



Connect With NAA

September 2013 issue of *units* Magazine Features NAA's 2013 Survey of Operating Income & Expenses

By Alexandra Jackiw, CAPS, CPM, McKinley, Inc.

2013 National Apartment Association Chairman of the Board



Just in time for budget season, NAA's 2013 Survey of Operating Income & Expenses is featured in the September 2013 issue of *units* Magazine. The article includes an executive summary of data and several national charts.

The survey itself, available for free to participating companies, includes detailed individual market data that helps owners and management compa-

nies, as well as individual communities, a chance to benchmark against their peers when preparing next year's operating budgets. Please contact Valerie Sterns at valerie@naahq.org to order your survey, which costs \$599 for members and \$1,000 for non-members.

The survey features a total of 4,526 properties containing 1,138,056 units, which are represented in this year's report. Data was reported for 4,117 market-rent properties containing 1,077,468 units and 49 subsidized properties containing 60,588 units. Data for the 2013 survey is based on fiscal year 2012.

The complete report (available Oct. 1 at www.naahq.org/13ies) contains detailed data summarized for six geographic regions, and 91 metropolitan areas met the separate reporting criteria for market-rent properties. Sufficient numbers of subsidized properties were submitted for 14 metropolitan areas.

Remember to 'Rewind' the 2013 NAA Education Conference & Exposition

Couldn't attend the 2013 NAA Education Conference & Exposition in San Diego, or missed a great session? Don't despair—you still can enjoy the best education sessions in the apartment industry, including video!

NAA's Education Institute (NAAEI) is once again presenting its "Rewind" program, offering 21 recorded video sessions and 20 PowerPoint-synced audio sessions from the 2013 NAA Education Conference—all for just \$299! Visit <http://naa.directionsav.com> to purchase your recorded education sessions today.

Network Year-Round at NAA Connect

Is a fear of change keeping you from joining the newest and most exclusive industry social network around?

You're missing tons of valuable opportunities to network with like-

minded professionals and boost your career if you haven't joined NAA Connect at www.naahq.org/connect.

Learn all about Connect, including different ways to make this members-only tool work for you. If you need a little extra help, check out our series of short video tutorials at www.naahq.org/connect/video-tutorials to see how you can join a community, join a conversation, start a new discussion or share a document.

Don't delay, join NAA Connect today!

Wednesdays Are For Webinars

Join NAAEI, Apartment All Stars and Multifamily Insiders for Webinar Wednesdays, the largest premium webinar series in the industry to provide state and local association members with access to industry thought leaders to discuss innovative ideas, best practices and emerging industry trends. These webinars will give participants the tools they need to become industry superstars in their own right.

Visit www.naahq.org/learn/education/take-a-class-online/webinar-wednesdays for information and registration

Save the Date for the 2014 NAA Education Conference & Exposition in Denver

NAA and the National Multi Housing Council's new integrated communications campaign will launch a second wave of print and digital advertisements in Washington, D.C., political media in mid-to late-September. Titled "Apartments. We Live Here," the campaign's goal is to foster a more favorable public policy environment at all levels of government.

In addition to the ads and a short video, the campaign includes an experimental info-driven experience at www.WeAreApartments.org. The campaign highlights the 35 million apartment residents building their lives and the \$1.1 trillion economic contribution the industry and its residents add to the economy each year.

The print ads, state website buttons and other resources are available as a member benefit to NAA affiliated associations and member companies for easy customization with your logos. To order the resource toolkit, please contact Carole Roper at carole@naahq.org.

NAA's National Lease Program Clicks Reaches New Record High in July

NAA's National Lease Program sold 6.43 million clicks in July—an all-time high for the program for a single month. More than 147 new communities joined the National Lease Program in June. The previous record was 6.059 million lease clicks sold June 2013. Lease inquiries should be directed to Gina Torretti at gina@naahq.org.