

This October, NOI Stands for New, Original, Innovative.

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



MAXIMIZE: 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to boosting NOI, is open for registration. Register now at www.naahq.org/maximize to attend Oct. 17-19 in San Diego at the Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive vice presidents and C-suite level professionals in a meeting scaled to provide top-notch learn-

ing experiences in a private resort setting. With education sessions dedicated to the new, the original and the innovative, you can't afford not to be there.

In development is a robust program that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions will focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing. More information regarding conference programming will be announced in the coming weeks, but the decision should already be a no-brainer. Register today and invest in your future.

Keep Your Finger on the Industry's Pulse With NAA's Newest Publication

The first issue of NAA's new research publication, Apartment Market Pulse, is available to read at bit.ly/AptMktPulse. Using data and statistics from multifamily research firms and the federal government, it will offer a brief snapshot of current conditions in both the national apartment market and the U.S. economy.

The Spring 2016 issue covers apartment occupancy, rent, supply starts and completions, absorption, and capital markets. Economic indicators are focused on the U.S. labor markets. Highlighted statistics will vary by issue, driven by market conditions and trends.

Apartment Market Pulse will be produced by NAA's Research Department on a quarterly basis. We welcome your input and opinions on the format, content and delivery of this publication. For more information, contact Paula Munger at pmunger@naahq.org.

Missed a Great Session at #NAAEduConf? Buy Yourself More Time With REWIND

We know it isn't always easy to choose between two interesting sessions at your favorite annual industry event, the NAA Education Conference & Exposition (www.naahq.org/educonf), which is why the NAA

Education Institute (NAAEI) wants to remind you that you really don't have to miss a thing.

It's easy to take advantage of all the great learning opportunities with the REWIND Program (www.naahq.org/rewind). Purchase from a selection of 50 PowerPoint-synced audio sessions from the conference. Access NAA's world-class education sessions anytime, anywhere at your own convenience.

We want to see you next year, so save the date for the 2017 NAA Education Conference & Exposition. We're headed down south to Atlanta, June 21-24, 2017!

NAAEI Announces Partnership With Grace Hill

The National Apartment Association Education Institute (NAAEI) is partnering with Grace Hill—the leading provider of online training for the property management industry and NAA's nearly 170 affiliated apartment associations—to deliver online training to its members, Grace Hill customers and the broader property management industry.

Helping to elevate the performance of the entire property management industry is a key driver behind Grace Hill and NAAEI joining forces to co-develop and support the launch of Visto—a new eLearning resource designed specifically to help property management professionals build and strengthen their careers through outstanding credential programs and continuing education courses. Take a test drive today at www.gowithvisto.org.

Among Industry's C-Suite, NAA's Click & Lease Program a Clear Favorite

Top apartment industry executives representing numerous leading property management companies operating in countless markets throughout the U.S. and abroad choose to use the NAA Click & Lease Program throughout their portfolios. But don't take our word for it—hear it straight from them at bit.ly/ExecTestimony! To learn more about how the NAA Click & Lease program can benefit your business please visit www.naahq.org/lease.

Take Your Skills to the Next Level With NAAEI's Leadership NOW Program

Your most valuable resource is your people. In the NAAEI Leadership NOW Program, executives learn how to maximize this resource and solve current business challenges by driving employee engagement. This program focuses on tactics for building engagement in a fast-paced work environment.

The next course offering is August 17-18, 2016 at Gallup World headquarters in Washington, D.C. For more information and to register, please visit bit.ly/NAAEIGallup.