

NAA Click & Lease

THE INDUSTRY STANDARD



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NATIONAL
APARTMENT
ASSOCIATION

CLICK & LEASE AFFILIATE MARKETING GUIDE

Introduction

During the last year, the National Lease Program has undergone a complete rebranding, changing the name of its signature NAA Lease Forms program to the NAA Click & Lease. The main goal of the rebranding was to clearly position NAA and TAA as the creators and owners of the NAA Lease Forms. The partnership tag, “powered by Blue Moon”, was added in an effort to minimize confusion for members who are used to referring to the NAA lease as the “Blue Moon lease.”

This Guide includes:

- NAA Click & Lease Benefits for Affiliates
- Affiliate Revenue Share Guidelines
- NAA Click & Lease Program Selling Points
- NAA Click & Lease Promotion Best Practices
- Centralized NAA Click & Lease Marketing Collateral
- NAA Click & Lease Frequently Asked Questions
- Apartment & Office Building Association Q&A: NAA Click & Lease as a Recruitment Tool
- Sample Cost Breakdown
- NAA Student Housing Click & Lease Talking Points
- NAA Click & Lease Contacts

Throughout the Guide, you will find links to NAA webpages and resources.

We want you to have a successful experience promoting NAA Click & Lease, as your success is our success. NAA is here to serve as an added resource for your organization. We strongly encourage you to contact us to discuss your support needs. We are here to work together in helping each other increase membership and revenue!

If you have any questions or want to share a practice that has brought your organization success, please contact Emily Columbia at emily@naahq.org or 703-797-0651.

NAA Click & Lease Benefits for Affiliates

The NAA Click & Lease program can be a major source of revenue for your association. Because of the membership requirement to use NAA's forms, the NAA Click & Lease program can also be one of the primary membership recruiting tools for your organization. Lease promotional efforts pay off big time for our affiliates!

- Affiliate receives \$50 per new Blue Moon site license.
- Affiliate receives \$8.75 per Blue Moon site license renewal.
- Affiliate receives 55 percent of the “click” revenue.

Affiliate Revenue Share Guidelines for NAA Click & Lease

To share in click revenue, the following NAA guidelines need to be implemented by affiliates participating in NAA Click & Lease.

1. Place an ad or link promoting NAA Click & Lease on the affiliate website homepage with the NAA Click & Lease page link: www.naahq.org/lease.
2. Place a NAA Click & Lease advertisement in the affiliate's trade publication/newsletter at least once quarterly. Please include NAA on the distribution list.
3. Ensure an advertisement promoting NAA Click & Lease is included in the affiliate's annual conference program guide.
4. Send an email blast biannually to the affiliate membership highlighting the NAA Click & Lease program. NAA can work with you on developing copy. Please include forms@naahq.org on the distribution list.
5. Distribute the NAA Click & Lease postcard to membership via annual conference registration materials, new membership packets, membership packets, billing and mailings. The postcard file is available from NAA, offering the opportunity to print them in the time frame and quantity that you need.
6. Work with NAA to share sales leads, regularly report on market trends in your region and complete the full marketing survey of top companies.
7. Inform NAA of potential changes to local and state laws affecting the lease. Affiliates should serve as an additional early warning system in the event local counsel is unaware of changes to the law.

NAA Click & Lease Program Selling Points

Most Widely Used Lease Forms in the Nation

- More than 3.9 million units and over 20,000 communities nationwide use the NAA Click & Lease Program
- Trusted by the most prominent firms in the industry

Benefits

- Standardization across multi-state portfolios
- Customized company forms
- Reviewed by expert local attorneys
- Online rental application, e-signature and unlimited document storage included to support completely electronic leasing process
- Multi-user platform that integrates with all existing property management software
- Administrative profile settings allow for companywide oversight on a local, regional and national level
- Default settings for recurring items, charges, fillable fields and restricted editing access
- Pre-populate other forms in lease package with information provided in the main lease
- Built-in mathematical calculations for charges and rent amounts
- Error checking functionality for inconsistent lease terms and invalid dates
- Generate expiration reports with reminder prompt
- Set up lease database for each community in your portfolio
- Multiple free addendums for customer use

Please visit the NAA Click & Lease website at www.nahq.org/lease and access the benefits page for a list of free addendums and current NAA Click & Lease users.

