

JOIN THE VALUABLE
NAA NETWORK
AND GROW
YOUR ASSOCIATION

Membership Benefits



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“Our association has benefited from its affiliation with the National Apartment Association in many ways, but just to name a few: access to industry designation programs and other professional education programs, advocacy at the national level and professional support for our state and local advocacy programs, access to industry research and data, and top-shelf events that regularly allow our members and staff to meet with peers from around the country to share experiences. Simply put, NAA has been a force multiplier that has allowed us to provide a level of service for our members that would have been impossible to provide on our own.”

Jon Lowder, Executive Director
Piedmont Triad Apartment Association — Greensboro, NC



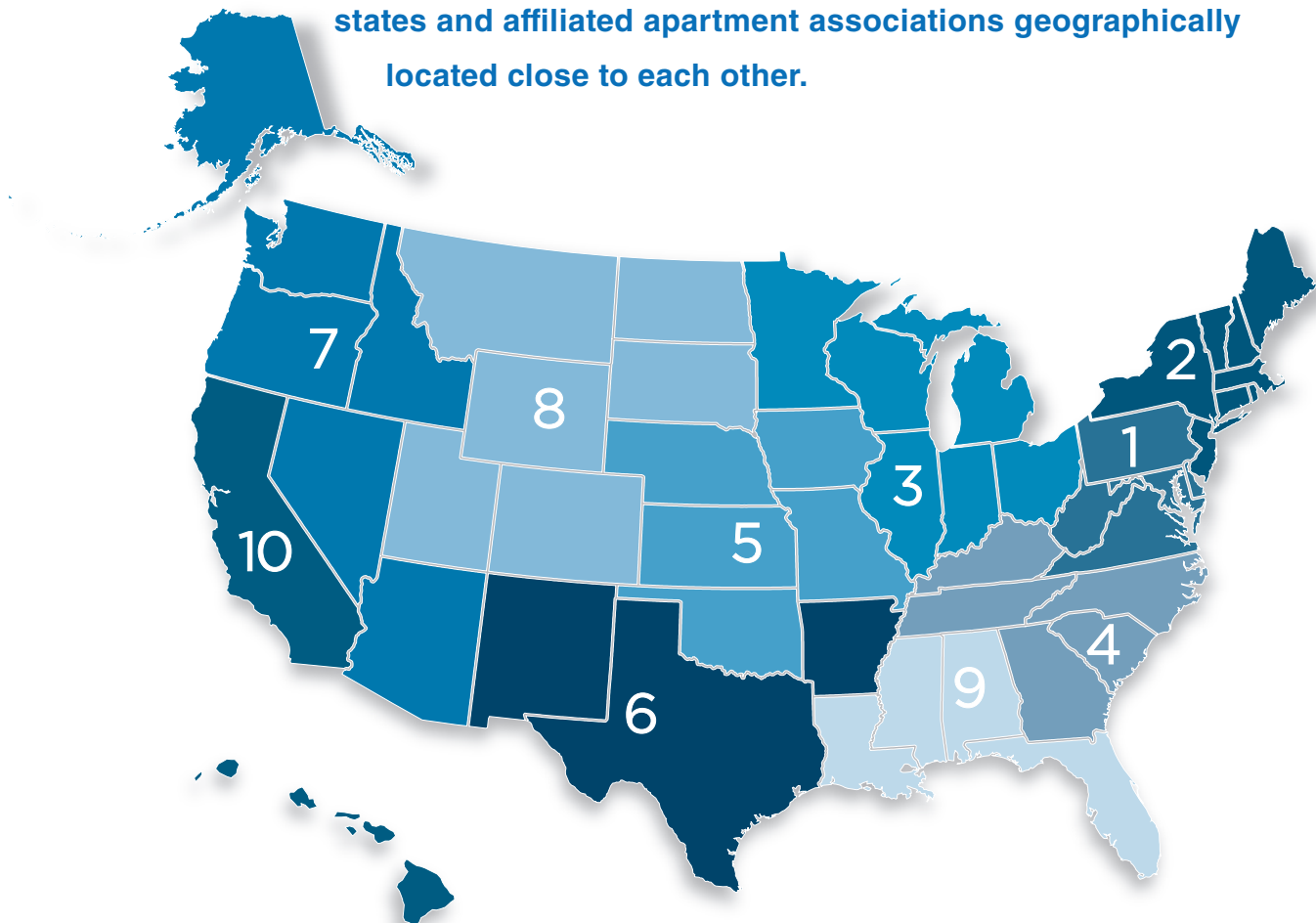
Our Mission

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 affiliates, NAA encompasses over 75,000 members representing more than 9.25 million apartment homes globally.

