an increasing

**Continued on page 19 "Insights"**



# Make the most of your Broker/Owner Conference & Expo experience: Tips from the pros

*Editor's note: Heading to Florida for NARPM's 2024 Broker/Owner Conference & Expo? Get the most value from your trip – personally and professionally – with property manager and vendor tips from these frequent attendees!*



Don't be shy. Get out of your room. Sit with people you don't know. Ask questions and make new friends. There are over 220 first-time attendees who don't know anyone! You are not alone. – **Tracy Streich, RMP®, 2024 Chair, NARPM® Broker/Owner Conference & Expo**

My two pieces of advice are:

1. After three days of learning go through all your notes and pick two things to implement or change. Don't try to do it all as it will be too much.
  2. Branch out of your comfort zone and talk to new people every time we have breakfast or lunch. You will learn a ton from your peers.
- **Melissa Sharone, MPM® RMP®, 2024 NARPM® President**



1. Make a game plan before you arrive, choose what sessions you'll hit and when you'll skip to take a meeting with another attendee or vendor and have it planned out. It can be overwhelming if you don't plan.
  2. Go to something you think you should skip because you already know all about it. Chances are something has changed, and you will learn something new and important.
  3. Get there early and stay late. The best parts of these Conferences are the relationships you'll forge.
- **Tim Wehner, MPM® RMP®, NARPM® Past President (2023)**

The benefit from any Conference is directly proportional to the amount of participation you make. Get out of your comfort zone. Ask (politely) other owners what works for them... what are some challenges? Don't expect successful operators to give your contracts and marketing pieces but most will share their experiences.



Even if you don't drink, have a non-alcoholic drink at the bar. Even if a tad shy, socialize. Visit the vendors. Ask them how they can improve your business and increase your profits. Don't make any big financial commitments at the conference.

Everyone has their own business model in their particular location; it may not be right for you. Take some claims of profit or growth with a grain of sand.

Enjoy yourself but don't embarrass yourself. There are plenty of opportunities to drink (for free), but don't have a hangover takeaway from the Conference. If a breakout does not resonate with you, get up and visit a different one.

Once you get back home, implement and improve your business. – **Scott Brady, 2023 Chair, NARPM® Broker/Owner Conference & Expo**



**BE PRESENT:** You've spent a lot of time and money to be here. Don't waste it. Have someone at your booth. That goes without saying during designated trade show times, but even during sessions, PMs often like to wander into the exhibit hall during portions of the schedule they do not find as applicable to their business. It is during these times that you can have some of your deeper and more meaningful engagements. Don't miss these opportunities!

**BE EVERYWHERE:** At the same time you should have a presence at your booth, don't be married to it. Make sure that you have more than one person attending the conference. Because some of your best conversations happen in the hallways. Over a meal. At after-hours events. Or in the restroom (Ok... too far. Just kidding about the last one.) Wander around and have a presence at more than just your booth. Spend time just enjoying relationships with your existing clients.

Continued on next page

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**BE CURIOUS** (not just pitchy): This one is important. If someone visits your booth, it is for the express purpose of learning about your product/service. Pitch away. But when you are away from the booth, focus on curiosity, not sales. No one wants to sit at breakfast and have an affiliate come hard-sell them. Instead, focus on creating human connections. Be genuinely curious. About them as people. About their business. About their journey. You'll be amazed at the things you learn and the true friendships you can build. Oftentimes, they become curious about you and ASK about your business. Now you've got an opportunity. But wait for an invitation in those environments. Otherwise, you'll find yourself being the booth people tiptoe around while holding out garlic and a mystical item to ward away the aggressive salesperson.

**BE HUMAN:** NARPM is a deeply connective organization. Look at property managers as people, not as prey. When you do this you will find you can build real, lasting friendships. And while those friendships will almost invariably pay off for your business in some way, shape, or form, don't be utilitarian about it. Drink deeply from the relational opportunities these events afford you. You will find that they will enrich your life as much as your business.

**FOLLOW THROUGH:** You've invested the time and energy to build relationships. Now follow up. Not just for the following days and weeks, but for the following months. Avoid being a pressure salesperson, and create opportunities to reconnect. I often find that PMs sincerely mean to implement your product or service. But when they get back to the real world, other pressures keep it from getting to the top of their to-do list. And remember, just because a broker/owner is excited about implementation, they will often get pushback from their team that halts their momentum. Offer to meet with their team. Listen to the issues THEY face. Bring them along for the ride. Be the catalyst for implementation, serving as an extension of the team. – **Phil Owen, CEO, OnSight PROS**

Here are a few tips for getting the most out of your exhibitor experience:

- Schedule meetings prior to the Conference.
  - Have a fun giveaway (not a gift card) that people can take on the plane. Enter people who schedule a meeting with you to the giveaway.
  - Partner with other Affiliates and have a client dinner.
- **Pete Neubig, CEO, VPM Solutions**



Go with a specific goal in mind. Without specifically looking to achieve something, the Conference can easily become overwhelming. Here are some of my goals for past Conferences:

- Focus on taking notes at all of the sessions, and specifically seeking out sessions that I want to learn more about.

- Maximizing my time with vendors, even during sessions, to help solve some pain points in my business.
  - Networking with other property managers across the country to build friendships and connections and to continue to network and exchange ideas long after the Conference.
- **Jeff Wright, RMP®, 2024 Committee Member, NARPM® Broker/Owner Conference & Expo**

1. Don't just look for leads. Meet the people! There are so many interesting stories and insights to gather from this Conference full of fascinating entrepreneurs; don't look to just get discovery calls booked, make some discoveries about the people you meet!



