



Conducting or Participating in an Apartment Tour

Apartment tours give federal, state, and local legislative officials a chance to meet with groups of their constituents and to develop an understanding of the impact of multi-housing properties on the community and implications of public policy on the apartment industry. Legislator tours are a chance for developers and managers to communicate in a hands-on manner the issues of greatest concern for members of the National Apartment Association.

Individual apartment tours should be initiated and organized in conjunction with the National Apartment Association. Everyone has a role in ensuring that the time an elected official spends on our premises helps tell an effective story about our concerns. Even if you're not responsible for coordinating the tour, you can still be a contributor to its success. Below are a few guidelines to help everyone make the most of an elected official's visit to your property.

If You Are Coordinating an Apartment Tour

Your role is to help bring all the elements of the tour together successfully—not an easy task certainly, but NAA is here to help. The following will help you organize a successful legislator visit.

Before the Apartment Tour....

- Send an invitation letter at least a month or several months in advance. Make sure to include in the letter not just the legislator, but appropriate staff members as well. Follow up the invitation letter with a call to the legislator's office. For federal legislators, work with the district office in your area.
- Once a date and time have been set, send a confirmation letter outlining who you expect to attend and how long you think your tour will last.
- Offer to arrange transportation to and from your property. (Legal restrictions prohibit certain types of transportation, so please check with the National Apartment Association staff.) The legislator may decline your offer, but it helps establish a friendly tone for the visit.
- Consider inviting a few top community leaders, industry association executives, and local retirees. However, be sure to avoid too large of a group.
- Have a definite schedule and allow time for informal discussion during the tour. Know what areas of the site you will highlight. Make sure sufficient safety gear is available, if needed.
- Provide the elected official with information about the operation such as the number of employees, research, philanthropic activity, industry or civic awards, and any building standards and codes.
- Follow up after the tour with a thank you letter to the legislator and any staff who attended.

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