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.

NAA comprises 10 U.S. regions with a majority of each region's states and affiliated apartment associations geographically located close to each other.



How Membership in the NAA Network Works

Companies and individuals first join their local apartment association. With that—at no additional charge—comes full access to membership with their state association and NAA. Only if an NAA-affiliated apartment association does not exist in a given area would a company or individual join NAA directly.

Your Association Will Benefit by Becoming Part of the NAA Family

Since 2011, NAA has grown by 45 percent, which translates to an increase of more than 2.7 million new apartment homes within the membership. This significant growth is attributed to the countless services NAA provides its members and affiliated apartment associations. Joining the NAA Network will support growth in all aspects of your association:

- Membership
- Revenue
- Legislative Advocacy on Local, State and National Levels
- Education
- Communications and PR Support
- Industry Best Practices
- Association Support Resources



“The Apartment Association of Greater Orlando has enjoyed incredible growth over the past few years, reaching a record high of 147,000+ units in 2015. There is no doubt in my mind that our partners at the National Apartment Association have contributed to our success in a very meaningful way. The resources afforded to us as an NAA affiliate are invaluable, and our members rely on them heavily in so many facets of their business. From AAGO’s perspective, the NAA staff is accessible, supportive and always ready to jump in on our behalf. They’ve supported our membership growth and have been a steadfast partner in our advocacy efforts. In my opinion, you are selling yourself—and your members—short if you don’t choose to affiliate with NAA.”

Chip Tatum, Chief Executive Officer/EVP
The Apartment Association of Greater Orlando



NAA Government Affairs— Local, State & Federal Advocacy Support

How NAA's Government Affairs Benefits Your Association

NAA Government Affairs advances the apartment industry's legislative and regulatory agenda and provides one voice at the national, state and local levels through:

- A large, unified voice at the Federal, State and Local levels of government for your members through NAA's advocacy of the industry's legislative and regulatory agenda
- Federal policy development and lobbying via the Joint Legislative Program. This ensures that your members always have a voice pertaining to federal legislation
- National support to your members on behalf of their state and local policy issues
- Grassroots advocacy and contributions to pro-apartment industry candidates at the federal level

Apartment communities will flourish and experience a strong, vibrant rental housing market through the NAA Government Affairs Department's comprehensive range of strategies to influence federal, state and local public policy including:

- **Federal advocacy** to promote and protect the industry's ability to house Americans in a supportive legislative and regulatory climate
- **State and local government affairs** to provide expert insight, research and resources for NAA affiliates on the industry's most important topics and trends at the state and local levels
- **National grassroots outreach** to educate and mobilize activists on issues impacting their businesses and the industry overall through Advocacy365
- **Contributions to political campaigns** to support pro-apartment candidates through NAA's Political Action Committee (NAAPAC)
- **Proactive two-way communications with NAA members, affiliates and key stakeholder groups** to build strong, supportive relationships and timely information on the latest policy issues via the *Apartment Advocate* e-newsletter.

Making the Case Before Congress and the Executive Branch

NAA unites with the National Multifamily Housing Council (NMHC) on the Joint Legislative Program (JLP), a federal legislative advocacy initiative. The JLP is the foremost proponent for the apartment industry on the federal level and ensures that apartment developers, owners and operators have a strong voice with members of Congress and the executive branch by engaging them in a constructive dialogue that positively impacts policy decisions.

State and Local Issues: Supporting NAA Affiliates' Advocacy

The state and local government affairs program offers a full complement of services, such as research and analysis, issue expertise, advocacy campaign strategies and materials such as model legislation and Issue Almanacs. NAA staff members track legislation in all 50 states and monitor the activities of more than 10 national policymaking and issue organizations. NAA staff is available to write and deliver testimony, develop talking points or assist in organizing grassroots lobbying activities. Staff also maintains an extensive library of information on major policy topics on the NAA website.

