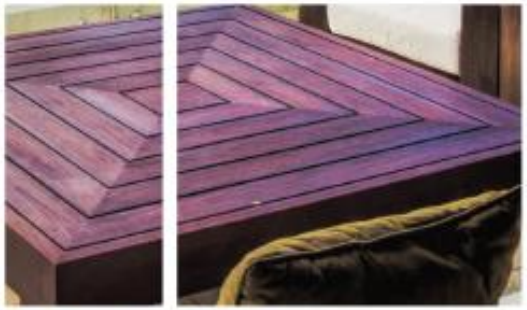

Supplier Membership Growth Best Practices Webinar

Presented by: NAA/ Membership & Affiliate Services

September 29, 2015

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Webinar Agenda

- Welcome
- 10 in 2 Campaign
- NAA Resources to Support Your Growth
- Affiliate Best Practices on Supplier Membership Growth
- Tips from a Supplier's Perspective
- Q&A
- Conclude

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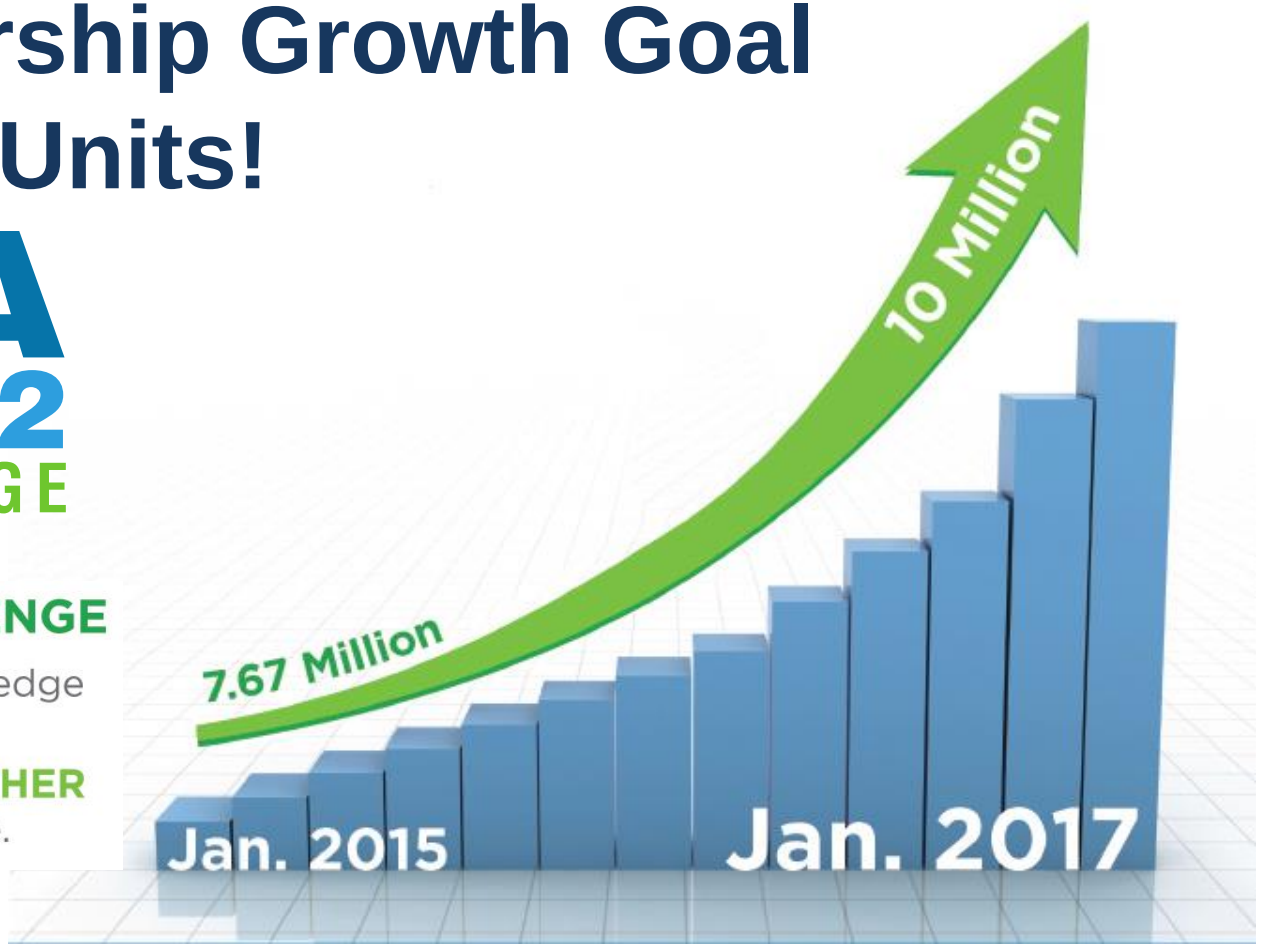
10 in 2: Growing Stronger Together

NAA Membership Growth Goal to 10 Million Units!

