

It's Time to Apartmentalize: Registration for the 2017 NAA Education Conference & Exposition Now Open

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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

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.

We Saved You a Seat at the Head of the Class: 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 specialists, property and portfolio managers, developers and suppliers.

Registration is now available at 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.

Have You Taken Your Visto Test Drive Yet?

The National Apartment Association Education Institute (NAAEI) is partnering with Grace Hill—the leading provider of online training for the property management industry and NAA's nearly 170 affiliated apartment associations—to deliver online training to its members, Grace Hill customers and the broader property management industry.

Helping to elevate the performance of the entire property management industry is a key driver behind Grace Hill and NAAEI joining forces to co-develop and support the launch of Visto—a new eLearning resource designed specifically to help property management professionals build and strengthen their careers through outstanding credential programs and continuing education courses. Take a test drive today at www.gowithvisto.org.

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.

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.

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, 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!

Among Industry Execs, NAA's Click & Lease Program Heads Above the Rest

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 To learn more about how the NAA Click & Lease program can benefit your business please visit www.naahq.org/lease.