YOUR BUSINESS
BENEFITS
EVERY DAY AT NAA
“Joining AAMD and NAA has been a very good decision. Anti-business legislation costs our industry tens of thousands of dollars each year. As a result of AAMD and NAA’s proactive legislative efforts, owners such as myself realized savings from potentially negative laws and excessive legislation of more than $85 per apartment last year. I own and manage 1,500 units, and due to AAMD/NAA’s support, the savings to me and my clients was over $127,000. Join today and become a part of this amazing network.”

Don Werner, Owner
Metrex Property Group, Inc.
Denver

“NAA, along with its affiliate organizations, is a tremendous resource for our industry. If you are in the apartment housing industry, I cannot imagine you are managing your business as effectively as possible if you are not a member of your local association and NAA.”

Guntram J. Weissenberger, President
The Westover Companies
Philadelphia
Our Mission
The National Apartment Association (NAA), America's leading voice for the apartment housing industry, provides members with the most comprehensive range of strategic, educational, operational, networking, and advocacy resources they need to learn, to lead and to succeed. Furthermore, our mission is to enable every single one of our members to fulfill his or her professional goals with great competence, speed and the highest standard of ethics. We will continue to provide the best value of any professional organization by consistently offering the greatest tangible returns.

As a federation of nearly 170 state and local affiliates, NAA encompasses over 69,000 members representing more than 8.1 million apartment homes throughout the United States and Canada.

NAA is A Trusted Partner, A Valued Connector, A Powerful Advocate and A Marketing Leader serving the apartment housing industry. Members in good standing of affiliated associations are automatically considered members of NAA and are entitled to NAA benefits.

Didn't Know You Were a Member?
If you join your local apartment association, you, your company and your career benefit from being an NAA member year-round.

Joining your local apartment association automatically makes you eligible for full NAA member benefits at no additional charge.

If you are not an NAA member and wish to join, visit www.naahq.org/join, call 703-518-6141 or email membership@naahq.org to discover the nearest local NAA-affiliated apartment association.

Your NAA affiliate can provide you with many membership benefits, including education courses, informational newsletters and magazines, state and local political advocacy, a wealth of nearby supplier partners and, best of all, opportunities for peer-to-peer networking.
SPEAKING WITH ONE VOICE

NAA Government Affairs

Federal Advocacy to Protect the Industry
NAA partners with the National Multifamily Housing Council to ensure the industry speaks as a single voice for developers, owners and operators of apartment housing. Some of the most critical federal issues that NAA and NMHC are working on include housing finance, tax reform and immigration.

Meet Your Member of Congress
You are invited each March to visit in person with your local members of Congress by attending the NAA Capitol Conference in Washington, D.C. This is one of the best ways NAA members can directly advocate on behalf of the apartment industry. Participants are prepared for their visits through education, issues briefing, message training and networking to build your understanding and knowledge for advocating on Capitol Hill. There is no registration fee and it is open to all NAA members.

It's Not Just Us
The hard work and activities of more than 10 national policymaking and issue organizations are tracked by NAA staff. Our affiliations with groups such as the National Conference of State Legislatures and the Council of State Governments provide the apartment industry with access to influential state and local decision-makers, ensuring its involvement at the highest level of policymaking.

All Politics Is Local—We Can Help
Because of this, in-depth research and critical analysis on key issues in your state and locality are tracked, shared and analyzed. NAA regularly publishes both up-to-date news on state and local legislative activity as well as on long-term trends affecting the industry. NAA staff also conducts legislative tracking in all 50 states and performs independent research to provide members with expert insight into the industry's most important policy topics and trends. NAA can assist members and affiliates in managing policy-issue campaigns, developing advocacy/grassroots strategies and crafting talking points, testimony and other collateral materials.

Greater Influence—Make a Difference
The support that the industry's voice needs on Capitol Hill comes through the NAA Political Action Committee (NAAPAC). It plays a critical role in federal advocacy efforts by supporting apartment-friendly congressional candidates nationwide. By aggregating the strength of apartment owners, managers and developers, NAAPAC seeks to ensure their voice is heard when Congress is making decisions impacting our industry. NAAPAC is non-partisan and supported by voluntary personal contributions from NAA members.