- 2. Keep a welcoming presence at your booth. Get creative or just get out there, but make sure you're opening your space to welcome people in.
- 3. Be yourself. Let your brand shine through in whatever unique or specific ways make sense. Make a place that speaks to your kind of people! – **Sadie Desaulniers, Chief of Staff & Financial Performance Coach, ProfitCoach**





# Property maintenance software that's a win for all your stakeholders

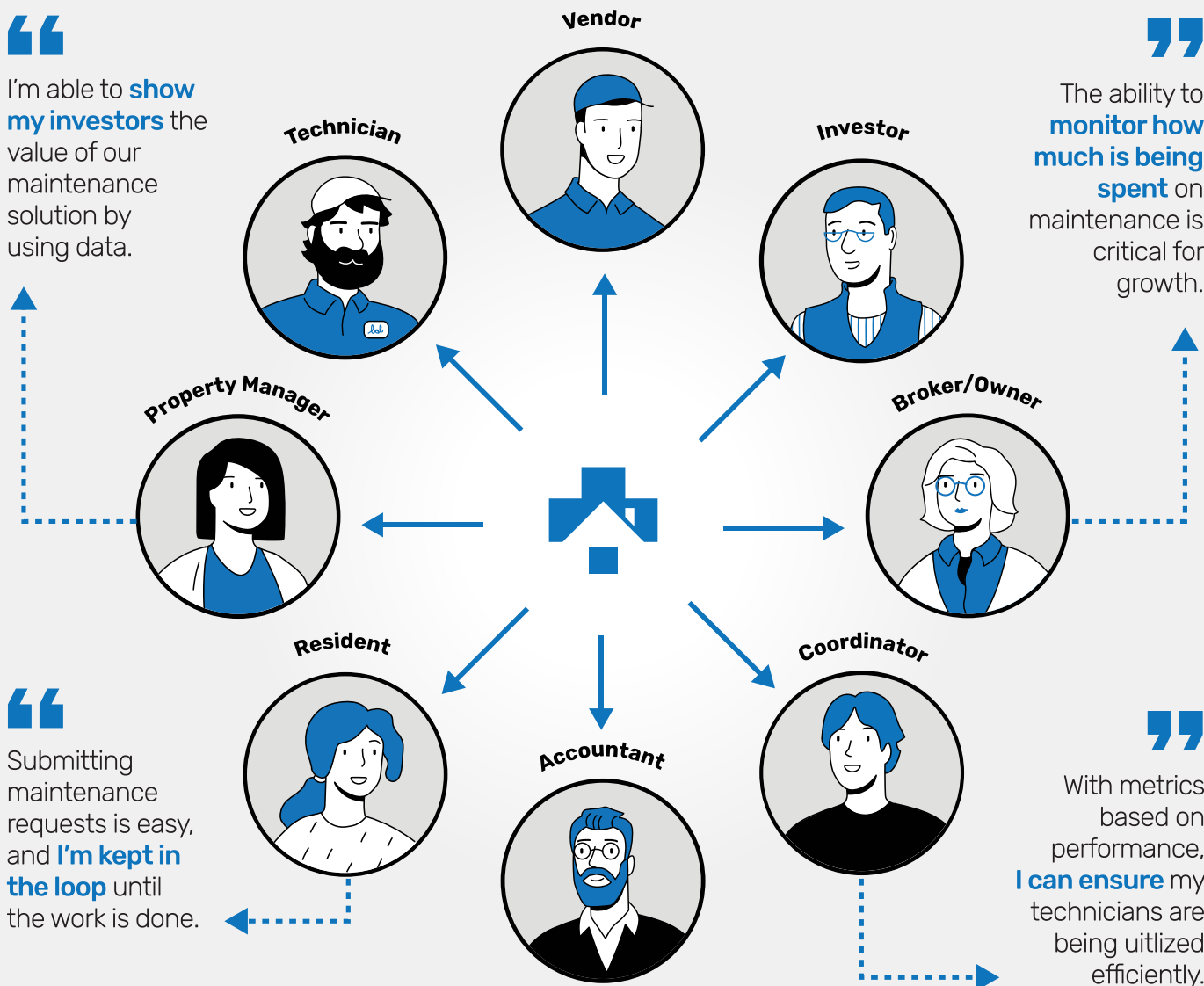
*Melding* all key players together in one powerful maintenance solution to ensure world-class outcomes for all parties involved.



I'm able to **show my investors** the value of our maintenance solution by using data.



The ability to **monitor how much is being spent** on maintenance is critical for growth.



Submitting maintenance requests is easy, and **I'm kept in the loop** until the work is done.



With metrics based on performance, **I can ensure** my technicians are being utilized efficiently.



Learn how Property Meld can overhaul your maintenance

**SERVPRO.**

## Helping your business is our business.

SERVPRO is the #1 choice in commercial cleanup and restoration. We're available 24/7 - so no matter when and where disaster strikes, SERVPRO is there for you and your residents. Our team of PROs will be your advocate from start to finish so you don't have to manage multiple repair teams. You can count on SERVPRO to make it "Like it never even happened." Call your local SERVPRO or visit [SERVPRO.com/decision-makers](https://www.servpro.com/decision-makers).



SCAN IN CASE  
OF EMERGENCY.



