



## 2013 ARM Call for Presentations

This form will give you the opportunity to identify topics to which you might speak and provide a statement of interest and background, and short expansion on the proposed topic to demonstrate familiarity with the concepts being discussed. Please fill out the form (it is a fillable form), save the form and return via email to Sarah Laws at sarahlaws@naahq.org by June 14, 2013.

Name:

Title:

Company:

Address:

Phone No.:

Email:

**1. Please review the list of preliminary sessions and select sessions you would like to speak about.**

- Secret Shopping and Pricing Discussions Gone Wrong
- Can You Beat the System? Human vs. Algorithm
- Baby Come Back: The Best in Renewal Analytics
- Customer Relationship Management Systems and Business Intelligence!
- Top 10 Submarkets Situation Room
- Better Input = Better Output: Benchmarking and Comps
- Expense Reductions
- In the Hot Seat: Top New Revenue and Asset Management Companies
- Asset Valuation Forecasting: Black Swans and the Top 5 Things You Can't Control
- New Ancillary Income Ideas
- Owners Only: Revenue Management Roundtable
- Budgeting and Deal Underwriting -- The Excel era is over
- Untapped Arbitrage: Resident Satisfaction
- Other, please briefly describe

**2. Please provide a statement of interest and your background.**

**3. Please provide 4 - 6 bullet points to provide a brief expansion on the topic(s) picked to demonstrate familiarity of the concepts being discussed.**

**4. Please provide speaker references.**