



## **Growing Stronger Together**

*Recruiting and Retaining:*

**A Guide to Building and Maintaining  
an Active Membership**





# Growing Stronger Together



**As a member of NAA and your local affiliate, your role is critical in helping to retain current members and recruit new members.**

One of the most effective ways to convey the value of membership in the National Apartment Association (NAA), which comes with joining a local affiliate, is to explain the benefits of increased Net Operating Income (NOI). Whether it is the NAA Click & Lease, the advocacy efforts, the networking and learning opportunities at conferences, the relationship development with suppliers and regional industry leaders, or the designations earned through NAAEI, every program NAA offers has the potential to increase your bottom line.

As an active member of NAA, your personal stories of how NAA has benefited you in your business are the most effective. Following are some program areas to highlight your experiences, along with some testimonials that you are free to share.



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## NAA Click & Lease

Communicate how the NAA's National Lease Program, Click & Lease is one of the most valuable benefits of NAA membership. Not only can it save thousands of dollars annually in legal costs, it also helps streamline property leases in a cost-effective way. It is a cost-saving tool that earns additional dollars in the long run.

## NAA Click & Lease Testimonial

*"At the time of my employment at Waterton Residential, we were active in 13 NAA affiliated apartment associations, including Chicagoland Apartment Association (CAA) where Waterton was headquartered. One of the primary reasons we participated was the NAA Click & Lease Program because all Waterton communities use the lease for operational consistency. NAA's legal review process saved Waterton over \$15,000 per market in legal fees, which totaled \$195,000 annually. NAA also hired local attorneys to review the lease and keep it locally compliant. The money and time Waterton saved more than covered our annual dues."*

*- Greg Lozinak, former COO, Waterton Residential*

## Government Affairs and Advocacy

Communicate how NAA and your local and state affiliates have proactive legislative support and advocacy that saved you money. The NAA Network is on top of all federal issues and is an effective presence for the apartment industry on Capitol Hill. The state and local division, in conjunction with your local/state affiliate, work closely with the affiliates at those levels to monitor necessary legislation and keep more dollars in your pockets to reinvest back into your business. NAA's grassroots program is effective at all three levels of government and its PAC, NAAPAC, ensures that leaders who are elected to go to Washington understand what you need to keep your business profitable.

## Government Affairs and Advocacy Testimonial

*"Joining AAMD and NAA has been a very good decision. Anti-business legislation costs our industry tens of thousands of dollars each year. As a result of AAMD and NAA's proactive legislative efforts, owners such as me realized savings from potentially negative laws and excessive legislation of more than \$85 per apartment last year. I own and manage 1,500 units, and as a result of AAMD/NAA's support, the savings to me and my clients was over \$127,000. Join today and become a part of this amazing network."*

*- Don Werner, Owner, Metrex Property Group, Inc.*



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## Education

Communicate how the education designations from the National Apartment Association Education Institute (NAAEI) offer ongoing resources to you and your employees. The success of your company lies in recruiting and maintaining a well-trained, professional staff that are attentive to the residents' needs. Keeping up with the latest industry knowledge to increase your communities' efficiency is extremely important, particularly in our constantly evolving society.

## Education Testimonial

*"The NAA education designations and programs have provided the necessary tools that have helped RMK's employees become more efficient and effective at their jobs. For example, we had four maintenance supervisors obtain their CAMT designation, and we experienced a cost savings of \$53,000 in one year. I definitely attribute the NAA training our employees have received with helping us become a more profitable organization."*

*- Diana Pittro, Executive Vice President  
RMK Management, Chicago*

## Best Practices & Relationship Building

Communicate NAA's wealth of information to those willing to participate and take the time to share ideas. Highlight the best practices learned, the exchange of information at the events and the relationships built through the association and how they have enhanced your company's productivity. Once you are a member of NAA, it is easy to pick up the phone and find someone who can help you with any issue. No matter the crisis, someone has been there before and can offer you guidance.

## Best Practices & Relationship Building Testimonials

*"I have been very impressed with the wealth of information exchanged during the NAA best practices conference calls. As result of my participation, I was able to procure a more cost-effective means for lead paint testing and identify a cheap tub liner (\$10) which made it unnecessary to continue the painting of my units' bath tubs. I saved thousands of dollars as a result of the call. Take an hour out of your day and listen in. It could save you thousands, too. Thank you NAA!"*

**- Frank Barefield, Owner, Abbey Residential**

*"...the association provides our team opportunities to meet with other industry professionals on a regular basis through meetings and mixers. These networking events provide our firm with increased industry knowledge through the exchange of industry best practices. Our team has come away with solutions to issues we had not thought about, other income ideas/opportunities and, most importantly, phenomenal relationships throughout Nevada. The NSAA affords us access to a greater pool of information. Membership with NSAA and NAA has been priceless."*

**- Debra Kopolow, Regional Vice President  
Pinnacle Family of Companies**



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**Showcase the depth and breadth of the products and services that come with NAA membership.**

- **NAA Government Affairs** – Protecting the industry through local, state and national advocacy initiatives and grassroots mobilization.
- **NAA Click & Lease** – An online leasing program that is designed to maximize profit and mitigate risk.
- **NAA Education Institute** – Skill development that maximizes NOI.
- **Meetings & Expositions** – Events that provide professional, educational and business opportunities that help increase your NOI.
- **Industry Resources** – An array of products that include the national award-winning *units* Magazine, newsletters, website and social media designed to keep you up to date on the latest developments in our industry.
- **NAA Open Door Program** – Exclusive NAA member benefit that offers valuable products and services at a competitive price.

## Involve Your Board and Key Members in Growing Your Association

The key to growing your association is ensuring that there is support from the ground up. It is imperative that your Board of Directors (BOD) and key members are involved and support your efforts in effectively reaching out to non-members and communicating the value of association membership. Finding and nurturing new volunteers and leaders is key.

- Identify board and key members who will assist you in your efforts.
- Ensure that those who volunteered understand and are committed to the successful execution of this initiative (e.g. one email and call per week; please use parameters that best meet the expectations of those involved).
- Address the requirements to execute successfully with volunteers (e.g. one email and call per week; please use parameters that best meet the expectations of those involved).
- Confirm volunteer commitment to the plan.
- Hold a preliminary meeting with board and key members to review the Membership Growth Challenge and discuss the membership value they experienced as a part of the NAA Network (local, state and national).
- Utilize a peer-to-peer approach to significantly help in communicating the value proposition and reinforce the NAA co-branded marketing initiative.



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- List your target audience (*non-members*) by title and business. Examine the prospect list to ensure that prospects are matched up with the appropriate member. For example, if there are regional manager-level prospects, match them with a C-Level or regional-level person on your board or within your membership who can best highlight the benefits for them. Supplier-to-supplier connections are also most beneficial. If there are no direct industry and supplier matches, identify the best person within your volunteer team to contact each prospective member. Split the list among volunteers.
- Set up a monthly conference call or bi-weekly emails to ensure that there is proper tracking of contacts and results.
- See example testimonials on effective ways to communicate the value of NAA.

**In closing, following the steps above, sharing your experiences, educating prospective members on the wealth of programs and services and getting them both recruited and involved will build a strong local, state and national association, and a stronger apartment industry overall.**

**WE'RE FAMILY.  
MULTIFAMILY.**