NAA Click & Lease Promotion Best Practices

Many of NAA's affiliates have experienced tremendous revenue growth because of the NAA Click & Lease Program. You can enjoy this success by applying these simple yet strategic promotional efforts that are bound to yield revenue for your organization.

- **Consistently partner with NAA staff** to regularly share potential sales intelligence, leads, market changes and challenges. We encourage you to reach out to us to discuss strategy.
- **Ensure all association employees are aware of how NAA Click & Lease sales directly benefit your association.** Teams are more successful with product promotion when members buy into the revenue sharing program.
- **Set goals, track results and celebrate team members.** Calculate your NAA Click & Lease revenue goals on a monthly basis. Creating a visual aid to track progress can help motivate teams. Set clear goals for revenue goals and reward team members who meet these goals with positive recognition, cash incentives or a small gift.
- **Be bold.** Not asking for the sale is an easy way to avoid success. A simple question can open up the discussion about NAA Click & Lease. Always ask, "Are you using the NAA Click & Lease?"
- **Capitalize on relationships with members.** Promote the NAA Click & Lease program to your board of directors. Board meetings are the perfect avenue to promote the NAA Click & Lease program by giving a short presentation on the program, circulating a penetration report to show the involvement of affiliate leadership and/or showing the short animated promotional videos are great ways to market the lease.
- **Maintain a website with up-to-date content,** including the NAA affiliate logo and link to NAA Click & Lease landing page (www.naahq.com/lease). Ensure your organization's homepage reminds members they are eligible to participate in the NAA Click & Lease program.
- **Utilize NAA's marketing efforts and appeal to companies of all sizes** by posting the promotional videos on your organization's website.
- **Conduct a minimum of four events per year** to provide a focal point for the membership. Examples include membership meeting, golf outing, holiday party, legislative day, awards banquet, etc. Make sure NAA Click & Lease is featured in your program guide and throughout the event with signage.
- **Publish and distribute a newsletter** in print or electronic form at least once a quarter, which includes a promotion for NAA Click & Lease. Make sure to highlight the lease forms as a benefit of membership and publicize any recent updates to the forms.
- **Conduct quarterly mailings** to local multifamily owners and managers throughout your territory as a membership recruitment tool. Collateral can be found on the NAA Click & Lease webpage under "Lease Resources." You may also contact the Lease Department directly to coordinate a request.

- **Every interaction with a member is an opportunity to increase revenue.** If a member is calling to ask you questions about a new legislation that may affect their business practices, this is a great opportunity to educate them of the NAA Click & Lease benefits. If they are aware of the program this is also a chance to stress new features such as the free, unlimited document storage.
- **Be proactive.** If you are in a market with a local university, you can promote the NAA Click & Lease Student Housing Lease. If you are in an area with changing utility legislation, use town hall meetings and/or utility update newsletters as a platform to expand membership. If you have a target company with which you want to establish a relationship, offer to host a “lunch and learn” where you can bring box lunches and highlight pertinent multifamily housing issues.

Centralized NAA Click & Lease Marketing Collateral

For your convenience, the NAA Click & Lease collateral is now available online. This page was created to assist our affiliates with their marketing efforts. Check out this new addition at:

NAAHQ.org/AEX

This webpage features NAA Click & Lease:

- Advertisements
- Logos
- Web ads
- Promotional videos
- Sample cost breakdowns
- Sample mailings
- Sample e-blasts
- Sample newsletter article

Advertisements can be customized with affiliate logos. Please contact emily@naahq.org with any advertisement customization requests.