## NARPM® approves Artificial Intelligence Usage Policy

**NARPM® staff engaged NARPM®’s attorney to create the following Artificial Intelligence Usage Policy. The Board of Directors approved the new Policy in February, and it is included in NARPM®’s Operations and Policy Manual.**

The use of Artificial Intelligence (AI) continues to grow in popularity in everyday life and in businesses, especially with the launch of AI tools like ChatGPT. This technology can serve as a great resource, but its use carries risk that policymakers and even AI experts are continuing to grapple with.

Similarly, associations are working to determine the legal and ethical use of AI within their operations.

With this in mind, NARPM® staff engaged NARPM®’s attorney to create the following Artificial Intelligence Usage Policy. The Board of Directors approved the new Policy in February, and it is included in NARPM®’s Operations and Policy Manual.

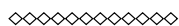
Please read the entire Policy, but its purpose and scope are best summarized in its first sentence.

*This Artificial Intelligence Usage Policy outlines the expectations and guidelines for the responsible and ethical use of artificial intelligence (“AI”) by individuals or entities that are members, contributors, contractors, and others who deal in any way with content, data, and information of, or for, the National Association of Residential Property Managers (“NARPM”).*

A few points to emphasize about this Policy:

- Please note that it is only focusing on your use of AI within the scope of your work or association with NARPM®.
- As AI technology is constantly changing, NARPM® will revisit this Policy regularly to determine if it needs to be amended.

- Blake Hegeman, NARPM® Chief Operating Officer



### National Association of Residential Property Managers Artificial Intelligence Usage Policy

#### PURPOSE

This Artificial Intelligence Usage Policy outlines the expectations and guidelines for the responsible and ethical use of artificial intelligence (“AI”) by individuals or entities that are members, contributors, contractors, and others who deal in any way with content, data, and information of, or for, the National Association of Residential Property Managers (“NARPM”). NARPM recognizes the rising availability and usage of AI tools across industries and remains committed to responsibly adopting innovative technologies. The purpose of this policy is to ensure that AI is employed throughout NARPM’s endeavors in a manner that aligns with NARPM’s values, professional ethics, and with evolving legal standards. This policy addresses the use of any AI technology and relevant risks associated with its use, including but not limited to liability for intellectual property infringement; false or misleading and biased or discriminatory content; confidential and proprietary information (including NARPM’s information and third-party information); and to ensure compliance with developing laws, regulations, and ethical rules governing the use of AI technologies. NARPM recognizes the evolving legal environment surrounding AI technology and anticipates this policy will evolve. Users should regularly review and revisit this policy to stay abreast of changing policies.

#### IDENTIFICATION OF “ARTIFICIAL INTELLIGENCE” OR “AI” TOOLS

With the advent of tools like ChatGPT, AI has become increasingly prevalent as a productivity tool. However, AI encompasses more than generative tools, and is not always easy to identify. “Artificial intelligence” or “AI” includes any software tool that employs machine learning technology, including but not limited to deep learning and generative AI tools. Because generative AI generates content in ways that mimic human creative expression, those tools can be

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easier to identify than software employing AI technology behind the scenes. If one is unsure whether a software tool or website employs AI technology, and falls within the scope of this policy, please contact NARPM to inquire further.

### NARPM'S RULES AND POLICIES APPLICABLE TO AI

**1. Transparency and Accountability.** All individuals and entities to which this policy applies must be transparent and accountable about the use of AI technology in their work. Those that wish to use AI technology should discuss the parameters of their use with NARPM. NARPM may verbally approve, deny, or modify those parameters to best meet the organization's policy, legal requirements, or other business needs. Users of AI may not install AI assisted plug-ins or use software tools in any devices or equipment of NARPM that have not been pre-approved by NARPM. Users of AI may submit requests to use AI technology for review, guidance, and approval by NARPM. All should strive for transparency by clearly communicating how AI systems are utilized and the impact they may have.

**2. Confidentiality and Data Privacy.** Those to whom this policy applies must not expose NARPM's confidential or proprietary information and data to AI. Users of AI should prevent the unauthorized access, disclosure, or destruction of data and must respect privacy laws and adhere to applicable data protection laws to ensure that any personal or sensitive information used in AI technologies is handled with the utmost care and compliance. AI technologies can collect, store, and use inputted information and disclose this information to other third-parties. This creates a risk not only of the disclosure of data in violation of U.S. or international law, but also of cybersecurity risks such as potential spam, phishing scams, and deep fakes. Users of AI should remain alert and vigilant of potential cybersecurity threats and attacks as AI generated content is everywhere creating a need to increase fact-checking procedures. Specifically, users of AI should never share the following:

- Personally identifiable information;
- NARPM's intellectual property or proprietary information (including trade secrets, copyrights, patents, trademarks, logos, and related materials), and confidential information and materials;
- Credentials or sensitive security and system access information; or
- Disclosure in violation of U.S. or international data privacy laws.

Users of AI should raise concerns or questions related to privacy or data issues with the NARPM.

**3. Legal Compliance and Ethical Obligations.** Those to whom this policy applies must comply with all relevant laws and regulations pertaining to AI usage including, but not limited to, intellectual property, data protection, and anti-discrimination laws. Specifically, users of AI must:

- Use AI technologies in accordance with all NARPM's conduct, ethics, computer use, and anti-discrimination policies;
- Fact-check and screen any content generated or provided by AI technologies for accuracy before relying on it for work purposes, and if information cannot be

independently verified, refrain from using it for NARPM's purposes;

- Ensure that third-party contractors creating content for use by NARPM confirm in writing whether their content is AI generated;
- Screen AI-generated content for biases and discriminatory content; and
- Verify that NARPM has a legal right to use any inputs to or outputs from AI technology to avoid liability for intellectual property infringement.

