



Connect With NAA

The 2015 NAA Survey of Operating Income & Expenses in Rental Apartment Communities: Reserve Your Copy Today

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2015 National Apartment Association Chairman of the Board



Achieving success tomorrow requires one to take care of business today—that's why leading communities turn to the 2015 NAA Income & Expense Survey in Rental Apartment Communities (IES). Results of the 27th annual IES will be available mid-August at www.naahq.org/15IES.

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 2015 survey is based on fiscal year 2014 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. To reserve your copy of the survey, contact NAA's Membership Department at membership@naahq.org.

Prior versions of the Income & Expenses Survey are also available at www.naahq.org/learn/income-and-expenses-survey.

2015 NAA Education Conference & Exposition: Keeping Up With Internet-Savvy Residents

The most critical phases of a lease cycle typically occur in the digital space, and myriad resources are devoted to managing these online platforms, but do they really meet your residents' needs? The popular session, "Keeping Up With Internet-Savvy Renters: Online Trends Today and Tomorrow," one of more than 65 presented in Las Vegas during the 2015 NAA Education Conference & Exposition—offers a primer for tailoring your online presence to suit current and future online behavior.

The session outlines the pitfalls multifamily housing firms face when managing their resident base online, with easy-to-follow instructions on overcoming these challenges. "Keeping Up With Internet-Savvy Renters: Online Trends Today and Tomorrow," as well as other unparalleled education sessions, 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.

Increase NOI Today: Non-Rent Income Roundtable at MAXIMIZE: 2015 Multifamily Asset Management Conference

From cupcake trucks to pet-washing stations to hefty fines for negative reviews on social media, industry players have attempted an incredible number of strategies to increase non-rent income. Register now at www.naahq.org/maximize for MAXIMIZE: 2015 Multifamily Asset Management Conference—October 12-14 at the Omni Amelia Island in Amelia Island, Fla.—for a look at over 20 years of initiatives ranked by the size of their impact and how scalable they can be for a small team.

Join the panel of experts for a session focused on revenue-generating items spanning space-rental initiatives like storage lockers and parking to service fees and fee allocation programs, to referral fees for marketing third-party services and amenities.

Register today to be first in line for the information, insight and answers to questions necessary to boost your bottom line.

Best in Class Resources, Thoroughly Vetted for Your Peace of Mind. Yours Exclusively From NAA

Providing access to excellence at a reasonable price—that's what NAA's new Open Door program is all about. With Open Door as your purchasing partner, savvy NAA members are saving thousands of dollars on relevant, everyday products from suppliers they know and trust.

Open Door provides valuable insider access to favorable terms on products and services provided by thoroughly researched and vetted Preferred Companies. 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.

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.