NAA Click & Lease Frequently Asked Questions

What is the NAA Click & Lease Program?

The NAA Click & Lease Program is a service offered exclusively to NAA and affiliate members. The NAA Lease forms package includes Lease Contracts, Rental Applications, numerous Addenda and pertinent Resident Notices. This product is commonly, though incorrectly, called the “Blue Moon Lease” as the program is powered by Blue Moon software. The NAA Click & Lease Program is web-based and integrates with any property management software, making it easily accessible for onsite staff. The NAA lease forms are the classic component of this service and we have recently expanded the program to include additional services such as our new free and unlimited document storage.

Why should apartment owners and operators use the NAA Click & Lease?

The NAA Click & Lease is used by numerous apartment industry leaders nationwide including: Greystar, Equity Residential, Fairfield Residential, Lincoln Property Services, UDR, The Morgan Group Inc., Pinnacle Family of Companies and Winn Residential because the NAA Click & Lease takes the worry out of the lease forms management process. You can rest easily not just because your lease forms are legal but because you have the collective power of a national association backing your lease. The NAA Lease Department maintains open communication with these users to ensure we are abreast of and addressing any challenges facing our users. The NAA Lease Department maintains flexibility and is open to altering our product to best serve our users’ needs. We highly value any operational or technical feedback as business intelligence is an important part of providing a product that improves operations for our users.

How does it differ from traditional lease products?

The NAA Click & Lease differs from traditional lease products in many ways. The lease forms are vetted annually by expert attorneys in each state. The program also comes with software to track onsite lease reporting and integrates seamlessly with your existing property management software. The Enterprise system allows each company to set up corporate controls to lock certain fields and improve operational consistency. The program also includes online applications, electronic signature capability and document management—cutting down costs from other vendors and supporting paperless office initiatives.

How can the lease be customized to reflect the unique needs of each company?

The NAA lease can be customized in several different ways. The “Special Provisions” section in each lease form leaves room for specific policy language to be added by each company. You can also develop and use custom company addenda to support specific company or property policies. This flexibility awards your communities the benefits of standardization through the NAA forms while also accommodating your unique needs.

Is the lease routinely updated?

Owners and operators can rest assured knowing that the NAA Lease and Addenda are regularly reviewed by our expert attorneys. The NAA Lease Department retains attorneys in each state who are very familiar with the unique regulations placed on owners by state and local laws. NAA handles any necessary forms updates to ensure you are operating with accurate and fully enforceable lease documents. As mentioned, we are also always open to hearing suggested changes from other attorneys at any time.

Where can I go for more information?

To learn more, please contact Emily Columbia directly at 703-797-0651 or emily@naahq.org. There is also general information available on our webpage at www.naahq.org/lease.



Apartment and Office Building Association of Metropolitan Washington (AOBA)

Discusses NAA Click & Lease as a Recruitment Tool

We spoke with Jeanne Clark, AOBA Director of Operations, about how AOBA has been able to leverage the NAA Click & Lease program as a membership recruitment tool. These excerpts offer some great insights for affiliates who strive to replicate this success.

How much membership growth has AOBA experienced over the last year?

In 2014, AOBA set a goal to recruit new members, specifically owner/manager members, not just associates. The membership revenue goal of \$130,000 was exceeded by more than \$10,000. Approximately \$55,000 of that revenue was from new multifamily housing members. These new companies' portfolios were all different sizes—ranging from 14 units to a couple thousand units.

Clark explains, "When we really started to grow in owner/manager members, 2014 was huge. Quantity exceeded associate numbers for the first time. Multifamily housing increased over commercial. Commercial also increased and AOBA has made concerted efforts to push revenue for commercial members as well."

How did AOBA make this happen?

With such a large membership growth goal AOBA made flexible and aggressive deals as part of a recruitment strategy. They made deals with some companies to get them to join and try the lease out for three months. Clark agreed to work with people and this year AOBA received checks for the full dues amount.