NARPM expressly and unequivocally prohibits all use of AI in any manner that infringes or otherwise violates the intellectual property rights of third parties. Users of AI should also consider the ethical implications of their work and ensure that AI systems are designed and deployed in a manner that upholds fairness. Please direct questions about legal and ethical implications of AI usage to NARPM.

**4. Appropriate Uses of AI Tools.** Due to its inherent limitations, AI technology must be used appropriately. For example, use of AI technology may create liability for its users or for NARPM (i.e., if it is used to produce NARPM content that infringes copyright or trademark rights). AI technology may also be inappropriate for use in situations where an organization seeks to own intellectual property rights in its content (i.e., because U.S. intellectual property laws treat generative AI outputs differently from human-generated content). Accordingly, NARPM prohibits use of AI tools unless expressly permitted by this policy.

The following are examples of appropriate uses for AI:

- Research (e.g., through Google or other online searchable resource that employs AI technology) so long as such research does not involve inputting confidential information in the query or search prompt;
- If pre-approved for a specific project, use of generative AI tools to generate first drafts of content for marketing, blogs, webinars, social media, or other written content such as correspondence, educational materials, presentations, test questions, summaries, note-taking or outlines; or
- To automate data analysis and repetitive tasks, including but not limited to formulas for Excel spreadsheets or similar programs.

**5. Prohibited Uses.** Although the unauthorized use of AI technology is generally prohibited by this policy unless expressly permitted, for the avoidance of doubt, AI technology should never be used under the following circumstances:

- Use of unedited text created by an AI technology in final work product;
- To upload confidential or proprietary information (for example, the use of AI to record notes during NARPM meetings);
- To upload sensitive and personal information protected by data privacy laws;
- To upload NARPM's intellectual property or third party intellectual property;
- To create content that NARPM intends to assert intellectual property protection or other proprietary interest;

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- To generate content that infringes on the intellectual property or rights of publicity of others, or which uses prompts, requests or keywords intended to invoke (or which may reasonably invoke) protected content, or content that is substantially similar to, in the style of, or a direct copy of protected content (e.g., copyrighted characters, image, likenesses, etc.); and
- To obtain confidential, proprietary, or intellectual property protected information and materials.

#### 6. Development of In-House Generative AI Technology.

The law surrounding infringement liability for the use of AI generated content is still evolving as courts across the U.S. determine whether the unauthorized use of third-party content to train AI models and platforms gives rise to copyright

infringement. For this reason, any collection or use of data for purposes of developing generative AI technology should be cleared by NARPM as in accordance with federal and state law as well as NARPM's terms of service use.

7. **Approval and Acknowledgment.** In using AI within the scope of their work or association with NARPM, users of AI acknowledge their understanding of, and commitment to, comply with this AI Usage Policy. Any breach or violation of this policy may lead to disciplinary action with potential consequences up to and including termination of association with NARPM.

*Adopted by the National Association of Residential Property Managers (NARPM®)* 

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

**Be #NARPMSmart**

**Designees approved at the  
February 2024  
Professional Development Committee meeting**

Lorenys Perez, MPM®  
Colorado Best Team

**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?**

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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.

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

**Q** *Recently, I received notice that a housing discrimination case is being brought against me for "discrimination" based on housing voucher discrimination. The basis for the complaint seems to be that I told a Section 8 tenant that all the same rental requirements that apply to a non-Section 8 tenant apply to a Section 8 tenant and that there is no distinction between the two within the law. The problem seems to be that I had a \$130,000 income requirement. The case seems to [centered on] that. They seem to imply that I can't impose an income requirement for a Section 8 tenant. (Would this in itself not be a violation of federal law that requires all requirements to apply equally to ALL people?)*

*As I understood the law, the income requirement must apply equally to everyone and that I only needed to consider how much the government is paying for a section 8 Tenant to make up their total income. So, I've always understood this to mean if the government is paying say \$3,000 a month for your rent, then that comes out to \$36,000 a year that I must consider towards you meeting my \$130,000 yearly income requirement. So, you take that government payment and add it to any other income they have to reach the total.*

*I literally sat in on a Section 8 Zoom session, which featured speakers from HUD and the voucher program, etc. They talked about these requirements and seemed to confirm that what I thought was accurate as a ton of people asked about the requirements for Section 8 folks. I literally reached out to a lawyer about this topic before I replied to this person, and they also confirmed what I'm now saying here.*

*I don't want to discriminate [against] anyone, so I'm curious if anyone else has experience with this? My E&O insurance is telling me initially they don't rightly see the issue based upon the transcripts I provided to them. Nonetheless, the state has seen it fit to allow the charge to be brought forth against me. In short, this is the conversation I had with the accuser. The person reached out saying they were interested in applying for my home. I replied stating if you'd like to tour this property, please confirm you meet the rental requirements listed below. These included income, credit, rental and criminal history requirements. The individual replied, "I'm a housing voucher applicant. Are you aware of the process for Section 8 applicants? Some of your screening criteria may not be relevant here." I replied, "Yes, I'm aware and all requirements must apply equally to all parties no matter, whether they are Section 8 or not. However much the government is paying you would be combined with any other income you have to determine whether you meet my stated income requirement."*

*I never heard from the person again, so they didn't even apply, tour the property or say they still wanted to after what I said. They just ended the conversation. But recently I received a formal complaint of discrimination on this basis. I'm hoping to get any insights if you've run into this kind of problem before.*

