

## Asset Managers: Adapt or Face Extinction

By Tom Beaton, CPM, The Dolben Company

2015 National Apartment Association Chairman of the Board



Google made it official in May: Mobile has overtaken desktop as the preferred method for online search. And, as the way we seek, store and share information evolves, so too must the professionals who continually push the boundaries of what's possible in the virtual space, which is why now is the time to register for MAXIMIZE: 2015 Multifamily Asset Management Conference, October 12-14 at the Omni Amelia Island Plantation Resort in Amelia Island, Fla.

Mobile data is just one of the hot issues up for discussion among the industry's brightest minds at this year's only event dedicated to increasing NOI. The multifamily housing industry has already shifted the lion's share of resident-facing marketing and service technology to mobile and up next is the transition of operational and asset management systems to on-the-go, on-demand assets in the mobile space.

It's a brave new world out there folks, and asset managers now find themselves in that brief window of time when disruptive innovation can be leveraged to set you apart from the competition, or leave you behind.

Evolution is about survival of the fittest—and the time is running out to adapt or risk extinction. Register now at

**[www.naahq.org/Maximize](http://www.naahq.org/Maximize)** and get a leg up on the competition.

One more thing: Very few of the best-adapted among us go it alone, which is why NAA is pleased to offer a justification letter to help you build a solid business case for attending MAXIMIZE. Find it at **<http://mamconf.naahq.org/attend-maximize/justification-letter>**.

### 2015 NAA Education Conference & Exposition: Bye Bye Millennials, Hello Generation Z

Are you ready to meet the next generation of residents?

The popular session, "Bye Bye Millennials, Hello Generation Z,"—one of more than 65 presented in Las Vegas during the 2015 NAA Education Conference & Exposition—revealed to attendees that these new kids on the block are already affecting the way you market and lease.

Presenter Lisa Trosien, ApartmentExpert.com, says to be ready for them and their five-screen, multitasking ways. Want to know why marketing and leasing will never be the same? You're in luck: "Bye Bye Millennials, Hello Generation Z," as well as other unparalleled education sessions focused on marketing are now available to you as part of the NAA Education Institute's (NAAEI) "REWIND" program. "REWIND" offers over 50 videos and audio-synced PowerPoint recorded sessions from the 2015 NAA Education Conference & Exposition. Order your sessions today at **[www.naahq.org/Rewind](http://www.naahq.org/Rewind)**.

### Plan Your Apartment Tour Now When Congress Is Home This Summer

One of the best ways to strengthen the apartment industry's voice on Capitol Hill is through educating and building relationships with members of Congress. And one of the easiest ways to do that is by having them tour one of your members' apartment communities.

Make plans now when your members of Congress are in recess. The House is on recess from July 31 to Sept. 7, and again from Sept. 21 to Sept. 25. The Senate will be in recess from Aug. 10 through Sept. 7.

NAA Government Affairs will provide you with materials such as sample letters and helpful tips. Staff will be glad to provide you with any other assistance you may need. Resources are available at **[www.naahq.org/learn/advocacy/congressional-recess-program-toolkit](http://www.naahq.org/learn/advocacy/congressional-recess-program-toolkit)**. If you have any questions, please contact Carole Roper at **[carole@naahq.org](mailto:carole@naahq.org)** or Kathleen Gamble at **[kathleen@naahq.org](mailto:kathleen@naahq.org)**.

### Top-Line Suppliers. Bottom-Line Savings. That's the Promise of NAA's New Open Door

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 the Open Door website at **<http://opendoor.naahq.org>**.

### 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.