Clark points out, "Companies will not pay dues until they understand what it is you have to offer." AOBA utilized every opportunity to educate prospective members on the services they offer by setting up appointments with big companies and clearly explaining the benefits. These companies paid once they understood what AOBA offered.

Prior members were also targeted. AOBA called companies with unpaid dues invoices who countered saying, "We don't see the need to pay it." AOBA responded, "Do you use the NAA Click & Lease program? That is a big benefit to our membership. We do many other things but that is a major benefit to your membership and you have to be a member to continue using the software." Multifamily housing companies wanted the software, so this information has led to fewer questions regarding dues. The dues are now immediately paid instead.

Clark points out that, "If you have a product and you know it is right then it is easy. [A large recruitment tool] is the NAA Click & Lease program, but it is everything you do as well. AOBA is about keeping people and keeping them happy...whatever it takes!"

Can you share some of AOBA's promotional efforts and/or best practices that have led to NAA Click & Lease program growth in your territory?

AOBA has worked hand-in-hand with NAA to complete the D.C. lease. AOBA invested a great deal of work into getting the NAA D.C. lease created because the District of Columbia has an

excessively complicated rent control scheme, according to Clark. This partnership got members excited, with one in particular checking in every two weeks. Many companies were ready to sign up as soon as the lease forms went live.

Clark says her favorite part is membership “because it is people.” This attitude is reflected in her proactive membership recruitment strategy. The AOBA team “knows who needs to be a member” and does not hesitate to visit prospective member companies to “address their specific issue [in an effort to] keep them happy.” For AOBA, it is all about “keeping people happy.”

When the common objection, “I don’t know what I am getting for my money” pops up, Clark finds giving up at that point “unacceptable” and turns the objection into an opportunity to further educate the prospective member. Clark sees this is a great opportunity for “molding them and getting a collective voice for the future of AOBA and future of the industry.”

AOBA’s Associates Coalition Team stresses other affiliate benefits outside the lease once they join. According to Clark, this team is “not all about sales. [They explain] what AOBA does [and how] their job is to continue to support what AOBA does.” They also invite members to a Legislative update meeting and ask for feedback, in essence letting the members decide what AOBA’s lobbyists are focusing on.

Despite having territories in three different states over a large metro area Clark says the region is “small enough to know members and become friends with them.” This approach facilitates open communication and goodwill. AOBA also publishes a weekly newsletter that switches off between updates relevant to Virginia members one week, then Maryland and D.C. in the next issue. On the fourth week, the newsletter provides information relating to utility updates, a hot topic for D.C., Maryland and Virginia owners and operators.

What has that extra revenue done for AOBA as an organization?

The growth in membership and lease revenue has enabled AOBA to hire a new Membership Engagement professional. Because their membership is mostly companies based outside the D.C. area, they decided to hire a person to focus on retaining member companies from out of state. She sends out new members packages to welcome them to AOBA and thank them for joining. She also stresses other membership benefits and legislative issues to get them involved in legislative committees and Maintenance Mania. This hands-on approach makes them feel welcome.

AOBA also promotes numerous avenues for members to get involved. The membership committee helps them feel cared for and attracts new members. The executive roundtable for commercial and multifamily housing members regularly asks members what they would like AOBA to do for them—helping to bring up issues that were pertinent to their member companies and address these key issues with executives. The Rising Leader Program has been really successful at addressing executives’ requests to professionally train Millennials on interacting with residents, best practices and networking opportunities.

AOBA has also been able to hold an Outstanding Office Building contest and features the Maintenance Mania winner. This promotion is not about the building, it is about the people. The four winning communities are a mix of commercial and multifamily housing. This diversity helps address the mixed-use assets that many companies now own or manage and stresses the benefits of both types of properties.