**A** *I am sorry this happened to you. The way I understand it is that the person's income from employment is combined with the amount of the voucher from HUD, and that is considered the total income for that applicant. So, if they make \$2,500 a month and receive \$1,500 in a voucher, the total applicant income would be \$4,000, and we plug that into our screening requirements.*

**A** *I'm sorry you are going through this. With that said, for the state that I am from, Connecticut (CT), this would definitely be a Fair Housing violation from you. In CT, these are the protected classes: age, ancestry, color, learning disability, marital status, intellectual disability, national origin, physical disability, mental disability, race, religious creed, sex, gender identity or expression, sexual orientation, status as a veteran, and lawful source of income.*

*The Section 8 Fair Housing violation would be on "lawful source of income." You should check if this is a protected class in your state and change your policy immediately if it is.*

*We manage about 10% of our portfolio for Section 8 and other housing programs. The only difference in our screening criteria is that we do not*

**Continued on next page**



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even look at the income when screening a Section 8 tenant. We understand that the Section 8 organization decides what they can afford in rent and cover the difference as part of their housing voucher. We have even spoken with our screening software company about the ability to remove any income requirement we might have if they state that they are Section 8.

What we say to all Section 8 tenants on the phone if they ask is the following: "It is illegal for anyone to discriminate against you because of having a voucher. With that said, we continue to evaluate you just like anyone else with full credit and background checks. Additionally, we will be unable to accept you if your voucher will not cover the full rent amount as it is illegal for us to ask you to make up the difference in the stated rent versus what your voucher covers. You should make sure your voucher covers a rent of \$XXXX prior to applying or seeing the property. If you apply and your background and credit are good and your voucher covers the full rent amount, we will conditionally accept you barring any issues that are found during the inspection. The owner may reject you if the Section 8 inspection comes back with issues with the property that the owner is unwilling to fix. Finally, if we are able to secure another candidate as qualified as you or more that is willing to move in prior to your move in date, your conditional approval will be revoked for that other person."

In the future, that second-to-last sentence may also have to be removed as the expectation from Section 8 is that all the issues identified are safety and/or habitability issues and things like exterior paint that is peeling may be considered blight by the town and required to fix if identified and/or things like having an owner's meter for common spaces like the basement (this is really being pushed by our electric providers at the moment).

**A** I am from the Detroit market. I specify that a Section 8 voucher holder has the same qualifications as a non-Section 8, except income requirement changes to voucher size in order establish rent amount will be paid. If they have a one-bedroom voucher for \$1,000, I don't want them to apply for a three-bedroom property we are asking \$1,400 for. It is just a waste of time for us. Also, we can't have a credit score lower than 500.

**A** In Illinois, the rules for income requirements are that if the voucher does not cover the full rent, you can require that the tenant earns 3x the portion they have to pay. So, if the rent is \$1,000 and the voucher is for \$700 and the tenant pays \$300, they only have to earn \$900 per month to qualify. That only leaves \$600 per month for other expenses. I don't know how the government figures they can live on that kind of income, but that's how it goes around here.

**A** That's a tough one. Your situation sounds like they are focusing on a technicality, but that doesn't make it any less serious. Early on in my career, I was sued for income discrimination simply because I didn't know housing assistance counted as income. The company bargained down the penalty to an agreement that everyone in the company would take annual Fair Housing training. If you have a written Tenant Selection Plan plus a history of renting to persons with housing assistance, those make for a compelling argument. It used to be the case that HUD hired interns in the summer to shop landlords by phone and email. I don't know if they still do that. No matter what, always offer a prospect an application. Let them pre-qualify themselves. Sometimes housing authorities will allow for 110% of the rent payment standard. Good luck.

**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>

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## Continued from page 19 "Insights"

number of women assuming C-suite and senior leadership positions.

Our industry is fortunate to be rich in talented female professionals. However, despite these strides, there remains substantial work to be done. The persistent gender pay gap, with women earning only 87 cents for every dollar earned by men, underscores the need for continued efforts to address barriers to gender equity and ensure equal opportunities for all.

It's crucial we remain proactive in identifying and removing these barriers to promote fairness and accessibility across the board.

### **How do you help your organization navigate the intersection of business goals and social responsibility?**

FRPO recognizes the profound impact that housing has on shaping the fabric of society, and so we prioritize our commitment to social responsibility. We actively promote fair policies aimed at ensuring safe and secure rental housing for all individuals.

We also actively engage with community groups and collaborate with non-profit organizations. As I mentioned earlier, FRPO works a lot with Interval House, Canada's first shelter for women fleeing intimate partner violence. By actively participating in these partnerships, we contribute to the broader efforts of building stronger, more resilient communities.

### **How do you see technology shaping the future of the rental housing industry?**

The impact of technology on the rental housing industry is wide-

spread and ongoing. We've already witnessed significant advancements, from the adoption of 3D floor plans and virtual leasing to the implementation of AI for managing development schedules. These innovations not only enhance efficiency but also revolutionize the way we interact with properties and residents.

Looking ahead, the potential of technology to expedite housing delivery to Canadians is tremendous. With further advancements, we anticipate faster and more cost-effective solutions for both developers and renters. Overall, the evolving landscape of technology promises an exciting future for the rental housing industry, one characterized by increased efficiency, accessibility, and innovation.

### **How do you ensure continuous learning and growth in your career?**

That can be challenging in a small organization where formal professional development opportunities may be limited. However, personally, I have found that my role as a senior leader in the association environment provides ample opportunities for growth on a daily basis.

