

## Take Your Seat at the Head of the Class: 2017 NAA Student Housing Conference & Exposition Registration Now Open

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



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 specialists, property and portfolio managers, developers and

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.

Prior versions of the Income & Expenses Survey are available at [www.naahq.org/learn/income-and-expenses-survey](http://www.naahq.org/learn/income-and-expenses-survey).

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.

### Take Your Assets to the Max This Fall

**MAXIMIZE:** 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to boosting NOI, is open for registration. Register now at <http://mamconf.naahq.org> 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 S-suite professionals in a meeting scaled to provide topnotch learning experiences in a private resort setting.

We've developed 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 (<http://mamconf.naahq.org/learn-maximize>) focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing.

The decision should be a no-brainer. Register today at [www.naahq.org/maximize](http://www.naahq.org/maximize) and invest in your future.

### You Wouldn't Build Without Blueprints, So Why Budget Without Benchmarks?

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

### Missed Something at the 2016 NAA Education Conference & Exposition? NAA Can Help

This year's attendees gained valuable knowledge, made important connections and saw the latest solutions. Even if you missed something, NAA has captured enough content from San Francisco to keep you motivated until next year!

• **NAA Take 5:** With NAA Take 5, you'll find valuable recaps of our education sessions, along with tips and takeaways for moving your career and your company forward. Check it out at <http://educonf.naahq.org/naa-take-5>

• **Presentations & Handouts:** We've collected all collateral from our education sessions so you can consult them any time you need info, advice or just a little motivation. Download them today at <http://educonf.naahq.org/powerpoints-and-handouts-2>

• **REWIND Sessions:** The NAA Education Institute (NAAEI) proudly presents its REWIND program, which offers 50 PowerPoint-synced audio sessions from the conference available for purchase. More details and ordering can be found here: <http://educonf.naahq.org/rewind>

Save the date-for Atlanta! It's not too early to get excited about next year. Make plans to join us for the 2017 NAA Education Conference & Exposition, happening June 21-24 at the Georgia World Congress Center.

### Announcing One-Stop Shopping For All Your Favorite Apartment Products and Services

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!