



Connect With NAA

2012 Compensation & Benefits National Survey Now Available

By Jerry Wilkinson, CAPS, CCIM, The Wilkinson Group
2012 National Apartment Association Chairman of the Board



The CEL & Associates' National Apartment Compensation and Benefits Survey is the nation's largest, most widely used, referenced and recognized compensation resource for the real estate industry.

The 23rd annual survey covers more than 190 positions, stratifying and reporting data from nearly 400 companies by ownership type, company size, region and metropolitan area. NAA's sponsorship of

the CEL survey this year increases its exposure to Member organizations across the country, offering more in the multifamily sector an opportunity to compare and examine data on 51 senior executive and corporate positions, and 47 residential positions from: Divisional and Regional leadership; to key financial, HR, IT, legal, administrative and other corporate support; to real estate functional levels for asset management, acquisitions, development, construction, marketing and engineering; to on-site property management (stratified by # units), leasing and maintenance jobs. Typically, the CEL national survey encompasses tens of thousands of incumbents through participation from over 75 percent of public multifamily REITs, and more than 200 companies focusing on multifamily residential product nationwide. The survey is now available.

Cost to non-participants is \$1,200. Participants receive it for free. Contact CEL's Janet Gora at janet@celassociates.com.

Register Now for the Apartment Revenue Management Conference—Oct. 15-17

As revenue management practices maturation and adoption rates continue to hit new milestones, multifamily is discovering a wealth of dynamic data and actionable business intelligence. Don't miss out on what's next in revenue management and how to capitalize on its benefits. Join us Oct. 15-17 at the Omni Dallas for an insider's guide to revenue management and yield optimization in the multifamily housing industry. To register and for more information, please visit www.multifamilyrevenue.com

Remember To Order NAA's 2012 Survey of Income & Expenses

The complete 2012 NAA Survey of Income & Expenses in Rental Apartment Communities, which details specific data for 78 markets nationwide, is available for order. Cost for members is \$599 and

\$1,000 for non-members. Contact NAA's Valerie Hairston at valerie@naahq.org or 703/797-0624.

Are You NAA's First AIMS Member Advocate of the Year?

The Apartment Industry Mobilization Service's (AIMS) award winner will be announced at the NAA Assembly of Delegates meeting in November. The new award honors a volunteer advocate who helps to influence public policy at the national level throughout the year.

To be considered, NAA members must be active advocates, such as by attending the Capitol Conference, participating in Lobby Day, meeting with your members of Congress during a constituent work week or the August recess, and taking action on legislative action alerts. The application criteria and nomination forms are available at www.naahq.org/about/awards/Pages/MemberAdvocateoftheYearAward.aspx.

For more information, contact Kathleen Gamble at kathleen@naahq.org or 703/797-0633. The application deadline is September 17.

Online Resource Center Showcases Different Resource Each Week

The always-expanding Online Resource Center is a little easier to keep up with now, thanks to the Featured Resource of the Week, posted every Wednesday. Each week, a different resource will be highlighted on a different aspect of the apartment industry. Past Featured Resources include hiring guides for maintenance and leasing staff, survey results on renter attitudes toward green apartment units and a traffic calculator to help determine what your leasing staff's closing ratio should be based upon foot traffic.

Visit <http://community.naahq.org> every Wednesday to keep up with the latest ready to be used information!

Apartment Careers Month, February 2013

Now is the time to start planning your participation in NAAET's National Apartment Careers Month, February 2013. Your participation can be as limited as a one-time presentation on apartment careers at a local high school, a partnership with a local community college to offer CAMT training for veterans and the unemployed or collaboration with any college or university graduating Hospitality and Business Management majors.

Do you want to get involved in college outreach but don't know where to start? Contact Maureen Lambe at maureen@naahq.org to set up a conference call to discuss opportunities to promote apartment careers. For more information, please go to: www.naahq.org/education/naaei/campaigns/Pages/default.aspx