



# Connect With NAA

## Learn to Spring Your Money From Energy Traps at MAXIMIZE: 2015 Multifamily Asset Management Conference

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2015 National Apartment Association Chairman of the Board



Do you know how much money is trapped in your energy and utility expenses? No? Then you'll definitely want to register now for MAXIMIZE: 2015 Multifamily Asset Management Conference—October 12-14 at the Omni Amelia Island Plantation Resort in Amelia Island, Fla.—to get a look at new ideas, leading-edge technology and fresh methods for creating additional revenue across your portfolio.

The session, "Return on Energy: Portfolio Sustainability Strategies" isn't your grandfather's energy benchmarking presentation: Presenters will focus on improving asset value from acquisition to sale on energy-hog communities (which results in a 5X return on investment); strategies and tactics for gaining resident buy-in of energy cost-savings initiatives; and a detailed list of sustainability projects that result in annual savings of \$50,000.

What does \$50,000 do to your asset value? Find out by registering today at [www.naahq.org/maximize](http://www.naahq.org/maximize) to be first in line for the information, insight and answers necessary to boost your bottom line.

### Announcing MULTIFAMILY HOUSING: The Essential Industry Text

MULTIFAMILY HOUSING: The Essential Industry Text has been developed as a definitive reference and interactive guide aimed at expanding the knowledge of multifamily professionals. It serves as a complement to "on-the-job" experience for investors, developers, owners, managers, consultants and suppliers. College students pursuing degrees in property management or real estate can use this text as the single source with "best practices," uniform guidelines and standardized operational procedures, complete with a comprehensive glossary and industry terminology.

Order today at <http://members.naahq.org/core/store/default.aspx> to take advantage of the introductory price of 69 (plus \$25 shipping and handling), and email NAAEI at [education@naahq.org](mailto:education@naahq.org) to place bulk orders.

### 2015 NAA Education Conference & Exposition: Practical Ideas for Practically Nothing

When it really comes down to it, who isn't looking for practical, down-to-earth, easy-to-implement ideas that don't break the bank?

The popular session, "The Apartment All Stars Present Practical Ideas for Practically Nothing!" one of more than 65 presented in Las Vegas during the 2015 NAA Education Conference & Exposition—features the Apartment All Stars outlining ideas guaranteed to help you increase occupancy, boost existing residents' happiness and take your marketing to the

next level without ruining your budget.

Fortunately for all apartment professionals, access to some of the best and brightest sharing their ideas is only a couple clicks away: "The Apartment All Stars Present Practical Ideas for Practically Nothing!" as well as other unparalleled education sessions focused on leasing such as "Speed to the Lead—Ease to the Lease"—are now available to you as part of the NAA Education Institute's (NAAEI) "REWIND" program, offering over 50 video and audio-synced PowerPoint recorded sessions from the 2015 NAA Education Conference & Exposition. Order your sessions today at [www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings](http://www.naahq.org/learn/education/take-a-class-online/rewind-video-audio-recordings).

### Robust Savings on Products and Services You Use Every Day—Yours Exclusively From NAA

NAA is proud to introduce Open Door, the most rewarding cost-saving program in the apartment housing industry exclusively for NAA members.

Open Door provides valuable insider access to favorable terms on products and services provided by thoroughly researched and vetted Preferred Companies. Putting you in touch with excellence and reliability at a reasonable price—that's what Open Door is all about. Together, we put you in touch with top-of-the-line brands you'll instantly recognize for their quality... and appreciate for their cost savings. But there's no cost to you. Open Door is an NAA member benefit.

For the latest information about Preferred Companies and the benefits they offer, visit NAA's Open Door at [opendoor.naahq.org](http://opendoor.naahq.org).

### Find Out How You Measure Up With the 2015 NAA Survey of Operating Income & Expenses

Success tomorrow requires one to take care of business today—that's why leading communities turn to the 2015 NAA Income & Expense Survey in Rental Apartment Communities (IES). Results of the 27th annual IES are available at [www.naahq.org/15IES](http://www.naahq.org/15IES).

The report presents data from garden and mid-rise/high-rise properties further segmented by individually metered and master-metered utilities allowing for definitive benchmarking.

The survey includes an executive summary, detailed data, reports and charts about rental communities. More than 100 single markets are available. Each report provides comprehensive data and economic analysis including: market rent, metro area income and expenses, subsidized properties and utilities. Data for the 2015 survey is based on fiscal year 2014 data. The NAA member price is \$175 for a single market and \$625 for the full report. The price for non-members is \$350 for a single market and \$1,050 for the full report. Prior versions of the Income & Expenses Survey are also available at [www.naahq.org/learn/income-and-expenses-survey](http://www.naahq.org/learn/income-and-expenses-survey).