



Connect With NAA

When it Comes to Asset Management, Are You a Jetson or a Flintstone?

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2014 National Apartment Association Chairman of the Board



The Maximize: 2014 Multifamily Asset Management Conference, Oct. 13-15 at the Omni Amelia Island Plantation Resort in Amelia Island, Fla., isn't for everyone; just those forward-thinking professionals who are collectively pushing the boundaries of multifamily housing revenue management and data analytics and are willing to share to get something in return.

Register today at

<http://mamconf.naahq.org/attend-maximize/registration> to be among this select group of professionals dedicated to extracting total value and return from multifamily real estate assets and portfolios.

Fifteen years ago—what some might call the “Bedrock era”—“technology” meant asset managers had to learn how to rewire their communities to provide cable and Internet service. “State of the art” meant knowing how to run cable through risers. Today, the “Orbit City era,” the name of the game is how technology can manipulate information—sales performance data, pricing and demand data, resident information, Key Performance Indicators, cost benchmarks, data hidden in analog systems, among many other factors.

If you're interested in greater value creation and revenue optimization, the Maximize: 2014 Multifamily Asset Management Conference—the industry's exclusive forum where the connections, strategies, best practices and tactical innovations emerge to accelerate real returns on real properties—was created for you.

The 2014 NAA Education Conference & Exposition: Don't Worry, It's Only Your Reputation at Stake

If the large number of attendees at the session, “Truth or Dare: Responding to Online Reviews,” are any indication, any multifamily housing organization with an Internet presence had better be serious about managing its online reputation.

During the session—one of more than 50 presented in Denver during the 2014 NAA Education Conference & Exposition—Misty Sanford, Renter's Voice; Puneet Singh, Kimball, Tirey & St. John LLP; Jennifer Staciokas, Lincoln Property Company; and Francis Chow, Ellis, Partners in Management Solutions and Renter's Voice; shared firsthand advice on how to deal with negative online comments and effectively solicit positive reviews while creating a foundation for genuine customer relationships. They also discussed the myriad legal pit-

falls when responding to negative ratings and reviews as well as legal actions that can be taken regarding reputation management.

Didn't make the session or want to hear it again? You're in luck: “Truth or Dare: Responding to Online Reviews,”—as well as other unparalleled education sessions focused on marketing and leasing such as “Practical, Actionable Ideas for Mastering Digital Marketing”—are now available to you as part of the NAA Education Institute's (NAAEI) “REWIND” program, offering 20 video recorded sessions and 22 audio-synced PowerPoint sessions from the 2014 NAA Education Conference & Exposition. Visit www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings to order your sessions today!

Plan Your Apartment Tour Now When Congress Is Home in August

One of the best ways to strengthen the apartment industry's voice on Capitol Hill is through educating and building relationships with members of Congress. And one of the easiest ways to do that is by having them tour one of your members' apartment communities.

Make plans now when your members of Congress are in recess from Aug. 2 through Sept. 7. NAA Government Affairs will provide you with materials such as sample letters and helpful tips. Staff will be glad to provide you with any other assistance you may need. Resources are available at www.naahq.org/learn/advocacy/congressional-recess-program-toolkit. If you have any questions, please contact Carole Roper at carole@naahq.org.

Does Your Lease Have the Midas Touch?

The NAA Click & Lease—the gold standard in lease programs—is a web-based leasing program offered exclusively to members of the National Apartment Association. This powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents.

The lease and accompanying addenda cover every aspect of the rental process and are reviewed by expert attorneys to ensure legal compliance. The language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence.

This valuable NAA member benefit is currently available in 46 states as well as the District of Columbia. Currently, more than 16,000 communities nationwide are enrolled in the NAA Click & Lease program. Customers participating in the program include some of the largest multifamily REITs and privately held real estate firms in the country. NAA Click & Lease is the most widely used standardized lease form in the multifamily housing industry. Learn more today at www.naahq.org/learn/national-lease-program.