



Connect With NAA

Understand Your Future Residents Today at the 2015 NAA Student Housing Conference & Exposition

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2014 National Apartment Association Chairman of the Board



Plan to learn everything there is to know about housing the next generation—and make it a team effort—February 17-18, 2015, as NAA convenes the 2015 Student Housing Conference & Exposition in Las Vegas at the ARIA Resort.

For a limited time, save \$275 on the cost of registration (visit <http://shce-naa.naahq.org/registration-information>) and, to sweeten the deal, groups of five or more have the

opportunity to save another \$75 each by registering together.

Join multifamily housing's star pupils for two days chock-full of education and networking opportunities, from general and breakout sessions led by recognized experts in the student housing business, to reception and time spent interacting with exhibitors on the trade show floor. Position yourself at the top of this expanding sector of rental housing and better understand the next generation of residents—how they communicate, where to find them and what amenities will bring them to your community and keep them happy.

Visit <http://shce-naa.naahq.org> for registration, schedule and the latest announcements. Breathe easy—no admissions essay required! And don't forget to use the official hashtag #NAAStudentConf to engage, discuss and follow the exciting news from this conference.

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 con-

taining 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.

The 2014 NAA Education Conference & Exposition: These Are The Common Roadblocks to Leasing Success

Every so often, leasing professionals demonstrate behaviors that can sometimes prevent them from achieving their professional goals. A detailed study was undertaken of thousands of leasing professionals in an effort to understand these actions and attitudes and why they occur.

The session, "The Path of Lease Resistance: Common Roadblocks to Leasing Success"—one of more than 50 offered in Denver during the 2014 NAA Education Conference & Exposition—examines the seven significant obstacles to leasing success identified by the study.

Searching for strategies to not only identify and resolve leasing issues, but also prevent them from happening to your leasing team in the future? You're in luck: "The Path of Lease Resistance: Common Roadblocks to Leasing Success"—as well as other unparalleled education sessions focused on Marketing and Leasing such as "Truth or Dare: Responding to Online Reviews"—are now available to you as part of the NAA Education Institute's (NAAEI) "REWIND" program, offering 20 video recorded sessions and 22 audio-synched PowerPoint sessions from the 2014 NAA Education Conference & Exposition. Order your sessions today by visiting www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings.

Important Update Concerning the 2015 NAA Capitol Conference and Spring Governance Meeting

For the first time, the 2015 NAA Spring Governance Meeting and the 2015 NAA Capitol Conference will be held as two separate events. The Governance Meeting will take place on March 15 - 16, followed by the Capitol Conference on March 17 - 18.

Next year's Capitol Conference theme is "One Industry. One Voice." As an industry finding strength in numbers, speaking with one voice is the most effective way to influence decision-makers on policies that affect our members. We hope you will join us to increase our advocacy impact. Registration opens in early November. More information is available at www.naahq.org/capitol.

If you are on an NAA Committee, please note that details on the timing of the Governance meetings will be sent out in the near future.