Be Part of a Large, Clear, Powerful National Voice
We want you to be a part of the apartment housing industry's clear, powerful, national voice. Elected officials listen best when that voice comes from respected, informed constituents back home. This message is carried through the Apartment Industry Mobilization Service (AIMS), the industry's only national grassroots network. It represents more than 64,000 apartment housing activists.
Keep Learning
Providing broad-based education, training and recruitment programs that attract, nurture and retain high-quality professionals and develop tomorrow’s apartment industry leaders is the mission of the NAA Education Institute (NAAEI).

If you are seeking proficiency in specific aspects of apartment housing management, explore the variety of designation programs NAAEI offers. Each course undergoes annual review and updates, so that the material remains accurate and timely. NAA affiliates deliver these national programs locally to their members. To find a NAAEI course in your area, go to www.naahq.org/education.

NAAEI Designation Programs
- National Apartment Leasing Professional (nALP)
- Certified Apartment Manager (CAM)
- Certificate for Apartment Maintenance Technicians (CAMT)
- Certified Apartment Portfolio Supervisor (CAPS)
- Certified Apartment Supplier (CAS)
- Independent Rental Owner Professional (iROP)
- Online Learning
  - CAM and nALP are available online
  - NAAEI hosts regularly scheduled industry best practices webinars
  - NAAEI Fair Housing and Beyond program; an affordable housing certification (SHCM) and a green property operations credential (GCVM)

Additionally, NAAEI provides Fair Housing and Beyond!—a three-hour fair housing program that was just updated to include two new, current real-life situations to encourage critical thinking, prudent decision making, the consequences of poor decisions and coaching to help prevent costly mistakes. This program is also available online. NAAEI and the National Affordable Housing Management Association have partnered to offer the Specialist in Housing Credit Management (SHCM) certification and the Credential for Green Property Management (CGPM).

Leadership Lyceum
NAAEI has created a year-long program to develop highly engaged and well-informed volunteer leaders who are ready to serve on and chair NAA committees and task forces and are prepared for the NAA Board.

NAAEI Executive Leadership NOW: Powered by Gallup
NAAEI has partnered with Gallup to deliver a three-day executive leadership program that helps executives solve business challenges by driving employee engagement, maximizing employee strengths and unleashing the human potential within their workplace.

The NAAEI Leadership Experience: Powered by Dale Carnegie
In partnership with Dale Carnegie Training, NAAEI now offers a two-day program that targets regional employees and corporate department heads. This program transforms competent managers into evolving leaders who have skills to build trust, credibility and respect; communicate to lead; delegate and coach for performance.

www.RPMcareers.org
NAAEI has developed an interactive website, online advertising campaign and social media program targeting college students, recent college graduates, career changers, veterans and military spouses with information about careers in residential property management.

Goodwill Industries and JVS (Jewish Vocational Services) qualified employees emerge from NAAEI’s partnerships with community and technical colleges, particularly students interested in leasing or maintenance. To learn how NAAEI can help you start a workforce training program with your local community or technical college, contact education@naahq.org.
PROTECT YOUR ASSETS

NAA Click & Lease – Providing Stability to Address the Unexpected

The NAA Click & Lease is designed to maximize profit and mitigate risk. The comprehensive lease covers every aspect of the rental process, and our continuous expert attorney review ensures ongoing compliance with state and local regulations. Our innovative products are trusted by the most prominent and respected firms in the industry, because they’re designed to provide support and stability for leasing success.

More than 4.2 million units use the NAA Click & Lease program nationwide. With our free ‘lease anywhere’ application and e-signature, it’s no wonder more and more communities turn to us for their lease form needs.

Contact us at 703-797-0651 to learn more about enrolling in the NAA Click & Lease program. Learn more at www.naahq.org/lease

READ ABOUT THE APARTMENT INDUSTRY

The Industry’s Authority
Yours with your local apartment association membership. units
Magazine is the most read magazine in the apartment housing industry. It reports on all aspects of apartment management.

www.naahq.org
The NAA website is the industry’s best online resource. Mobile compatible, the site has improved search function, action-based navigation, dynamic mega menus, NAA’s award-winning blog, APTly Spoken, and NAA Connect—your online community for discussion and information sharing.