Engaging in tasks such as spearheading membership initiatives, negotiating partnership agreements, and organizing educational events keeps my skills sharp and relevant. I believe in taking initiative, even in areas where I may lack experience, and over the past year I've dedicated myself to self-directed learning. 📖



Cash Flow  
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Stress Level  
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# Effortless On-Demand Pest Control for Property Managers



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A pest control amenity for your Resident Benefits Program.  
Pest Share turns the expense into added revenue.



1. Tenants submit their pest issue.



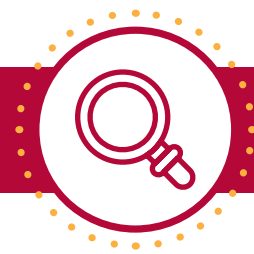
2. Pest Share approves service for covered pests.



3. Professional treatment is performed.



4. Tenants enjoy pest control covered by rent!



**Bob Preston, MPM® RMP® MBA**, is the lead consultant and podcast host for *Property Management Brainstorm*, a business consulting company specializing in guidance for property management companies and PropTech ventures. He was previously the Broker/Owner of North County Property Group, a leading property management company in San Diego, which achieved the CRMC® designation from NARPM®. He further served as the Western Regional Director at Pure Property Management during the company's explosive growth, overseeing operations for 30 branch office locations and over 15,000 doors. Bob can be reached by visiting [www.propertymanagementbrainstorm.com](http://www.propertymanagementbrainstorm.com) or by phone at 858-252-3885.

## *Fighting through self-doubt*

I have a confession to make: I have a governor. No, I'm not referring to political figures like Gavin Newsome, Ron DeSantis or Greg Abbott.

Instead, I'm talking about my internal regulator, like those that control the speed of a car. My governor sometimes expresses itself as an internal voice, holding me back, regulating my energy supply and generating self-doubt.

This admission might surprise those who know me. They may have observed a high degree of self-assurance in listening to me speaking at NARPM® events, being around me at work or listening to my podcast. Yet here's the intriguing part about self-doubt: It can serve as a safeguard against overconfidence and arrogance.

Those around you may not even recognize that you're grappling with it. And, if we were all in a room together right now, how many would raise your hand and admit to struggling with self-doubt? Research shows that 85% of people suffer from self-doubt, according to author Simone Knego in the bestselling "The Extraordinary UnOrdinary You." So, let's get real. I'm probably not alone among our property management colleagues in fighting through self-doubt.

Occasional self-doubt is a common experience shared by many in the property management industry, including accomplished business owners. I've witnessed and experienced the pressure most of us are under daily. As the pressure mounts, individuals may start to doubt themselves, second-guess their decisions and become more hesitant in their actions, ultimately leading to decreased self-confidence.

This can manifest as questioning their skills in handling tenant issues, making property-related financial decisions, or dealing with maintenance challenges. It may also lead to doubting their ability to effectively communicate with property owners, tenants, or contractors, leading to hesitancy or indecisiveness in their roles.

Even worse, it can lead to burnout, fatigue, and losing valued staff members.

Recognizing these patterns is the first step toward

combating self-doubt. As leaders within our property management companies, we must realize that many of our peers or those who work in our organizations will need support, coaching and training to deal with hesitancy and self-doubt. That is one of the things I enjoy about the NARPM® organization – tapping into a network of like-minded property managers willing to share vulnerabilities, experiences, failures and successes along their entrepreneurial journey.

So, in the spirit of sharing and transparency, here are some of the things I've learned about managing my self-doubt:

### **DON'T LISTEN TO CHEAP-SEAT CRITICS.**

In today's social media and online feedback world, it's crucial to filter out negativity. Consider the source before internalizing criticism, whether it's from property owners, tenants, or applicants. Taking a moment to reflect helps regain perspective. I've learned in such situations to remind myself, "I know who I am, so why am I doubting myself?"

Putting yourself out there as a property manager takes courage. Remember, as Brené Brown says, "There are a million cheap seats in the world today filled with people who will never be brave with their own lives but will spend every ounce of energy they have hurling advice and judgment at those of us trying to dare greatly."

### **TRUST YOUR VALUES**

As property managers, we often face situations in which we make rapid decisions based on limited information. Having a clear understanding of your values and guiding principles simplifies the decision-making process. While self-doubt can sometimes impede our capacity to make crucial decisions, adhering to core values is a solid reference for doing the right thing!

### **GO FOR IT!**

The best way to combat self-doubt is to take action despite it. Sometimes, I have to remind myself to go

**Continued on page 30 "Self-doubt"**



## Resident



# KEEPING RESIDENTS IN-THE-KNOW



Rent Manager users can now give their residents anywhere account access with the **rmResident mobile app**.

### Even When They're On-The-Go

rmResident enables renters to:

- Make and view payments
- Submit and review maintenance requests
- Connect with your staff
- And so much more

Full details at  
your fingertips.





