

## Are You Ready to Apartmentalize at the Industry's Largest, Most Important Annual Gathering?

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



It's time to Apartmentalize, which means taking your career, your team and your business to the next level. You can do it all at the apartment housing industry's largest, most important annual gathering—the NAA Education Conference & Exposition—convening June 21-24 at the Georgia World Congress Center in Atlanta. Registration is now open at [www.naahq.org/educonf](http://www.naahq.org/educonf)

Join nearly 10,000 of your peers in Atlanta for powerful education sessions, cutting-edge solutions and valuable network-

ing. So get focused, get inspired and get going to **#NAAEDU17**.

The biggest discounts go to those who register early, so don't delay and register today! And remember, you can save up to \$375 when you register as a group.

### Budgeting Got You Down? Look to NAA's Premier Income & Expense Benchmarking Tool

Achieving success tomorrow requires one to take care of business today—that's why leading communities turn to the 2016 NAA Income & Expense Survey in Rental Apartment Communities (IES). Results of the 28th annual IES are available at [www.naahq.org/16IES](http://www.naahq.org/16IES).

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. Survey data is presented in three forms: dollars per unit; dollars per square foot of rentable area; and dollars as a percentage of gross potential rent (GPR).

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 2016 survey is based on fiscal year 2015 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.

### Be True to Your School: Register Today for the 2017 NAA Education Conference & Exposition

Everything student housing insiders need to succeed is at the 10th annual 2017 NAA Student Housing Conference & Exposition, Feb. 14-15, 2017, at the Hyatt Regency in Chicago. .

Get in on the latest trends, industry expertise, top suppliers and networking opportunities—all to take your success to the next level.

Attendees include student housing marketers, leasing and sales spe-

cialists, property and portfolio managers, developers and suppliers.

Registration is now available at [shce-naa.naahq.org](http://shce-naa.naahq.org). The first early-bird deadline—offering \$150 off the registration investment—ends Dec. 16. Be sure to consider group registrations to take advantage of even further discounts.

### In the Market for a New Product or Service? NAA has the Resources You Need

NAA is pleased to announce the all-new NAA Resource Center, available at [www.NAAResourceCenter.org](http://www.NAAResourceCenter.org), a site for one-stop shopping for new products and services from suppliers who know the apartment market. At the Resource Center, you can:

- Browse a searchable directory of supplier companies;
- Catch up on the latest industry news; and
- Let NAA help you achieve success.

Don't delay—Start shopping (and learning) today!

### NAA's Click & Lease Program an Industry Executive Favorite

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the NAA. This powerful, easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse. Top industry executives representing numerous leading companies operating throughout the U.S. and abroad choose to use the NAA Click & Lease Program. But don't take our word for it—hear it straight from them at [bit.ly/ExecTestimony](http://bit.ly/ExecTestimony). To learn more about how the NAA Click & Lease program can benefit your business please visit [www.naahq.org/lease](http://www.naahq.org/lease).

### We Like to Call it the Power of Two

NAA is pleased to announce its new Sponsorship Program, focused on giving supplier partners the freedom to create a sponsorship that aligns with their business goals and objectives. Customization is a key element to this new program, with more than 300 options for customizing the way NAA members and the apartment community see your brand.

By becoming an NAA Partner, you'll be able to embed your brand with the NAA brand, the No. 1 name in apartment housing. Let's get together and build a winning partnership! To learn more about the new Sponsorship Program, visit <http://www.naahq.org/partner/sponsor> or contact Sharon Salang at 703-797-0663.