A Weekly National Media Recap
Find out what national media has to say about the apartment industry each week in Industry Insider, NAA’s national, weekly e-newsletter.

NAA Survey of Income & Expenses
Budget season is year-round and NAA helps you prepare and compare with proper benchmarking through its annual Survey of Operating Income & Expenses in Rental Apartment Communities. It provides owners, management firms, builders, financiers and suppliers with the financial information needed to conduct daily operations effectively and competitively.
ATTEND, CONNECT & BE INSPIRED

NAA Meetings & Expositions: Peer-to-peer Networking

Gain greater and deeper knowledge of specialized apartment management issues by attending the various NAA meetings and conferences. For more information, visit www.naahq.org/attend.

**NAA Education Conference & Exposition**
Held each June, the NAA Education Conference & Exposition attracts more than 9,000 apartment industry professionals. Attendees can reap the benefits of more than 65 education sessions geared toward all levels and interests, nationally recognized keynote speakers and thought-provoking Game Changers. Our exposition is the largest national trade show for our industry, and features more than 800 exhibitors who showcase their innovative products and services.

**NAA Student Housing Conference & Exposition**
Join more than 950 industry leaders and peers each February for two days of thought-provoking education and networking opportunities all focused on the operations of off-campus student housing. Position yourself at the top of this rapidly 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.

**NAA Capitol Conference & Spring Governance Meeting**
Held every March, the NAA Capitol Conference is the apartment housing industry’s only national advocacy event. It is your opportunity to join hundreds of your colleagues on Capitol Hill in Washington, D.C., to advance our industry’s legislative priorities. Whether it’s your first time or you’re a tested veteran, learn how to be an advocate for change with issues briefings, message training and networking with fellow advocates. The Spring Governance Meeting precedes the NAA Capitol Conference and is where NAA Boards, Committees and Task Forces convene to discuss goals and plans.

**MAXIMIZE: Multifamily Asset Management Conference**
The apartment industry’s sole event dedicated to asset management and long-term value creation in apartment housing and portfolios, this comprehensive retreat, held in October, is for asset managers, revenue managers, investors, COOs, CEOs, data analysts, risk managers and financial analysts. The conference focuses on expense management strategies, revenue enhancement and pricing strategies, data analytics and performance benchmarking, sustainability and financing strategies.

**NAA Assembly of Delegates (AOD)**
The Assembly of Delegates (AOD) meeting is held each November to install NAA officers, approve NAA’s operating budget, approve NAA bylaw changes and plan for the following year. The Leadership Summit Luncheon is held in conjunction with AOD to brief association leaders and to provide a forum to exchange ideas and information on leadership trends.
REMOVING BARRIERS & EXPANDING MARKETS

Apartment Housing is Growing Globally

Possibilities are endless for those joining the NAA Global Alliance. It was formed to support members seeking to expand their business operations into foreign markets, as well as to facilitate the flow of foreign investment in apartment housing into the United States.

New relationships and opportunities are being forged year-round by NAA, which participates in significant real estate professional gatherings worldwide. The events provide U.S.-based owners and supplier companies with a platform to explore business opportunities in foreign markets and to establish relationships with influential organizations abroad.

GAIN A COMPETITIVE EDGE TO EXCEL IN YOUR CAREER

Independent Rental Owners (IROs)
If you are an individual who owns or manages rental properties, and are actively involved—from an ownership perspective—in the management of your properties, then NAA welcomes you as an Independent Rental Owner (IRO). Helpful programs, forms and education are available through NAA.

Discounts on products and services are part of NAA’s IRO program and will provide substantial savings for your business. Access the documents you need to operate your properties daily, such as an Employment Handbook, Policies and Procedures Manual (Operations, Personnel & Payroll and Maintenance), Contractor Agreements and Acquisition Due-Diligence Checklists, which can be found in the NAA Connect section of www.naahq.org.

Maintenance Mania® National Championship
Are you the “fastest” performing maintenance technician in your company? Maintenance Mania® is a national competition where technicians compete against each other in various skill-based events that feature everyday apartment “fixes.”

