

ROMMEL ANACAN

Rommel Anacan is an award-winning motivational speaker, consultant, strategist, and president of The Relationship Difference. He powerfully impacts thousands of people per year by providing education, clarity, motivation, and inspiration. He has presented to Yardi Systems, Sabra Foods, Ellis Partners, and the National Apartment Association, among others. Rommel is also a proud member of the Apartment All-Stars team.



Speaking the Four Customer Languages

Wednesday, May 24
9:00 AM – 10:00 AM
Atlantic City Convention Center

Does it feel like your customer is speaking a different language? Have you done something you thought your client would love, only to find that it didn't resonate or made them not want to buy from you? That's because every customer speaks a unique language which determines their buying decisions. Learn about the four unique buying languages and discover how to attract and retain customers in this class.

Attractional Sales Mastery

Wednesday, May 24
10:15 AM – 11:15 AM
Atlantic City Convention Center

Many sales professionals think that selling is simply about providing "information" to customers and then "closing." Sure, giving information and asking for the sale are crucial, but if you only do this, you're missing the vital elements that position you as a trusted partner in your customer's eyes. The purpose of your sales presentation should be to motivate your customer to make an empowering decision that will better their lives. Learn how in this course!

We're Better Together

Thursday, May 25
11:10 AM – 12:10 PM
The Water Club at the Borgata, Tides A, B, & C

Some days, you just don't feel like a leader anymore. Leading a team of people to perform at their highest levels can feel like walking on broken glass. Everyone starts out motivated, but over time that energy disappears. The reason so many teams struggle is that they're not built on strategies that are proven to create success. It doesn't have to be this way! You can create a high-performance team that achieves better results with less effort! Learn how in this course!

AMY DILISIO

Amy Kosnikowski Dilisio is a national speaker, consultant, and an Apartment All Star. With over 30 years of industry experience, Amy is a proven leader in sales, leasing, management, and the marketing of real estate assets. Amy travels across the country motivating and inspiring all with the goal to improve performance and enhance results.



Don't Act Your Age! How Established Communities Can Succeed in A Lease-Up Market

Wednesday, May 24
9:00 AM – 10:00 AM
Atlantic City Convention Center

Feeling the negative effects of the new product in your market? Need to transform to effectively compete? Attend this session to renew your community by maximizing your offering with a strong, targeted message and product with updates that matter. Tap into the latest resident trends to adjust marketing and leasing efforts to elevate your community to compete. Don't miss this session to see that "age" is just a number and can actually be your advantage!

Us vs. Them Mentality: Bridge the Gap Between Team Members to Work Together as One

Wednesday, May 24
10:15 AM – 11:15 AM
Atlantic City Convention Center

The ideal teamwork scenario is people coming together using their individual skills, ideas, and support to achieve a common goal. Why is this shared vision and cooperation so difficult to achieve with the office and maintenance team? Discover solutions to this common onsite challenge along with proven ideas to succeed together. In this class you will learn the importance and secrets of effective communication, mutual respect, and role appreciation. Learn how to bridge the most common "gaps" and methods to unify as a team. You will leave this program with the tools to unite and motivate your team with clear steps to succeed.

EDUCATION NATIONAL SPEAKERS

ALEX JACKIW

Alexandra (Alex) Jackiw, CPM®, CAPS, C3P, is chief operating officer of Argenta Property Management Group where she oversees the corporate functions, training, and business development. She is a nationally recognized speaker and an accomplished expert in all aspects of property management, marketing, and training, with extensive experience managing all types of assets. Alex was Chairman of the Board of the National Apartment Association in 2013 and served as President of the NAA Education Institute in 2008 and 2009. She was inducted in the NAA Hall of Fame in 2018.



212 Degrees

Wednesday, May 24
9:00 AM – 10:00 AM
Atlantic City Convention Center

At 211 degrees, water is hot. At 212 degrees, water boils. Applying one extra degree of temperature to water means the difference between something that's just very hot and something that generates enough force to power a machine. It is a beautifully uncomplicated metaphor that can push us to give the extra effort. 212 is a focused and motivated message; it is about reminding ourselves to give things the extra degree of effort and attention all the way through, as much as we possibly can, at all moments. This seminar teaches participants how to 212 in 2023 by focusing on commitment, effort, and persistence.

Psycho What? – The Art and Science of Using Psychographics in Your Marketing

Thursday, May 25
9:00 AM – 10:00 AM
The Water Club at the Borgata,
Tides A, B & C

Psychographic analysis is an important tool in helping you position your community in an increasingly competitive environment. Psychographics are kind of like demographics. Demographics explain who your prospect or resident is, while psychographics explain why they lease at your community. Demographic information includes gender, age, income, marital status, household size – the dry facts. Psychographic information might be your renter's opinions, hobbies, spending habits, and values. You can only effectively reach your target audience when you understand both their demographics and psychographics. This class explains psychographics in detail, how psychographic data can be gathered, and how it can be effectively used to market your community.

BILL NYE

Bill Nye has successfully served as an executive in the multifamily industry while continuing to share his knowledge as a speaker and trainer to management companies and apartment associations across the country. Bill's sessions are the perfect blend of humor and practical information to deliver a message that will stay with you forever.