Political Advocacy: Supporting Pro-Apartment Candidates and Engaging the Grassroots



NAAPAC: 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, developers, and suppliers, 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.



Advocacy365: Elected officials listen best when that voice comes from respected, informed constituents back home. This message is carried out through Advocacy365, the industry's grassroots program where advocates can influence their members of Congress 365 days a year through Action Alerts, the Key Contacts Program and the Advocacy365 mobile app.



Advocate: While it's important that advocates carry the message year-round, it's critical that advocates show Congress the power of the industry. That's why every March advocates gather in Washington, D.C., for Advocate. Following an issues briefing and advocacy orientation, advocates go to Capitol Hill to speak with their members of Congress on critical industry issues. This is the apartment industry's largest national advocacy event. All NAA members are encouraged to participate to make the industry's voice heard.



"As a result of AAMD and NAA's proactive legislative efforts, owners such as myself were protected from potentially negative laws and problematic legislation. This past year alone, preventing potential excessive rules and added fees saved approximately \$85 per apartment. I own and manage 1,500 units and, as a result of AAMD/NAA's support, the savings to me and my clients was over \$127,000."

Don Werner, Owner
Denver



Legal Advocacy: Supporting Members on Court Actions Impacting the Industry

NAA's Legal Assistance Program helps protect the apartment housing industry by addressing critical industry issues in courtrooms across the nation.

NAA affiliates and member companies can make use of our Amicus (friend-of-the-court) Brief Program where NAA's expert attorneys submit legal briefs that supplement and strengthen the arguments your local counsel makes to the court. By ensuring the industry's collective voice is heard, amicus briefs positively influence federal and state appellate court opinions on issues important to the apartment industry. Recently, NAA has filed amicus briefs on a number of legal issues that confront our members daily including land use, fair housing, sub-metering, rent control and illegal immigration, among others.

NAA Industry Mobilization Fund (IMF): Financial Assistance for Addressing Significant Industry Issues

NAA allocates financial resources to support issues with potential national implications if not successfully addressed. Proposals for IMF funding may be submitted by an NAA Affiliate, the Board of Directors, the Legislative Committee or NAA staff.

IMF funds may be used for, but are not limited to, state and local advocacy campaigns (examples: defeating rent control regulation, inspection ordinances, building code retrofit requirements); national advocacy efforts not currently supported adequately through NAA's government affairs program; public opinion polling (examples: support for higher rents in exchange for greater energy efficiency in apartments); and research projects that could be utilized nationally in a positive way (examples: alternatives to sprinkler retrofit mandates or economic impacts of rent control).



NAA affiliates benefit from NAA's active participation in these organizations and coalitions:

American Society of Association Executives (ASAE)
Council of State Governments (CSG)
Growth & Infrastructure Consortium
International City/County Management Association (ICMA)
International Code Council (ICC)
National Association of Business Political Action Committees (NABPAC)
National Association of Counties (NACo)
National Conference of State Legislatures Foundation (NCSL)
National Fire Protection Association (NFPA)
National League of Cities (NLC)
National Real Estate Organization (NREO)
Public Affairs Council (PAC)
Real Estate Advocacy Group for States (REAGS)
Small Business Legislative Council (SBLCC)
State Government Affairs Council (SGAC)
Urban Land Institute (ULI)
U.S. Chamber of Commerce
U.S. Conference of Mayors



“Being an affiliate of the National Apartment Association is extremely valuable to my association. Not only do we receive an abundance of resources and support, we have access to other state and local affiliates who share common goals and challenges. This strong connection between the local, state and National Apartment Association makes it easy to sell non-members to join our powerful network. We have doubled our association size and revenue over the past decade and I attribute much of our success to the NAA partnership.”

Mark Williams, Association Executive
Apartment Association of Metro Denver



Education for Your Members

NAA's Education Institute (NAAEI) can benefit your association's members by providing broad-based education, training and recruitment programs that attract, nurture and retain high-quality professionals and develop tomorrow's apartment industry leaders.

They will gain knowledge and training that can help them to consistently increase their Net Operating Income (NOI) through NAAEI courses and programs.