Sample Cost Breakdown

Provide prospective users with a membership dues estimate. Breaking down the program costs to an annual per unit expenditure helps our prospective members get acclimated with the value of the NAA Click & Lease program. Following is a sample of how you can break down the total costs to give potential users an example of the average costs associated with the NAA Click & Lease program.

Cost breakdowns will allow your organization to draw comparisons with other common property management expenditures. For example, the annual cost of NAA Click & Lease per unit is far below the average \$5 monthly per unit utility metering charges paid by most managers/owners. Just like utility metering, access to accurate lease forms is also an indispensable asset to multifamily housing manager and owners.

- (1) Membership dues estimate: each property must become a member of their local NAA affiliate or NAA Direct in any area where there is not an affiliate. Dues include full membership benefits.
 - a. Cost Estimates: Contact emily@naahq.org for assistance completing any estimates involving multiple affiliates or with any questions on cost estimates.
- (2) Each property must obtain an annual software site license from Blue Moon.
 - a. Cost Estimate: States outside of Texas: \$175
 - b. Cost Estimate: Texas: (includes TAA Legal Guide) \$225 + \$2.25 per unit annually
- (3) Properties outside of TX must purchase "clicks." One click equals one page of forms for your use. Several forms are free of charge. Click cost will depend on two variables: (1) how many clicks you use per lease transaction, and (2) how many clicks the property orders at one time. There is a volume discount on click orders. The more clicks the property orders at one time, the more cost effective the per click rate.

Click Cost Estimate ("transaction": lease + addenda of your choosing)

Using 25 clicks per transaction / property ordering clicks 500 at a time = \$1.75

Using 25 clicks per transaction / property ordering clicks 1,000 at a time = \$1.58

Using 25 clicks per transaction / property ordering clicks 2,500 at a time = \$1.50

Using 25 clicks per transaction / property ordering clicks 5,000 at a time = \$1.43

Using 30 clicks per transaction / property ordering clicks 500 at a time = \$2.10

Using 30 clicks per transaction / property ordering clicks 1,000 at a time = \$1.89

Using 30 clicks per transaction / property ordering clicks 2,500 at a time = \$1.80

Using 30 clicks per transaction / property ordering clicks 5,000 at a time = \$1.71

Using 35 clicks per transaction / property ordering clicks 500 at a time = \$2.45

Using 35 clicks per transaction / property ordering clicks 1,000 at a time = \$2.21

Using 35 clicks per transaction / property ordering clicks 2,500 at a time = \$2.10

Using 35 clicks per transaction / property ordering clicks 5,000 at a time = \$2.00

NAA Student Housing Click & Lease

Looking to grow your student housing business? Begin by researching the top student housing providers in your region, make contact and develop relationships with them. Following are some talking points to get you started.

- Following a thorough legal review by NAA and its attorney network to ensure compliance with state law and local regulation, the NAA Student Housing Lease is currently available in 24 states. We are expanding this program into: California, Georgia, Iowa, Maine, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, West Virginia and Wisconsin.
- As with all of our lease forms, the language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence. This ensures that you are using the most up-to-date lease documents available.
- The lease and accompanying addenda address specific situations unique to student housing, such as bed-by-bed individualized leases, shared notices and individual transfer and relocation provisions, among others. The program includes a Rental Application, Lease Contract and a variety of lease addenda.
- Because student housing communities can have multiple residents who sign separate lease contracts, the lease explicitly defines the term “co-resident.” The language goes on to detail the bed-by-bed occupant standards, ensuring each bed is occupied only by the resident listed on the lease.
- Transfers also are addressed and the lease language reserves the right for the management company to charge a transfer fee if the transfer is requested after a pre-determined time. The transfer fee and transfer notice period are subject to the discretion of the management company.
- The move-out procedures is also slightly different from the apartment lease, as bed-by-bed residents are only required to give a 30-day notice prior to move-out.
- “Lease Anywhere” capabilities allow residents to apply, sign or renew electronically

NAA Click & Lease Contacts

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