

CREATING A BRAND IDENTITY



Marla Posey,
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When you think of phones, what brand immediately comes to mind? Most likely, the brand you immediately thought of is one that has done an outstanding job at identifying what they do, who they are, what they stand for, and – if they are truly amazing – why they do what they do.

Today, the world is full of more marketing noise, distractions, and competition than ever before. How are you differentiating your company from the competition? How do you stand out? Building both a recognizable and relatable brand identity builds exceptional value.

This class will explore the specific steps to creating the template for your company's brand identity, through determining the story you want to tell, who you are as a company, what do you do, what services or guarantees do you provide, and the big one – why do you do what you do. We will also explore the direct correlation

between emotional brand connection and customer loyalty and how you put all the pieces together to roll out a brand that rocks.

Marla Posey has been a property management professional for the last 17 years and launched her own firm, Spark Multifamily Consulting, in 2015. She has launched a successful, full-service property management company by directing their brand and operations; designed an education university; and launched new lease-up communities for both affordable and market rate Class A properties.

TAKING ON THE BULLIES IN YOUR APARTMENT



Dodi Gershen and Mark Alper,
The Gershen Group

In recent years, the subject of bullying has become more prevalent. Once thought to be exclusive to the realm of childhood and schoolyards, bullying is now a significant problem in the workplace, cyberspace, and personal space. Bullying in multifamily housing is no exception. In an administrative court action, the owners and

managers of a property in Wisconsin were charged with discrimination against a household because they failed to prevent harassment by their neighbors.

Research asserts that many residents, and a fair share of managers, have been victimized by bullying but are reluctant to discuss it. Why is this so? One manager expressed, "If I am frightened by one resident who is bullying me on an almost daily basis, my boss may lose confidence in my ability to deal professionally with the other 400 residents who live here."

To further explore why bullying occurs and how we, as apartment owners and managers, can combat

the bullies, join us for an insightful and entertaining discussion at NJAA's Annual Conference and Expo.

As the Vice President and Director of Management of The Gershen Group, Dodi Gershen is responsible for all management functions. She is a third-generation affordable housing professional and has over 35 years of property management experience.

Mark Alper has been involved in the property management industry since 1984, serving as Vice President for NCHM from 1990 – 2015 in Washington, D.C. In that capacity, Mr. Alper trained and developed the majority of NCHM's certification and training programs.