

Staying steady when December turns up the pressure

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Looking forward with
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IN THIS ISSUE December 2025

NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

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NEW MEMBER REFERRALS • OCTOBER 2025

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Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up to date on association events and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with occasional combined issues. Submit articles by email as a Word doc to: publications@narpm.org. You will be advised if accepted and be required to sign NARPM®'s Author, Presenter and/or Creator Warranty and Agreement before your article's publication. Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. NARPM® reserves the right to edit or refuse all publications for content and selection. Members are encouraged to submit articles for publication. Printed articles help earn members credit toward their designations.

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PRESIDENT'S Message

Farewell



If there's one message I hope to leave behind, it's this: Everyone Bring One. That's been my motto all year. Because this organization grows stronger every time one of us invites someone new into the fold. Bring a friend. Bring a peer. Bring the person who needs a community like this, because we are that community.

Wow. I can't believe this moment is actually here — the end of my term as your 2025 NARPM® President. It's been an incredible, humbling and occasionally chaotic ride.

I've had the absolute privilege of serving alongside some of the most passionate and hardworking people I've ever met. I can guarantee you that every discussion, every motion and every vote was based on "How will this impact our Members?"

This organization isn't just professional — it's personal....a family... a family that is now moving toward the 2.0 version of itself. So, what is 2.0?

At its core it is moving from a volunteer-led to staff-led organization. Our volunteers are busy and they come to NARPM® for education, mentorship and best practices. We have put so much on volunteers in the past that we saw a huge decrease in Members wanting to volunteer.

The first step was to eliminate the bureaucracy regarding National Board of Directors. In the past we had years where only one volunteer applied for a position on the National Board. By making this one change we saw 20 people step up and apply this year. This means new, fresh and innovative ideas to take us to the future.

We hired a consultant who helped us with our organizational flow and found that we needed to transition from Regional Vice Presidents to National Directors. This is not just a name change; it is a plan to move the Chapter compliance to our staff instead of our volunteers.

We found Chapters buried in compliance paperwork and revamped the program, cutting 50% of the work out of the way. We streamlined the grants program to provide easier access to funding for Chapters.

NARPM® is blessed to have grown and expanded over the years as an organization, and now it's time

for radical change. We love this organization, and, as leaders, if we fail to adapt, innovate and push for strategic changes, we will have failed our Members.

The 2.0 is our mantra. It's our battle cry to move faster, identify opportunities sooner and be able to make impactful changes that will benefit our Members.

If there's one message I hope to leave behind, it's this: Everyone Bring One. That's been my motto all year. Because this organization grows stronger every time one of us invites someone new into the fold. Bring a friend. Bring a peer. Bring the person who needs a community like this, because we are that community. We are better together, and we thrive when we share what NARPM® has given us.

To the entire NARPM® Board, our management team at OMG, our committee chairs, our Affiliates and every volunteer — thank you. You are the heartbeat of this organization. Thank you for your trust, your laughter and your patience.

As I pass the gavel, I do so with a full heart. This has been the honor of my career, the joy of my heart, and the adventure of a lifetime. Thank you, NARPM®, for believing in me, for supporting me and for allowing me to lead this organization. 

Amy Hanson, MPM® RMP®
NARPM® President

Amy Hanson, MPM® RMP®, is the Vice President of Property Management for Berkshire Hathaway HomeServices PenFed Realty Texas and is the 2025 National President for NARPM®. She is also active in the REALTOR® community in local, state and National organizations and serves as Vice Chair for Leasing and Property Management at the Texas Association of REALTORS®. She was born and raised in San Antonio and holds a Bachelor's degree from Texas Tech University and a Master's degree from the University of Oklahoma. Amy is most proud of her two sons, Aaron and Aiden, who are her pride and joy. When she's not fixing toilets and collecting rent for owners she likes to read, garden and travel the world!



Robin Young is Head of Market Research at Buildium, A RealPage Company. Robin leverages her background in social science research and interest in economics to uncover rental market trends. She's best known as the author of Buildium and NARPM®'s annual Property Management Industry Report, which provides a 360-degree view of the industry through surveys of thousands of property managers, rental owners, and renters. She holds a Master of Arts in psychology research from Brandeis University. Email her at robin.young@buildium.com.