By participating, all types of property management staff, including leasing consultants, community managers, maintenance professionals and portfolio supervisors, will become:

- A better trained, more professional work-force
- Better able to enhance apartment resident satisfaction
- Informed employees who comply with federal regulatory issues
- Aware of apartment industry strategies that address the needs of tomorrow's apartment industry professionals

NAA and NAAEI partner with affiliated associations to offer these nationally recognized education programs:

- National Apartment Leasing Professional (NALP)
- Certificate for Apartment Maintenance Technicians (CAMT)
- Certified Apartment Manager (CAM)
- Certified Apartment Supplier (CAS)
- Certified Apartment Portfolio Supervisor (CAPS)
- Independent Rental Owner Professional (IROP)

Other NAAEI Programs

- GoWithVisto.org - NAAEI and Grace Hill have partnered to create Visto - an online hub for professional development, including NAAEI credential programs and 40 plus continuing education programs that will help take you and your employees to the next level. Visto offers more online credentials than ever before including NALP, CAM, CAS and CAPS.
- Fair Housing and Beyond - In partnership with the Institute of Real Estate Management (IREM)
- Specialist in Housing Credit Management (SHCM) - In partnership with the National Affordable Housing Management Association (NAHMA)
- Credential for Green Property Management (CGPM) - In partnership with the National Affordable Housing Management Association (NAHMA)
- Leadership Lyceum - This year-long program develops highly engaged and well-informed volunteer leaders who are ready to serve on and chair NAA committees and task forces and are prepared to serve on the NAA Board.
- The NAAEI Leadership Experience: Powered by Dale Carnegie - This program targets regional employees and corporate department heads and transforms competent managers into evolving leaders who have the skills to build trust, credibility and respect; communicate to lead; delegate and coach for performance.

Education Support for NAA Affiliates

National Training Program

Providing a wide variety of high-quality education can be challenging at the local level. In response, NAA affiliates interested in offering NAAEI credential programs can utilize NAAEI's National Training Program. NAAEI will work with the association to hire a qualified NAAEI instructor, schedule and market the program and register participants.

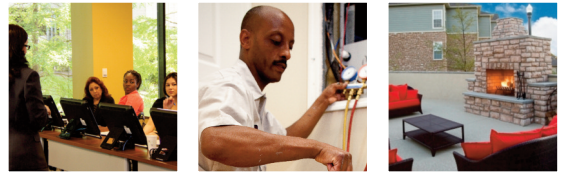
NAAEI Affiliate Education Conference

The annual Affiliate Education Conference provides a way to keep NAA affiliate education staff up-to-date on NAAEI programs. Additionally, this event offers association staff an opportunity to share best practices for delivering and marketing education and training programs. The conference provides networking opportunities with apartment industry speakers and participants learn the latest in instructional technology.



“The training and education classes offered through NAAEI have been invaluable to our company. We directly attribute performance improvements to the classes, thereby helping grow revenues and reducing expenses. The relentless legislative lobbying and support has resulted in favorable financial impact on our portfolio’s NOI, helping us deliver stronger results to our clients. Membership with NVSAA and NAA has been priceless.”

Debra Kopolow, Regional Vice President
Pinnacle Family of Companies — Nevada



Promoting Apartment Industry Careers

Providing high school and college students with apartment leasing, maintenance and management career path information is part of NAAEI's mission.

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. The RPM Ambassador program allows website visitors to connect with industry professionals through LinkedIn and email to explore RPM career opportunities. NAAEI offers CareerLauncher, a program linking job seekers with no prior industry experience, to companies through a 10-week Temp to Hire career opportunity. No fee is paid by a company that decides to hire an employee after the no-risk, 10-week trial.

Residential Property Management (RPM) Career Awareness

With the need for skilled talent constantly increasing, NAAEI works to continually raise awareness about the variety of careers in the industry among college administrators and faculty. Through participation with DECA and the American Association of Community Colleges, NAAEI is making community college administrators and workforce investment professionals aware of apartment maintenance and leasing careers. NAAEI and NAA-affiliated apartment associations are partnering with colleges and organizations like Goodwill Industries and JVS (Jewish Vocational Services) to deliver the National Apartment Leasing Professional (NALP) and Certificate for Apartment Maintenance Technicians (CAMT) to people who are unemployed, underemployed and interested in changing or starting new careers.