NAA affiliates host fun and exciting Maintenance Mania® events across the country to celebrate technicians and the work they do with awards, prizes and bragging rights. Winners from each local event get a chance to qualify for a spot at the National Championship held each year during the annual NAA Education Conference & Exposition.

Visit www.naahq.org/maintenancemania.
NAA Excellence Awards
The NAA Excellence Awards (Excels) recognize excellence and leadership in the apartment housing industry. These national awards celebrate the unique contributions that builders, industry professionals and affiliated apartment associations make to our industry. For the winners, an NAA Excellence Award represents a milestone along the path to personal and professional achievement. For our industry, the winners demonstrate characteristics that benchmark success. NAA will be introducing the new Return on Energy (R.O.E.) Award this year.

Lifetime Achievement Award
The NAA Lifetime Achievement Award recognizes association executives and suppliers in the apartment housing industry for their long-term history of exemplary national service and accomplishments to NAA and the apartment industry.

Hall of Fame Award
The NAA Hall of Fame Award recognizes individuals for their long-term history of exemplary national service and accomplishments to NAA and the apartment housing industry.

Anthony V. Pusateri
Apartment Career Promotion Award
The Anthony V. Pusateri Apartment Career Promotion Award recognizes an individual, company or association who has made the biggest impact creating awareness of careers in the apartment industry among high school and college students, military veterans and spouses or career changers through outreach activities.

Apartment Career and Education Award (ACE)
The NAA Education Institute’s (NAAEI) Apartment Career and Education (ACE) Award recognizes outstanding achievement in the field of apartment career development and/or contributions made to, or on behalf of, NAAEI, and its professional education interests and initiatives.

Apartment Industry Mobilization Service (AIMS)
Member Advocate of the Year Award
The AIMS Member Advocate of the Year Award recognizes an individual’s outstanding voluntary contributions to industry advocacy at the state and national levels. All NAA industry members are eligible to win this major award.
BUILD YOUR BRAND

Supplier Partners

Align your organization with NAA and access the apartment housing industry’s most important decision-makers.

As a Supplier Partner, you can sponsor, advertise, exhibit, attend and be an active member of the NAA National Suppliers Council. These valuable opportunities provide you with critical connections to your key clients.

Our team will work with you to customize your media strategy—within your budget and capabilities—and choose the strongest channels to get your message delivered.

Tap great benefits with NAA Supplier programs:
• Supplier Success course
• Certified Apartment Supplier program
• Online Buyers Guide
• NSC Buyers Guide in units Magazine and online
• Supplier networking

Your successful media marketing campaigns will deliver not only what a prospective apartment customer wants, but when they want it and how they want to view it.

Contact the sales team at sales@naahq.org.

“In the seven years since Pangea Real Estate was born, we have acquired and rehabbed more than 11,000 apartment and townhome units. Our relationship with NAA Open Door and Home Depot has been critical to our success.

We’ve been able to use our purchasing power to ensure all of our communities get the quality products they need—from building materials during rehab, to maintenance supplies during management.

And best of all is the return to our bottom line. Thanks to the NAA Open Door-Home Depot 2 percent rebate program, we expect a rebate check of over $48,000. How great is that!”

Peter Martay, Chief Acquisition Manager
Pangea Real Estate
Chicago

For NAA Members Only

Join thousands of top-name suppliers to the apartment housing industry and elevate your brand to reach NAA’s more than 69,000 members and beyond.
“Waterton Residential is active in 13 NAA-affiliated apartment associations, including Chicagoland Apartment Association (CAA) where Waterton is headquartered. One of the primary reasons Waterton participates is the NAA Click & Lease Program; all Waterton properties use the lease for operational consistency. NAA’s legal review process saves Waterton over $15,000 per market in legal fees, which totals $195,000 annually. NAA also hires local attorneys to review the lease and keep it locally compliant. The money and time Waterton saves more than covers the annual dues.”

Greg Lozinak, Former COO  
*Waterton Residential, LLC*  
Chicago

“The networking and educational benefits of NAA membership are the single greatest factors leading to subsequent improved efficiency and profitability of my business. It has also led to improved awareness of business opportunities and better sources for financing. Join today and improve your business.”

Greg Guerrero, Managing Member  
*ASC Management & Development Company*  
Tulsa, Okla.