



Connect With NAA

The Smart Money is on the Maximize: 2014 Multifamily Asset Management Conference

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2014 National Apartment Association Chairman of the Board



The emerging field of business intelligence holds incredible promise for multifamily housing owners and operators, especially with regard to new methods of marketing and improved sales models. Be a part of this rental housing revolution and join professionals dedicated to extracting total value and return from multifamily real estate assets and portfolios at the Maximize: 2014 Multifamily Asset Management Conference, Oct. 13-15 at

the Omni Amelia Island Plantation Resort in Amelia Island, Fla.

Unifying marketing and revenue management practices offers owners the ability to better understand the nuances of demand, as well as how to generate greater demand that can be converted at a higher price. Join presenters Devin Merrill, Vice President, Revenue Management, Property Solutions; Josh McDonald, Director of Marketing, Holland Partner Group; Bryan Pierce, Director of Revenue Management, Holland Residential, LLC during the panel: "Integrating Marketing, Revenue Management and Customer Analytics."

In this panel, the presenters will illustrate how knowledge of customers and segmentation—including social media—can reveal simple, clear areas where operators can better grasp today's buying process and leverage superior data to generate a significantly improved buying experience that makes it easier to lease a home in your community.

Register today at mamconf.naahq.org and be part of the industry's exclusive forum for connections, strategies, best practices and tactical innovations focused on accelerating real returns on real properties.

The 2014 NAA Education Conference & Exposition: Social Media + Content Marketing = Killer SEO

The relationship between social, search and content marketing has radically changed: Content is now consumed and distributed across multiple devices and in multiple formats, leading to an abundance of material online.

The session, "Understanding the Trio: Social Media + Content Marketing = Killer SEO"—one of more than 50 offered in Denver during the 2014 NAA Education Conference & Exposition—reinforced how social engagement is becoming increasingly dependent on high-quality content, and search engines have begun to take social signals into account.

Seeking to better understand how content and social media drive SEO rank, as well as how to develop a framework for creative and efficient content creation and learn which types of content generate better marketing results? You're in luck: "Understanding the Trio: Social Media + Content Marketing = Killer SEO"—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-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.

Take the 'Guess' Out of Your Work

Results of the 26th annual NAA Survey of Operating Income and Expenses in Rental Apartment Communities are now available. Read the Executive Summary of the survey at www.naahq.org/sites/default/files/naa-documents/income-expenses-survey/2014-Income-Expenses-Summary.pdf.

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.

2015 NAA Education Conference & Exposition Seeking Your Presentation

Convinced you have a fantastic session idea for the 2015 NAA Education Conference & Exposition? Don't keep it to yourself! The online Call for Presentations for the 2015 NAA Education Conference, June 24-27, 2015 in Las Vegas, is now open for education session submissions.

As the submission process and requirements have changed for the 2015 planning cycle, it is strongly encouraged to review the instructions for submitting prior to offering up your idea. The deadline to submit is October 10, 2014—visit bit.ly/15Edu_Proposal for more information and to submit your proposal.