



Connect With NAA

Don't Miss Your Chance to Glimpse the Future at the 2015 NAA Student Housing Conference & Exposition

By Brad Williams, CPM, Lincoln Property Company.
2014 National Apartment Association Chairman of the Board



Ever wished you could divine the future? Well, we can't make any promises, but we can say that your best opportunity to see the future of the student housing market for the class of 2020 will be at the 2015 NAA Student Housing Conference & Exposition, February 17-18, 2015, at the ARIA Resort in Las Vegas.

Register today at <http://shce-naa.naahq.org/registration-information> and join us on Wednesday

for the Keynote Panel: Student Housing Market Watch, led by developers, investors, owners and architects who will dust off their crystal balls and -prepare the tea leaves for what promises to be an intriguing discussion concerning their visions of student housing five years on the horizon.

Join panelists William Lewittes, Director, Kayne Anderson Real Estate Advisors; Sean Studzinski, Principal, KSQ Architects, PC; Susan Folckemer, CPM, Chief Development Officer, The Preiss Company; Fred Pierce, CEO, Peirce Education Properties; and Taylor Gunn, Research Analyst, Axiometrics Inc. as they prepare to you to meet the challenges and opportunities of the evolving student housing market.

For a limited time, save \$275 on the cost of registration. To sweeten the deal, groups of five or more can save an additional \$75 each by registering together.

High-caliber sessions, unparalleled networking opportunities and the latest technology await you in Las Vegas. Visit <http://shce-naa.naahq.org> to register, view the schedule and read the latest announcements.

Connect, Learn and Grow With the 2015 NAA Education Conference & Exposition Game Changers

Game Changers: They've influenced the world and changed the way you do business. Now they're all gathered under one roof—the 2015 NAA Education Conference & Exposition, June 24-27, 2015, in Las Vegas—to share their experience, knowledge and revolutionary spirit.

Don't miss a moment of wisdom from a suite of six world-class experts, from Robin Chase, Founder and former CEO of Zipcar, Buzzcar and GoLoco to Richard Karlgaard, Wall Street Journal Bestselling Author and Publisher of Forbes Magazine.

Visit <http://educonf.naahq.org/learn/game-changer-speakers> to read all about NAA's Game Changers. Make the decision to Connect, Learn and Grow by registering for multifamily housing's largest, most

important event of the year: The 2015 NAA Education Conference & Exposition, at <http://educonf.naahq.org/attend/register>.

Guess Who's Coming to the 2015 NAA Capitol Conference?

Former NBC Meet the Press host David Gregory will provide a unique rundown of the hot-button topics that will most affect 2016's potential presidential playing field as keynote speaker at the 2015 NAA Capitol Conference. Gregory will be joined by kick-off speaker, the award-winning photographer Platon, who brings his photos to life as he shares with audiences the inspiring stories behind the photos.

The nation's largest gathering of apartment industry advocates will convene on March 17 – 18 in Washington, D.C. In keeping with the theme, "One Industry. One Voice," the Capitol Conference will provide a full day of training to prepare advocates to represent the industry effectively and speak with one voice – whether you're a first timer or a tested veteran. In addition to guest speakers, participants will be offered more educational sessions than ever before so you can put into practice what you've learned during Lobby Day on Capitol Hill.

The NAA Spring Governance Meeting will precede the NAA Capitol Conference on March 15-16. Registration is now open at www.naahq.org/capitol.

Find Out How You Measure Up With NAA's Survey of Operating Income & Expenses and Individual Market Data

Just in time for budget season, results of the 26th annual NAA Survey of Operating Income and Expenses in Rental Apartment Communities are now available.

Read the Executive Summary (www.naahq.org/sites/default/files/naa-documents/income-expenses-survey/2014-Income-Expenses-Summary.pdf) and visit www.naahq.org/learn/income-and-expenses-survey/2014-survey for a full survey report and individual market data.

The report presents data from garden and mid-rise/high-rise properties, and is further segmented by individually metered and master-metered utilities. Survey data is presented in three forms: Dollars per unit, dollars per square foot of rentable area and as a percentage of gross potential rent (GPR). The survey includes an executive summary, detailed data, reports and charts about rental communities. A total of 3,698 properties containing 966,296 units are represented in this year's report. Data was reported for 3,366 market-rent properties containing 906,562 units and 332 subsidized properties containing 59,734 units. Data for the 2014 survey is based on data for fiscal year 2013. To order your copy of the survey, contact NAA's David Edwards at davide@naahq.org.