How NAA's Communication Resources Benefit Your Association

Your members will continuously be kept up-to-date on critical industry information and best practices. Additionally, they are given many opportunities to network with each other through the NAA Network in an effort to help solve operational challenges.

units Magazine

units Magazine is the most read magazine in the apartment housing industry. It's free with membership to your local apartment association, as a benefit from NAA. Articles appeal to all levels and all aspects of apartment management—from leasing professionals, property managers and maintenance personnel to CEOs and regional executives.

APTly Spoken

This award-winning blog reports on current topics in the industry. The blogs are often short, humorous and easy to peruse while still addressing an industry issue.

NAA Research

NAA began an in-house research program, a new members resource, in April 2016, focused on providing insights on important industry topics. In addition to quarterly economic and apartment market updates and a monthly data-driven blog, expect to see special reports several times a year, along with more products and services as the program evolves.

NAA Resource Center

The Resource Center is more than just a directory of listings. It now offers users a place to find the latest case studies, white papers and engaging videos from industry leading suppliers

www.naahq.org

The NAA website provides members and affiliates with an easy way to access NAA's wealth of industry information. On the site you will find government affairs fact sheets, course offerings, meeting information and registration forms, info on the lease program and all of NAA's publications.

NAA App

The NAA mobile app is your key tool to success at NAA events. Download it today from Google Play or the Apple App Store to keep the schedule, exhibitor listings, floor plans, attendees and education session descriptions handy. Session materials are also available on the app. *The NAA app works in conjunction with the myNAA Planner. Log-in using your NAA website username and password, or create a new one.*

Industry Insider & Industry-Targeted E-newsletters

The *Industry Insider* is a weekly e-newsletter that provides a quick summary of noteworthy articles pertaining to our industry. We monitor over 250,000 domestic and international news sources to make sure your members have the significant news of the week. Additionally, electronic newsletters based on marketing, onsite operations, advocacy, technology and student housing also are delivered monthly, offering information on trends specific to those working in those specialty areas.

Digital Press Kit

NAA has a toolkit to assist local affiliates in promoting their activities and members. Various templates and suggestions are included to promote the apartment industry on the local level. Staff are on call to assist in this effort.

Social Media

NAA manages a robust interactive opportunity for commentary on various social media channels including Facebook, Twitter, LinkedIn, Instagram and YouTube.



How NAA's Meetings Benefit Your Association

You and your members will gain cutting-edge education, networking and insight to the latest products and services in the apartment housing industry by attending NAA's meetings and events.

Visit www.naahq.org/attend for specific dates and details.



Apartmentalize

Held each June, Apartmentalize attracts nearly 10,000 apartment industry professionals. Attendees can reap the benefits of more than 70 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 550 exhibitors who showcase their innovative products and services.



CampusConnex

Join more than 950 industry leaders and peers 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.



Advocate

Held every March, Advocate 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 is held in conjunction with Advocate and is where NAA Boards, Committees and Task Forces convene to discuss goals and plans for the coming year.



Maximize

The apartment industry's sole event dedicated to asset management and long-term value creation in apartment housing and portfolios, this comprehensive retreat 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 aimed at increasing Net Operating Income.



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.



How NAA's Click & Lease Benefits Your Association

NAA Click & Lease is an extensive library of lease forms available exclusively to National Apartment Association members. As a modern complement to our classic forms we now provide users with technical solutions to streamline the leasing process.

Your members will be protected against lawsuits and be ensured that they are in compliance with all local, state and national laws/regulations. For the association, the NAA Click & Lease is a great member recruitment and retention tool as well as a revenue generator.

NAA-affiliated associations earn thousands of dollars in the form of royalties each year based on their members' involvement in the program.

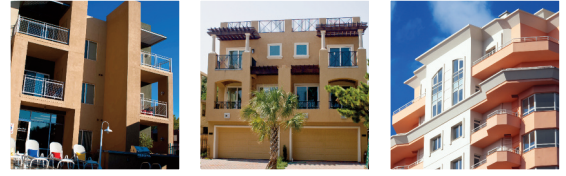
The lease and accompanying addenda cover every aspect of the rental process and are reviewed by expert attorneys to ensure compliance with state and local law. The language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence. This valuable NAA member benefit is currently available in 48 states as well as the District of Columbia.