Rental market predictions: 10 property management trends for your business

Which trends lie ahead in property management? We've done the research on the forces that will shape the property management industry and the rental market in the coming year.

Some of the rental market trends we uncovered represent an intensification of conditions that came to the forefront last year. Others, however, are newer and could potentially reshape the market in the year to come.

Without further ado, here are our predictions for the property management industry.

PREDICTION NO. 1: THE HISTORIC RATE OF APARTMENT CONSTRUCTION WILL SLOW DOWN

The number of completed apartments is expected to fall by 20% in 2025, according to RealPage Analytics. Why? We're still seeing the downstream effects of the Fed's interest rate increases as well as softening rent growth. (A similar trend is expected to play out in the build-to-rent sector.)

The anticipated impact of slowing apartment construction will be slightly improved rent growth over 2024, about 1% to 3% for apartment properties, so long as rental demand continues, RealPage says.

PREDICTION NO. 2: HOUSEHOLD GROWTH AND HOME PRICES WILL KEEP RENTAL DEMAND STRONG

Both single-family and multifamily properties have seen remarkable demand over the last few years as the populations of Americans in their prime renting years (ages 20 to 34) as well as seniors (ages 65 and older) have grown. Household formation has been strong: According to Harvard's Joint Center for Housing Studies, 1.5 million new households were created throughout 2023—down from 2.3 million in 2022, but up from an average of 915,000 during the preceding decade.

What else is driving rental demand? The cost of purchasing a home exceeds the cost of renting by about 40%, according to PWC and the Urban Land Institute (<https://www.pwc.com/us/en/industries/financial-services/asset-wealth-management/real-estate/emerging-trends-in-real-estate.html>). With

home prices remaining high, this calculus is not expected to change dramatically in 2025, even as mortgage rates gradually come down.

PREDICTION NO. 3: PROPERTY MANAGERS' USE OF TENANT SCREENING SERVICES WILL INCREASE

Heading into 2025, tenant quality is property management companies' No. 1 concern, according to Buildium's Industry Survey (<https://www.buildium.com/resource/2025-property-management-industry-report/>). Given the reality that rents have increased faster than wages in recent years, it's become more difficult to find residents whose finances allow them to stay in the property in the long term. Companies are finding that it's critical to adopt consistent tenant screening procedures to find the right residents for each property and avoid evictions down the line.

In addition, rental fraud is a growing area of concern: In a recent survey by the National Multifamily Housing Council, 93% of property managers and owners reported experiencing rental fraud in the last year, with the most common form being falsified proof of employment.

PREDICTION #4: RENTERS WILL CONTINUE MOVING LESS DUE TO LOWER RENEWAL RENTS

Buildium's most recent Renters' Survey (<https://www.buildium.com/resource/resident-retention-strategies-2024/>) found that 47% of renters planned to stay put in their current residences between the midpoint of 2024 and mid-2025. This is the highest rate we've seen since 2021, indicating that companies' resident retention efforts are, indeed, working.

A leading factor motivating renters to stay put is the growing gap between rents paid by current tenants and rents paid by those moving into a new property. The Cleveland Fed (<https://www.clevelandfed.org/publications/economic-commentary/2024/ec-202417-new-tenant-rent-passthrough-and-future-of-rent-inflation>) found that this gap stands at about 6% — lower than the peak of 11% reached earlier in