# MEMBERSHIP Growth

## A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM FEBRUARY 1 - 29, 2024

### PROFESSIONAL MEMBERS

#### ALABAMA

Seth Green  
Fischer & Haden, LLC  
Huntsville, AL

#### ARIZONA

Michelle B. Miller  
Integrity Plus Property  
Management  
Casa Grande, AZ

Joel Moyes  
Red Brick Realty, LLC  
Mesa, AZ

Marcy Nunes  
West USA Realty  
Goodyear, AZ

Bruce Yeo  
Locally Realty, LLC  
Mesa, AZ

#### CALIFORNIA

Patsy Chan  
Real Property  
Management Fairmate  
West Covina, CA

Kaylor DeBach-Riley  
PM Nocal  
Citrus Heights, CA

Tracy Debus  
Vintage Real Estate  
Property Management  
Livermore, CA

Ingrid Hinn  
Mount Hermon  
Association, Inc.  
Felton, CA

Derrick Karimian  
Krystle Properties  
Vallejo, CA

Sondra Mallow  
Mallow Real Estate  
Services  
Marysville, CA

Elyssa Matson  
Enclave Property  
Management  
Fountain Valley, CA

Christopher M. Matteucci  
Atlas Property  
Management  
Napa, CA

Brenda Meyer  
Cozy Cabins Realty  
Crestline, CA

Ziad Najm  
OC Residential Property  
Management  
Mission Viejo, CA

Edwina Roy-Pounds  
Bob Gunson Real Estate  
Antioch, CA

Anthony Thai  
Connection Real Estate  
Irvine, CA

#### COLORADO

Erin Colander  
PropertySense  
Centennial, CO

Maxine Hepfer  
Mountain Valley Homes  
Real Estate, LLC  
Eagle, CO

Jasen Koebler  
Associated Brokers  
Realty, Inc.  
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# REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME

That's Regional  
Vice President



*Pacific and Pacific Islands Regions RVP JJay Jensen, RMP®, is general manager of Mainlander Property Management, CRMC®, in Lake Oswego, Oregon, and has a passion for small business and the processes that make a company successful. In his spare time he enjoys spending time with his family, skiing, woodworking and sports.*

## The RVP Bulletin

As a newly minted Regional Vice President, I am excited to take on this endeavor. I married into the property management industry, and as such married into NARPM®. I attended my first NARPM® event in May 2014, the Saturday before I started my job in property management.

Since that time I have had the privilege of working closely with many people who have exemplified what NARPM® is all about. I am excited to have the opportunity to pay it forward and work closely with the Chapters in the Pacific and Pacific Island Regions. And who wouldn't want the excuse to visit California and Hawaii?

First, a huge congratulations to the Oahu Chapter for their packed schedule of 2024 in-person meetings! Their dedication has translated into a vibrant lineup of luncheons, fostering valuable connections and engagement among members. Similarly, the California State Chapter's recent CalNARPM Conference at The Meritage Resort and Spa was a resounding success, with the larger venue accommodating the growing interest and

attendance.

Both California and Hawaii face unique challenges within the regions. Currently, Oahu stands alone in representing the islands, so they're actively exploring ways to integrate the outer islands into their monthly events. Similarly, big cities like Los Angeles and San Francisco grapple with density and traffic, making regular large gatherings a hurdle.

However, during my conversations with Chapter leaders, I found them to be highly committed and determined to provide ongoing education and elevate the service we all deliver. Over the regions we are continuing to see more engagement from the members and new members getting involved quickly, which is creating a strong resurgence after the down tick from the pandemic.

We can anticipate a successful year for the Pacific and Pacific Island Regions. There will be valuable learning opportunities and collaborative initiatives. As Chapter leaders continue to adapt and innovate, they set the stage for an even stronger future. 🚀

### **Northwest:** Cyndi D. Moore, MPM® RMP®

Alaska, Washington, Oregon, Idaho, Montana, Wyoming.

### **Pacific:** Jerrold Jay Jensen, RMP®

California.

### **Pacific Islands:** Jerrold Jay Jensen, RMP®

Hawaii.

### **Southwest:** Ben Parham, RMP®

Nevada, Utah, Arizona, Colorado, New Mexico.

### **Central:** Angela Holman, MPM® RMP®

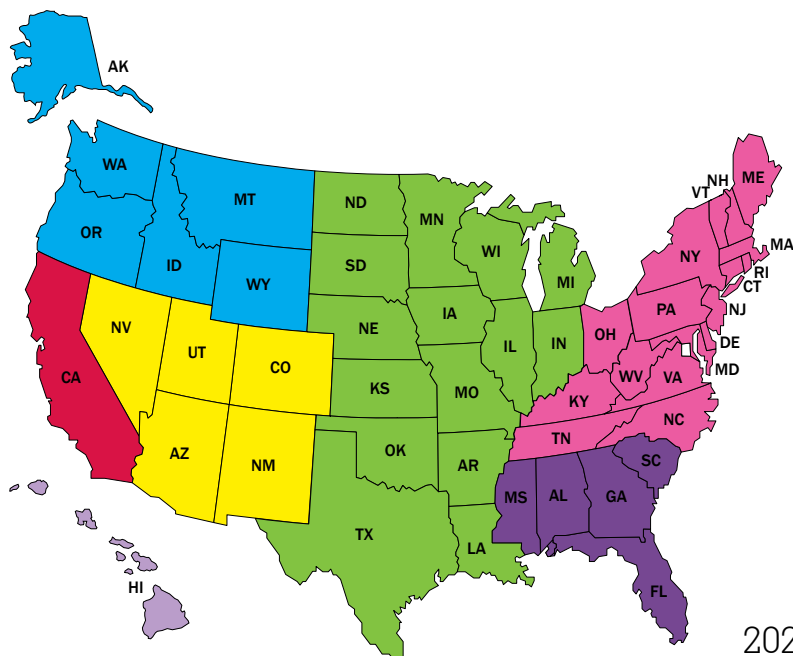
North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, Kansas, Oklahoma, Texas, Missouri, Arkansas, Louisiana.