Currently, more than 5.2 million units are enrolled in the lease program nationwide. Customer companies include some of the largest multifamily REITs and privately held real estate firms in the country, as well as Independent Rental Owners (IROs).



“Monument Real Estate Services is active with NAA in several markets around the country. One of the primary reasons Monument participates is the NAA Click & Lease program. All Monument properties use the lease for operational consistency. NAA’s legal review process saves Monument thousands of dollars per market in legal fees, which totals a significant number annually. NAA also hires local attorneys to review the lease and keep it locally compliant. The money and time Monument saves more than covers our annual dues.”

Greg Lozniak, CEO
Monument Real Estate Services — Chicago



How Educational and Financial Support Benefits Your Association

Association Executives Council (AEC)

The AEC is comprised of individuals serving in the capacity of association chief executive with NAA-affiliated apartment associations. It serves to advance the general welfare of NAA-affiliated state and/or local association executive officers and their staffs, as well as voluntary leaders assuming or assigned to such responsibility throughout the nation. The AEC encourages professionalism, provides a forum for the exchange of new and emerging initiatives and fosters beneficial relationships with NAA leaders.

Education and Best Practices for Association Staff

Association Executive (AE) Orientation

Developed to help association executives learn more about the products and services available through NAA, the AE Orientation is a great way to become better acquainted with other AEs, NAA's headquarters staff, policies and procedures.

AE Brainstorming Conference

During this interactive conference, association executives will learn winning techniques from peers to ensure the continued success of their association.

Affiliate Exchange (AEX)

NAA's Affiliate Exchange (AEX) was developed to offer affiliate staff and board members a compiled list of best practices and resources to help manage and grow your association. Affiliates of all sizes will find helpful information in the library.

Apartmentalize

Held each June, Apartmentalize attracts nearly 10,000 apartment industry professionals. Attendees can reap the benefits of more than 70 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 550 exhibitors who showcase their innovative products and services.

Affiliate Services – Financial & Resource Support

Affiliate Assistance Fund (AAF)

The Affiliate Assistance Fund provides financial support for non-government affairs-related projects such as membership initiatives, educational programming on local ordinances, regulations and issues that are specific and are of significant importance to NAA affiliates.

Strategic Growth Fund

The Strategic Growth Fund assists NAA affiliates with a market penetration rate of 50 percent or below in metropolitan areas with high growth potential to increase membership.

Affiliate Support

NAA Industry Mobilization Fund (IMF)

Local associations that seek financial resources to support issues with potential national implications are encouraged to solicit the NAA Industry Mobilization Fund. Proposals for IMF funding may be submitted by an NAA affiliate, the Board of Directors, the Legislative Committee or NAA staff. IMF funds may be used for, but are not limited to, state and local advocacy campaigns (examples: defeating rent control regulation, inspection ordinances, building code retrofit requirements); national advocacy efforts not currently supported adequately through NAA's government affairs program; public opinion polling (examples: support for higher rents in exchange for greater energy efficiency in apartments); and research projects that could be utilized nationally in a positive way (examples: alternatives to sprinkler retrofit mandates or economic impacts of rent control).

WebLink Connect™ Software

WebLink has customized their WebLink Connect product specifically for NAA's Centralized Affiliate Management Platform (CAMP) program. WebLink Connect is the industry's most configurable association management software that allows you to attract, acquire, engage and empower members, all while helping your staff do more, faster. It combines membership (customized for the apartment housing industry), event, financial, communications and website management into one seamless solution. Connect your organization to your members—anywhere, anytime. WebLink Connect can also communicate directly with NAA's CAMP implementation of NimbleUser. As a result, affiliated associations do not have to send rosters to NAA and any NAA information updates are transmitted directly back to WebLink.

Additional NAA Resources

NAA Open Door Program

Open Door is a premier cost-saving program available exclusively to NAA members. It provides valuable insider access to volume-based discounts and other favorable terms on products and services provided by thoroughly researched and vetted preferred companies.

Independent Rental Owner (IRO) Programs & Services

Individuals who own or manage rental properties and who are actively involved, from an ownership perspective, in management of their properties are classified as independent rental owners. These "IROs" represent more than 50 percent of NAA's Owner and Management Company membership category. NAA has designed programs and services to meet the specific needs of members within the IRO segment.