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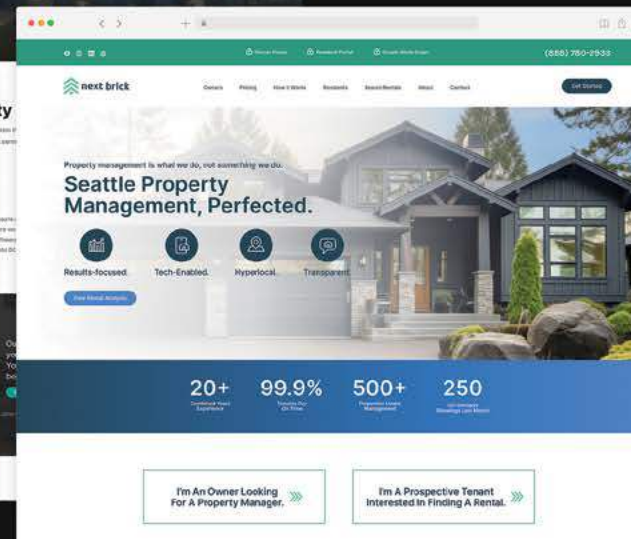
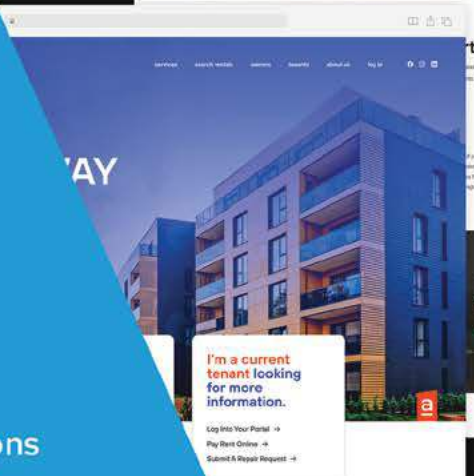
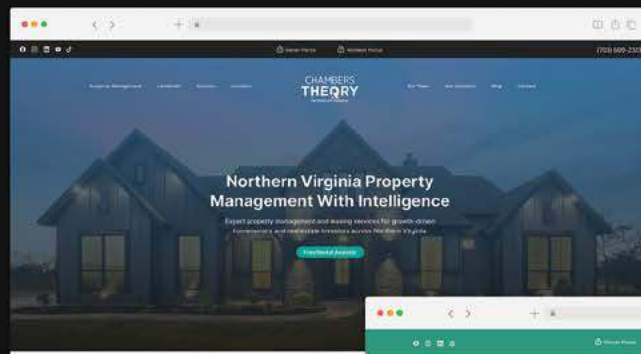


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Kristen Ewen is the Vice President of SEO at Property Manager Websites (PMW - www.mypmw.com), where she has been a key leader since the company's inception 15 years ago. With a deep expertise in search engine optimization, Kristen has played a crucial role in shaping PMW's digital strategies and helping clients achieve top search rankings. Her innovative approach and commitment to results have made her an industry leader in the property management and web development space. Reach her at kristen@propertymanagerwebsites.com.

From overwhelmed to empowered: What AI really means for property management companies

The property management industry is changing faster than ever. Between new technologies, shifting tenant expectations, and tighter competition, it's no wonder many managers feel overwhelmed by the term "AI," or artificial intelligence.

But here's the truth — you're not alone. Many property managers know AI matters but don't know where to start. They're hesitant to act yet worried about being left behind.

The good news? You don't need to be a tech expert to start benefiting from AI. You just need to understand what's changing — and why now is the time to adapt.

FLAT IS THE NEW UP

In today's market, doing "OK" online actually means falling behind. Businesses that don't engage in active SEO and AI optimization (AIO) are seeing 10% to 20% declines in traffic year-over-year.

Why? Because user behavior has changed. The old buyer's journey — "Google it, click a website, fill out a form" — is gone. Today's renters, owners and investors expect answers instantly, across multiple platforms.

THE 11-TOUCHPOINT REALITY

Recent studies show it now takes 11 meaningful touchpoints before someone converts — and these happen across different media:

- A Google search
- A social post
- A podcast snippet
- A forum mention
- A website visit
- A review or listing site
- A short-form video

This "search everywhere" ecosystem means your audience is gathering information from multiple sources — and expecting it to align.

- To meet them where they are, you need:
- A strong website foundation (SEO + Core Web Vitals)
- Consistent, accurate messaging
- A content mix of educational, short-form and long-form storytelling

THE FOUNDATIONS STILL MATTER

Traditional SEO still underpins everything. Yet only 33% of websites pass Google's Core Web Vitals — the basic speed, stability, and responsiveness standards that affect visibility.

These are relatively simple to fix, but they're only the beginning.

Passing Core Web Vitals won't build trust, authority or expertise — three factors that determine whether users (and AI systems) see you as a credible source.

TRUST IS THE NEW CURRENCY

The next phase of digital visibility is about E-E-A-T: Experience, Expertise, Authority and Trust.

To build it, you need:

- Mentions across the web
- Reviews and testimonials
- Consistent brand messaging
- Relevant, aged content
- Recommendations and citations

AI models and search algorithms now evaluate how well your brand is represented across the internet, not just on your own site.

WHY LONG-FORM AND PODCASTS WIN

Long-form content (blogs, guides, whitepapers) positions your company as a thought leader.

