**National Apartment Association**

**National Apartment Housing Day Talking Points**

**Feb. 13, 2017**

* On April 6, join the National Apartment Association in recognizing National Apartment Housing Day, a great time to spread the word about the exciting opportunities in our industry. This year, we are encouraging affiliates to get involved in a variety of activities to promote the benefits of careers in residential property management (RPM), including:
* Working with local colleges to host events for prospective industry hires
* Speaking or participating in panels of RPM professionals at events
* Sponsoring career fairs
* Holding property tours with interested students
* The RPM Careers campaign has identified college students and recent graduates; members of the military community; and career changers from the restaurant, retail, and hospitality industries as strong candidates for careers in RPM. Consider these audiences when planning your event to help find the next RPM superstar.
* National Apartment Housing Day takes place during RPM Careers Month. For this four-week celebration, we are partnering with our colleagues at National Apartment Association Education Institute to highlight careers in residential property management.
* As part of RPM Careers Month, we encourage affiliates and representatives from member companies around the country to advertise events by posting them to the RPM Careers Month events map. NAA is driving qualified and jobseekers directly to the map through a robust digital marketing campaign to help make events like yours a success. The events map and more information about the selfie contest can be found here: [rpm.naahq.org/rpm-careers-month](http://rpm.naahq.org/rpm-careers-month)