Independent Rental Owners on AEX

The IRO Community Site provides IRO members with a vehicle to communicate and learn best practices from other members through an interactive exchange of industry information. The Resource Center provides access to relevant industry information such as:

- Employment Handbook
- Policies and Procedures Manual (Operations, Personnel & Payroll, Maintenance)
- Independent Contractor Agreement
- Acquisition Due-Diligence Checklist
- Bed Bugs Documents
- IRO Best Practices Guides
- IRO Affiliate Marketing Strategies
- How to Set Up and Run an IROC Program



IRO-Related Articles

This information, also typically published in *units* Magazine, is grouped online into important subject matter such as fair housing, operations management, technology and marketing.

NAA Click & Lease for Independent Rental Owners

The NAA Click & Lease is designed to be affordable for the IRO member by reducing the number of minimum clicks. The NAA Click & Lease is powered through the National Lease and is identical to the program used by all the largest property management companies.

National Best Practices Conference Calls

These 15- to 75-minute calls are designed to provide industry best practices information and sharing tailored to specific areas that directly impact the IRO such as choosing contractors, resident retention, human resources, technology and capital investment due diligence.

Forums & Networking

The IRO Forum occurs during the NAA Education Conference & Exposition and was created to address key topics that are impacting the owner community nationally such as financing options, insurance or state or local impact fees.

IRO Marketing Strategies for Affiliates

Strategies to help local associations boost their IRO membership are available.

“I have been very impressed with the wealth of information exchanged during the NAA best practices conference calls. As a result of my participation, I was able to procure a more cost-effective means for lead paint testing and identify a cheap tub liner (\$10) which made it unnecessary to continue the painting of my units’ bath tubs. I saved thousands of dollars as a result of the call. Take an hour out of your day and listen in. It could save you thousands too. Thank you, NAA!”

Frank Barefield, Owner
Abbey Residential — Birmingham, AL



What Your Peers Think of the Value of the NAA Network

“Our affiliation with NAA has brought tremendous value to our association’s growth and quality of services. The Washington Multi-Family Housing Association has grown our membership by 65 percent in the past three years while revenue has grown by 60 percent. The support and expertise we receive from NAA and the affiliate network has allowed our association to exceed our goals and better serve our members’ needs.”

Jim Wiard, Association Executive

Washington Multi-Family Housing Association – Seattle



“PAA East is a well-established 30+ year organization and yet we have experienced almost 19 percent growth in the past 5 years. In no small measure, I attribute our affiliation with NAA to be a major reason for this growth. Our members have come to see the extraordinary value in the NAA industry-focused education programs we deliver. The NAA Click & Lease is also experiencing a significant uptick in usage. The collaboration with our Legislative Efforts is widely recognized as being of significant value even to owners who are very local to our region. Being part of the NAA network is seen as extremely valuable and they get it that participating in this industry affiliation impacts their bottom line positively.”

Pamela M. Bennett, CAE, CAM, Association Executive

PAA East – Philadelphia



“AAKC has been involved with NAA for more than 43 years. Together with all the leadership and programs NAA provides, we have been able to grow our association from 61,000 apartment homes in 2013 to over 80,000 apartment homes in 2017. Without NAA, the Apartment Association of Kansas City would not have been able to reach these numbers. The NAA Click & Lease has also been a great contribution for our membership. Have on state lease in Missouri and Kansas that our members can use is valuable to our members. We feel that the judges in Kansas City are getting more familiar with this lease which helps for quicker evictions. We appreciate the work that NAA Membership has been able to contribute to our association, and the great marketing materials that have been provided to us. Our goal for our association is to reach 85,000 by the end of 2017. With the help of NAA, our Membership Committee, Board of Directors and the AAKC staff, we will be able to reach this goal.”

Debbie Hauenberry, Association Executive

Apartment Association of Kansas City – Kansas City, Mo.



“The NAA Network has been a valuable resource for TAA. The wealth of resources we receive from being affiliated with NAA has helped and supported our growth. TAA has experienced 15 percent net growth over the past three years and it is a direct benefit of being an active and engaged affiliate of the NAA Network.”

Josie Eatmon, Association Executive

Triangle Apartment Association – Raleigh, N.C.



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