Podcasts add intimacy — they let audiences hear your expertise and personality. These conversations can be repurposed into:

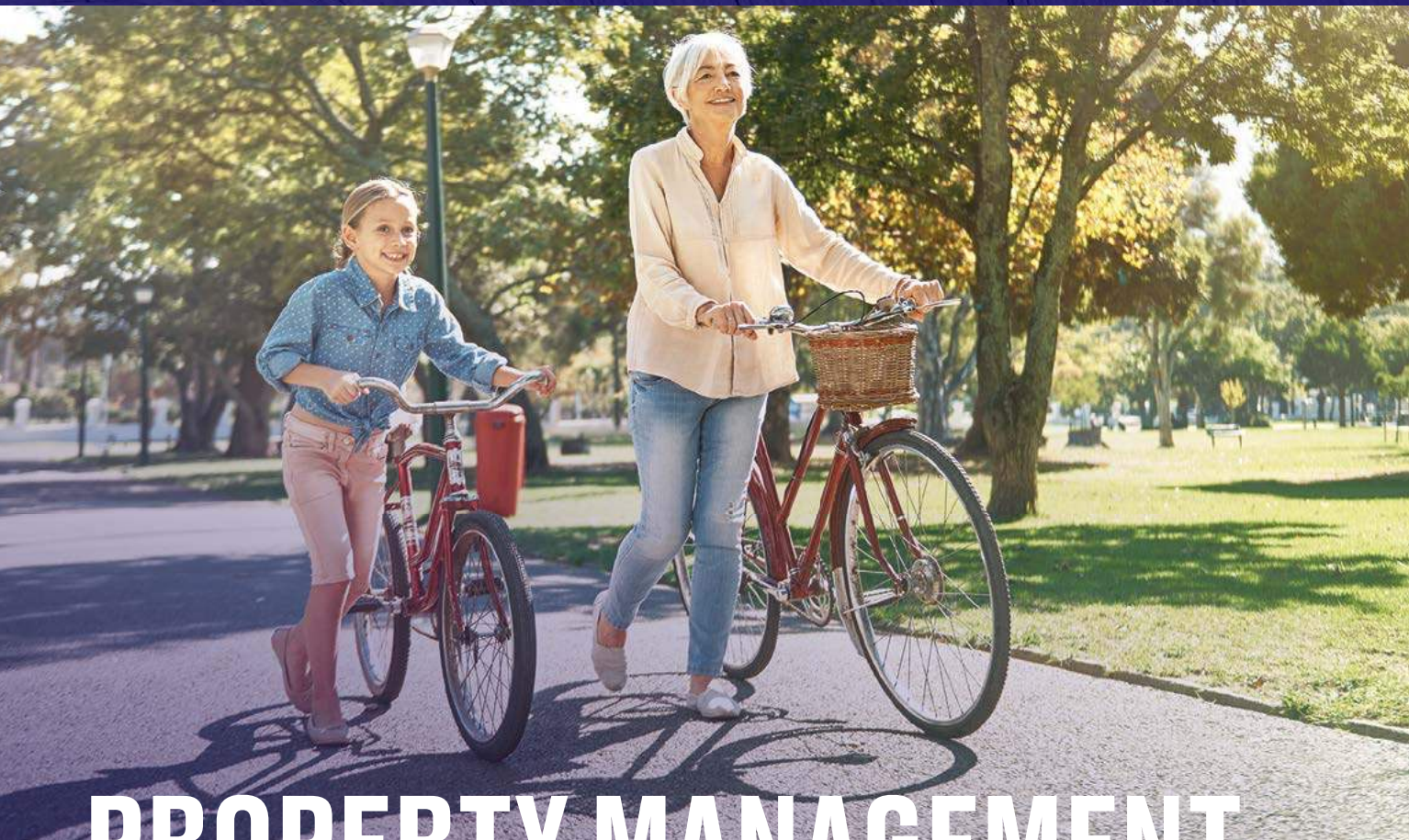
- Blog posts
- Social clips
- Video shorts
- Quote graphics

This turns one idea into multiple touchpoints — feeding both human engagement and AI understanding of your brand.

THE RISE OF "ANSWER EVERYWHERE"

We're evolving from Search Everywhere → Answer Everywhere. AI tools (like ChatGPT, Gemini, and others) now summarize content for users. They decide which brands to feature.