Happy Managers Hire Right

Wednesday, May 24

10:15 AM – 11:15 AM

Atlantic City Convention Center

You will never again have a long-term competitive edge in product or price. The moment you come up with a new strategy someone will duplicate it and your advantage is gone. So, how do we gain a competitive advantage in business? Your people. The best team of people will always hold an advantage over everyone else. Every company in every industry is struggling to find and retain great talent. Hiring correctly is a skill, although many will leave you to believe that it is luck. In this course, you will learn a proven process for hiring talent that is far more dependable than luck.

Dominate Your Market: The Best Team Wins

Thursday, May 25

10:05 AM – 11:05 AM

The Water Club at the Borgata,
Tides A, B & C

What kind of leader are you? Do you have a strategy for developing your team or are you simply taking it one day at a time? The greatest threat to our ability to lead is our own personality. Rather than setting our personal feelings aside and doing what is best for the team, we lead with our personal preferences, which results in making emotional decisions. Great leaders can put their personal feelings aside and do what they know or believe is best because they realize that it's not about them, but about those they lead and serve. In my many years of leading a team, both in the private sector as well as the military, I have come to learn that great teams have some things in common. Join us in this class to learn what these commonalities are.

EDUCATION NATIONAL SPEAKERS

TERRY WILKS

Terry Wilks has a passion for instructing and inspiring maintenance professionals. Since joining HD Supply, Terry has instructed scores of maintenance professionals in a variety of areas including appliances, HVAC, electrical and plumbing systems. In his spare time, he enjoys craft brews as it is a personal passion for him. Previous to his time in the multifamily industry, Terry worked with craft breweries for over 30 years – an industry where, just like the multifamily industry, workplace safety was the utmost of importance.



HVAC Troubleshooting

Wednesday, May 24
9:00 AM – 10:00 AM
Atlantic City Convention Center

In this one-hour training session, we will be discussing how to troubleshoot the most common types of HVAC systems. With recent legislation impacting the industry, having the knowledge to make these repairs is necessary to keep your budget under control and keep your residents and guests cool (or warm)! Terry will provide an overview of the problems a resident may mention during a repair call and discuss how to safely and properly use your tools to diagnose and repair the system. This course will also review the importance of preventative maintenance of your HVAC units, and how this maintenance can stop some of those repair calls your property and team regularly receive. Join us in this class to learn how you can efficiently, effectively, and safely work on your property's HVAC system.

Toilet Troubleshooting

Wednesday, May 24
10:15 AM – 11:15 AM
Atlantic City Convention Center

No resident likes when they are forced to call in your maintenance team for clogged toilets or flooded bathrooms. From their basic needs to your property's budget, toilet troubles need to be addressed quickly and professionally. After taking this one-hour training session with Terry, you and your maintenance professionals will know how to best address the most typical of toilet troubles with ease and efficiency.

SERVICE PROFIT CHAIN UNLEASHED



Robert Francis
Planned Companies

Employee retention and employee loyalty impacts the consistency and quality of service that is experienced daily. This, in turn, impacts client satisfaction and client loyalty. Ultimately, it impacts your brand's perception and prominence.

It is essential for everyone who impacts the resident experience to have a team and a culture that truly listens to the voice of the employee and the voice of the client. This seminar will unleash the power of the Service Profit Chain and the NPS (Net Promoter System) that has demonstrated proven results within the multifamily, condominium, commercial, and all customer service industries.

Join me on Wednesday, May 24 at 9:00 AM to learn the methodologies of the Service Profit Chain and the NPS and see compelling case studies on how it works. Watch as theory will be put into practice on how employee retention and employee loyalty impact your business and brand.

Robert Francis is passionate about building the Planned Companies brand that is synonymous with accountability and professional service. His focus is on client satisfaction and retention, elevating service standards within the industry, and enhancing the quality of life for the residents The Planned Team proudly services. Planned now services over 1,500 accounts with over 5,000 associates in 11 states and growing.

HOT LEGAL TOPICS



Jennifer L. Alexander, Esq.
Griffin Alexander P.C.

Created specifically for multifamily teams in all roles at all levels, this course is designed to assist apartment staff in familiarizing themselves with the latest legal issues facing the multifamily industry in New Jersey.

When you attend this course, you'll have a better understanding of what legal issues most affect our industry as well as our property operations. We'll also discuss the best way you can position yourself and your company to be in compliance.

Join me at 10:15 AM on Wednesday, May 24 for a one-hour discussion on topics that will include the status of the courts; COVID-19 emergency tenant protections; rent control and reasonable rent increases; new

required lease notices; and tenant notifications for lead concerns.

This will be an excellent opportunity to ask questions, brush up on your understanding of the laws most affecting you, and learn best practices for real world application.

Jennifer L. Alexander, Esq. is the managing shareholder at Griffin Alexander, PC, whose practice concentrates on matters involving New Jersey, New York and Pennsylvania Landlord-Tenant Law, Community Association Law, and Collections Law. She also handles Commercial Real Estate Transactions, Land Use and Municipal Court matters.