



### CVAA Subscription Series

“Soak Up Education Series” - Soak up these rays of education with the 2017 CVAA Soak Up Educational Series!

Individual properties can purchase the whole educational package of 8 seminars for the reduced price of \$199. With this special bulk purchase, your community can send one, on-site team member to each individual course. For more information & to purchase the package:

<http://www.vamaonline.org/?page=CVAASoakUpSeries>

#### **Feb 9, 2017 – Customer Service In Any Role**

**Instructor: Heather Montgomery, RentPath**

*This seminar is beneficial to anyone from property owners and managers, to office and maintenance staff. By highlighting what customer service means from various perspectives, attendees will take away many successful tips and tricks to customer service within our industry. Learn about common denominators of customer service, how they can be incorporated within individual titles, challenges that may arise, and quick ideas to assist incorporation of new habits to overcome challenges.*

#### **March 16, 2017 – Marketing For Affordable Housing**

**Instructor: Renee Pulliam, Community Housing Partners**

*When it comes to affordable housing, it is easy to fall into the trap of fitting your prospective residents into an income box. If they don't exceed the maximum income, then they're good to go. But, it's more than that! Regardless of how much money someone makes, they deserve to have a quality living experience. In this seminar, you will learn some techniques to market your affordable housing. You will also learn the importance of selling the value of your community during this interactive seminar.*

**April 13, 2017- Housing Searches from a Student's Perspective**

**Instructor: Lisa Mathews- Ailsworth, VCU Off Campus Partners**

*With 31,242 students and 21,679 employees, VCU is the largest employer and University in the city of Richmond. VCU's Coordinator of Off Campus Student Services will discuss ways you can make your property attractive to this subpopulation of the city, along with providing insight to the main elements students are looking for in housing. This seminar will leave attendees with new marketing ideas and ways for the multi-family housing industry to better meet students wants and needs.*

**May 11, 2017 – Keys to Disaster Preparedness**

**Instructor: Keats Wade, BELFOR USA**

*This session will provide industry best practices for managing disasters. By understanding the need to plan for regional and local disasters, your property will have the tools necessary to minimize a disaster's impact on your financial bottom line. This session will touch on both new and current state regulations, new technology in use, current trends in other markets and how they may be practical in our local area.*

**August 17, 2017 – Everyday Financial Management**

**Instructor: Renee Pulliam, Community Housing Partners**

*Maximizing the value of an owner's asset should be your most important goal. In "Everyday Financial Management" you will learn how the daily operations of your property directly impact your owner's bottom line. This seminar will provide insight into making simple adjustments to move in scheduling, concessions, purchasing, and daily organization in order to increase the value of your property. Attendees will focus on streamlining daily operational functions and learning how those minor changes directly improve the financial position of your property.*

**September 21, 2017- Protecting Your Brand Online: Social Media Tips for Multifamily Professionals**

**Instructor: Erica Campbell Byrum, ForRent Media Solutions**

*With the ever-changing climate of social media, it's hard to know what's "in" and what will help grow your business. Social media, digital marketing and new technology holds tremendous opportunities for companies looking to drive new business, retain customers, create engagement and increase revenue. So many changes have come through social media in the past few years, and no doubt that more are on their way in 2017. Interested in where it is all going? Join Erica Campbell Byrum, Director of Social Media for For Rent Media Solutions as she shares insight into social media trends to help you develop a social program that is proactive versus reactive.*

**October 19, 2017 – Curb Appeal and Irrigation Technology (2-Pt. Course)**

**Part 1. Insight on the Importance of Curb Appeal and Managing Your Landscape Investment**

**Instructor: Christy Williams, James River Grounds Management**

*This interactive session will investigate the importance of your property's landscaping and the value that curb appeal brings. Attendees will review proper service allocations and timing of those services, along with the importance of a first impression, enhancement planning, and inspecting what you expect. This session will be complete with an onsite, hands-on walking tour.*

**Part 2. Irrigation Technology**

**Instructors: Matt Jones & Regina Brydges, Ruppert Landscape**

*This session will cover common problems and issues in irrigation, while diving into the use of smart irrigation controllers that can utilize evapotranspiration rates to self-set the watering schedule daily. This session will also touch on flow monitoring software that can track the expected vs. actual usage of each zone as they operate.*

**November 16, 2017 – Finding Balance: Manage Time, Control Stress and Enjoy Life**

**Instructor: Jon Barrett, Better Housing Coalition**

*We all live with competing demands... lots of them and for some reason many of us just accept that heavy duty stress is just part of life. Join us and learn how to put balance back in your world, shed stress and enjoy life!*