



Connect With NAA

We've Saved A Seat at the Front of the Class: Register Now for the 2016 NAA Student Housing Conference & Exposition

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2015 National Apartment Association Chairman of the Board



Prepare to meet the challenges and take advantage of the opportunities presented by the flourishing rental housing sector of student housing—and make it a team effort—by registering today for the 2016 NAA Student Housing Conference & Exposition, February 16-17, 2016, at the Hyatt Regency in Chicago, by visiting www.naahq.org/SHC

The 2016 NAA Student Housing Conference & Exposition is your best opportunity to plug into all the latest trends in the

fastest growing segment of the apartment housing industry. You'll gain the knowledge and insights you need to keep pace with savvy collegiate residents as you learn from industry leaders, meet top suppliers and network with your peers. If you're looking to connect with the best in student housing, you need to attend. For a limited time, save \$300 on the cost of registration and, to sweeten the deal, groups of five or more have the opportunity to save another \$75 each by registering together.

Position yourself at the top of this expanding sector of rental housing and better understand the next generation of residents—how they communicate, where to find them and what amenities will bring them to your community and keep them happy.

2015 NAA Education Conference & Exposition: More Clicks and Visits—Engaging Digital Renters

It's no secret the residential real estate industry has changed drastically during the past five years. With more information and resources, a new DIY culture (both in researching and renting) has emerged among renters.

The popular session, "More Than Clicks and Visits: How to Engage Digital Renters,"—one of more than 65 presented in Las Vegas during the 2015 NAA Education Conference & Exposition—takes a close look at data from Google and Millward Brown in an attempt to parse out the secrets to success in the virtual world.

Presenter Sarah Travis from Google offers key consumer insights in her examination of the new path to purchase. Curious about the how, what, when, where and especially why? You're in luck: "More Than Clicks and Visits: How to Engage Digital Renters," as well as other unparalleled education sessions focused on marketing such as "Five Digital Marketing Strategies to Attract Online Prospects"—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.

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 to place bulk orders.

Top-Line Suppliers. Bottom-Line Savings. That's The Promise of NAA's 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 NAA's Open Door at opendoor.naahq.org.

The Apartment Industry's Goal: Reach All 535 Congressional Offices on Lobby Day!

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Save the date for the apartment industry's largest ever march on Capitol Hill! Attend the NAA Capitol Conference on Tuesday, March 8, 2016 and participate in the apartment industry's Lobby Day on Wednesday, March 9 in Washington, D.C.

- Make plans to participate.
- Reserve funds in your budget.
- Encourage affiliated association staff, apartment owners and managers to help us contact each and every Congressional office on Lobby Day to tell the apartment industry's story.

Registration will open in early November. Questions? Contact NAA Government Affairs at government_affairs@naahq.org (The NAA Spring Governance Meeting will precede the Capitol Conference.)