NAA 10 IN 2 CHALLENGE

EMBARK ON A CHALLENGE

Join us in our journey and pledge your commitment to **GROW STRONGER TOGETHER** one community at a time.



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Additional Support Services

- Membership Prospecting
  - send top 3-5 prospects to Regional Liaison
- Co-branding Campaign
  - Better communicate the value of local membership
  - Benefits and services at the state and national levels
  - More than 50 NAA affiliates participating

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AEX (Affiliate Exchange)

And NEW Resource

AEX
NAA AFFILIATE EXCHANGE

- Online Resource for affiliate staff, board, etc.
- Library of best practices
  - Peer-to-Peer Network
  - Articles
  - Videos
  - And more!

www.naahq.org/aex

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Supplier Membership Recruitment Best Practices

Presented by:
Gene Kriska

Director of Business Development
Apartment Association of Greater Dallas

Supplier Member Count: 659

Effective Membership Recruitment

- Contact three or four active owner/management companies members
- Request their list of “highest paid” vendors (100 to 200 maximum)
- Staff will review the list to determine which vendors are not currently members
- Return list to owner/management company that includes non-members
- Provide recruitment letter to use on their company letterhead
- Include membership brochure and application for membership
- Post list of new members on the association website and magazine including the sponsor.

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AAGD Supplier Benefits

- Monthly Magazine
- Online Directory & Buyer's Guide
- Annual Trade Show
- Reverse Trade Show
- Sponsorships
- Committee Involvement
- Listing on AAGD Website
- Mailing Lists
- Legal Services Program

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Supplier Membership Recruitment Best Practices

Presented by:
Paul Smith

Executive Director
Utah Apartment Association

UTAH APARTMENT ASSOCIATION

Supplier Member Count: 246

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Supplier Membership Recruitment

- Create Sponsorship Opportunities at events and classes
- Increase effectiveness of networking events
- Incentivize owner members to refer vendors
- Make vendor members feel included and valued
- Evaluate the needs of your members and see who is missing.

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Supplier Membership Recruitment Best Practices

Presented by:
Patty Braun

Director of Membership & Sales

Greater Cincinnati Northern Kentucky Apartment Association

Supplier Member Count: 262

Recruitment Best Practices

- Do Business with a Member
- Involve your Membership Committee
- Recruitment Incentives
- Annual Membership Drive
- Social Media

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GCKNAA Supplier Benefits

Networking Opportunities

- Annual Trade Show & Expo
- B&B Riverboat Cruise
- Summer Golf Outing
- Belterra Park Event
- Business Exchange
- Fall Golf Outing
- Maintenance Mania
- Holiday Cheers Benefit

Advertising & Marketing Opportunities

- Complimentary Spotlight Editorial in the monthly e-newsletter
- Complimentary Table Top Display at GMMs
- Mailing Labels
- Opportunities to advertise on the Website, E-Newsletter and Membership Directory

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GCKNAA Supplier Member Tips

1. Attend monthly events
2. FREE: Associate Spotlight
3. FREE: Table Top at General Membership Events
4. Mailing Labels available for purchase
5. Apartment Advantage E-Newsletter advertising
6. Website Sponsorship
7. Membership Directory advertising
8. Trade Show
9. Business Exchange
10. Sponsorships

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A Supplier's Perspective

Presented by:
Pete Regules

National Director of Multifamily Products and Services
National Suppliers Council, Past Chair
CORT, A Berkshire Hathaway Company

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What does a Supplier Member Want?

- Secure agreements to do more business
- Meet decision makers
- Create Brand Awareness as well as a personal brand awareness

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How can associations help?

- Direct introductions to key decision makers
- Help the supplier get involved in events/committees
- Show them true value for their investments

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Build Stronger Relationships

- Regular communication
- Include the supplier's supervisor as is appropriate
- Find a mentor for your new suppliers
- Talk about investment opportunities well in advance

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Suppliers can help build membership too!

- More members equals more opportunity for the supplier
- The effort to Bring in new members allows a supplier to have discussions that are not totally “product oriented” with clients
- Suppliers should use their expertise to energize association events/initiatives- Many of your supplier partners are the best sales people in your market

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Supplier Membership Growth Best Practices Webinar

Q&A?

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NAA is Here to Serve You!

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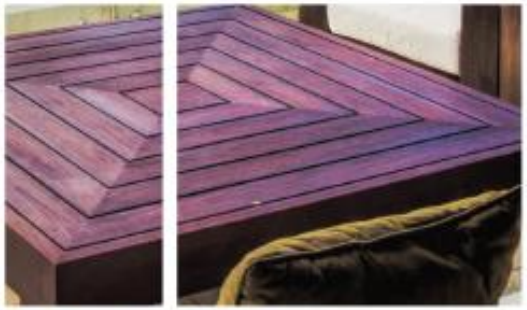

Thank you!

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