### **Atlantic:** Steve Pardon, MPM® 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.

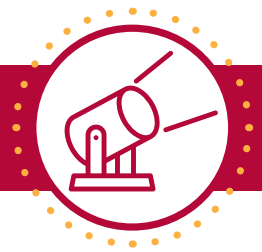
### **Southeast:** Katie McNeeley, MPM® RMP®

South Carolina, Georgia, Florida, Alabama, Mississippi.



2024





**Karen Cardoza** is the Principal Broker of *Windward Realty LLC* in Kailua, Hawaii. She serves on the *Government Affairs Subcommittee of NARPM® Oahu Chapter* and has been a NARPM® Member since 2012.

## Oahu Chapter: Ready to surge in 2024

Aloha from Oahu, Hawaii! Like the rest of the NARPM® Chapters nationwide, our Oahu Chapter leaned heavily on Zoom to keep our Members informed post-pandemic.

As COVID waned, NARPM® Chapter leaders grappled with strategies to once again revive and grow their membership and Affiliate sponsorships. Restoring in-person events, where Members and vendors could network and support one another, was a challenge.

In 2023, the Oahu Chapter proudly held general membership meetings every single month – 10 via Zoom and two in person. It was also a banner year for us. During our annual Christmas Party we celebrated our Chapter's 20th anniversary! We used this momentous occasion to acknowledge and thank each of our Past Presidents, some of whom had generously served three terms!

Our three founding leaders – Bill Ramsey, Carl Frazier and Richard Vierra – had unselfishly volunteered as Ambassadors for our region during those early years. Therefore, we were thrilled to have several of these special Members attend our Candyland Christmas extravaganza.

We sadly noted that two of our former Presidents had passed away: Bill Ramsey, our founder, and Bradley Isa, who was one of our three-time leaders. We acknowledge and appreciate that we are here today, almost 200 strong because of the sacrifices these officers and board members made on our behalf.

NARPM® announced a new Mission and Vision for 2024. Mirroring their shift in focus, NARPM® Oahu Chapter is also evolving to confront a rapidly transforming property management landscape.

We have already begun welcoming our outer island Members (about a dozen have just joined), working toward eventually becoming a true state Chapter. We are looking to use Zoom to virtually extend our monthly in-person Oahu meetings to our off-island Members.

We currently have seven RMP® designation candidates. Eventually, these individuals will be added

to the 16 already designated professionals, bringing our total to over 10% of our membership as having a nationally recognized NARPM® achievement. We will be working to encourage more Members to attain that certification as well.

We have already started participating in the PAC/ Advocacy challenge, aiming for the stated goal of 40% of membership contributing to advocating our issues in Congress. 2024 is a major election year, so the importance of the CARES Act NTV, EPA Lead Remediation and Section 8 HCV program to our profession is even more significant. Our Members are excited to be investing toward eventually having our own Hawaii NARPM® lobbyist.

The article highlighting our Chapter in 2023 emphasized our resiliency. For 2024 it will be transformation. 🏡



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# NARPM® Instructor Training: educating the educators

NARPM® National Instructors are at the forefront of the association's "Education 2.0" in 2024! Instructors from across the nation met in Virginia Beach, Virginia, in late March...because even instructors need education! New in 2024: Have you checked out the new courses and prices? NARPM® listened to Member requests. **All three-hour virtual courses are just \$30 for Members (\$40 for nonmembers).** Learn more, and see the schedule with courses into September, at <https://www.narpm.org/education/course-schedule/>. NARPM® appreciates its Instructors' expertise, knowledge and commitment to being the best teachers they can be. Are you #NARPMsmart? – *Victoria Hecht, NARPM® Public Relations & Digital Media Director | Residential Resource Editor* 🏠



### Continued from page 22 "Self-doubt"

for it! Because it's not about me; it's about taking steps to serve someone else. When it's about me, I can stress and get nervous; when it's about someone else, it's calming!

I also try to break down goals into smaller ones, allowing me to take immediate action, even in small steps. This can make the overall objective seem less overwhelming and more manageable. Each small victory—giving a presentation, pursuing a passion project, or trying something new—builds confidence and resilience.

#### EASE UP ON YOURSELF

One of the most powerful antidotes to self-doubt is self-compassion. In this industry, we are often our own harshest critics. Instead of being overly critical of ourselves, practice kindness and understanding. Treat yourself as you would a friend—offer encouragement, empathy, and forgiveness.

Understand that making mistakes is part of being human, and they provide valuable learning opportunities, even if you have let someone else down. By cultivating self-compassion, we can silence the inner critic and build a foundation of self-assurance.

#### SEEK SUPPORT

Don't face self-doubt alone. Seek support from other

NARPM® professionals, coaches or mentors. Surround yourself with people who believe in you and can offer encouragement during challenging times. Joining your local NARPM® Chapter or professional mastermind groups can provide additional guidance and perspective. Remember, asking for help is a sign of strength, not weakness.

#### EMBRACE GROWTH

Mistakes are inevitable, but they also present opportunities for learning and improvement. Instead of viewing them as failures, see them as stepping stones toward improvement. Embrace failure as a natural part of the learning process and use setbacks as motivation to keep pushing forward. This perspective focuses on what you bring, not what you lack. Remember, your unique skills and qualities are what make you a capable leader!

Self-doubt is a common human experience. Everyone faces doubts at some point in their property management career. Acknowledge it, challenge negative thoughts, and celebrate your successes, no matter how small. This mindset shift can boost confidence to learn from your mistakes and propel you on your property management journey. 🏠

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