Continued on page 27 "Overwhelmed"



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Victoria Hecht is the NARPM® Public Relations & Digital Media Director and Residential Resource Editor.

A magical and memorable time at the 2025 NARPM® Annual Convention & Trade Show

All roads led to sunny Orlando from Oct. 19-23 for the 2025 NARPM® Annual Convention & Trade Show, drawing about 1,200 people to the stunning Loews Sapphire Falls Resort for a magical week – it is next to Universal’s Harry Potter World, after all – of connection, education, impactful keynotes from opener Peter Pasternak to closer Robert Neller, timely workshops and forums, and much more.

There was plenty of fun, of course, from the breezy kick-off “Caribbean Luau” Welcome Reception and Past Presidents’ Charity Fundraising Event at PopStroke Orlando to benefit the National Alliance on Mental Illness to the sold-out 130-vendor Trade Show, featuring the newest property management industry innovations and services. (We hear Hermione Granger was even in the NARPM® house!) The Convention also brought well-deserved recognition for membership longevity, Chapter Excellence winners, the Rocky Maxwell Award, and NARPM®’s Advocacy, Volunteers and Affiliates of the Year accolades. (Learn more about all honorees in the January 2026 Residential Resource®.)

Highlights of the 2025 Convention also included a heartfelt retirement reception for longtime NARPM® CEO Gail Phillips, CAE, perhaps the biggest First-Timers’ Breakfast in the event’s history, and installation of the 2026 NARPM® Board of Directors, led by President DD Garzón, complete with the traditional passing of the gavel. 2025 President Amy Hanson was recognized for her year’s leadership as the association embarks on NARPM® 2.0, and Garzón shared her 2026 theme – More Than Words – and selected charity, CASA/Children’s Haven.

Thanks to the 2025 Convention Committee, volunteers and staff for making the 2025 Convention a marvelous and memorable experience for all. Mark your calendar now for Oct. 13-16 for the 2026 Convention at Mandalay Bay in “Vegas, baby!” 📅







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DISCUSSION BOARD Hot Topics



WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards in the NARPM® Community for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. If you would like to participate in one of these groups, visit community.narpm.org and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® Members.

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Q We are having an issue with a tenant who moved out a month early and surrendered their keys on Sept. 1. Please know they paid for the entire month of September. They have access to the property by using the door key pad, not the combo box we have on the front door. They asked us if they could take care of any repairs/cleaning themselves so that we wouldn't deduct anything from their security deposit. We agreed since they have paid till the end of their lease. Property code states that once someone surrenders keys to the property, technically, they should not have any more access to the property. Is this true, being that they paid for the entire month of September? What should we have done differently? Paying the entire month of their remaining lease supersedes them surrendering their keys. The issue we are having now is that the range door is loose (glass is falling off), and it appears to be tenant's negligence, not normal wear and tear. So, what the tenants did, they submit a work order through our web portal for the repair of the range. They are responsible for the \$75 repair deductible, and if it turns out that it was their fault, now they will be responsible for the range replacement or pay 100% of the repair.

A So, let's say you have a leased car that you pay your last lease payment for, but you drop it off early, with the keys, at the dealership because you are moving out of state. Do you have the right to go back to using the car for the last month of your lease, just because you paid for the last month? Doubt anyone would think so. So, logically, how is this situation any different? What could you have done differently? Confirm in writing (email) with the tenant that they are giving up possession of the property, along with any personal possessions left behind. Then remove any access they have to the property.

A A car is a bit different than dealing with a home, by the way. The law nowadays is crazy. I am nervous about the fact that they pay rent for the rest of the month. I am guessing this is a question for an attorney. I don't want this to come back and bite us in the rear.

A They've paid the rent, and the lease has not expired. Even though they do not live there, they are still subject to the terms of the lease. You are, too. Follow your processes like normal. Repair or replace the oven. If the tenant is responsible, charge them. If they refuse to pay, deduct it from their deposit. I don't know all the details, but your email indicates they are interested in doing cleaning/repairs themselves to save money. If you trust them, and it's part of your process, you could let them know the oven repair is at their expense and allow them to make the repair and pay for it. Anyone with a screwdriver and YouTube can do it.

Bottom line: They are still the legal tenant, so follow your processes as if they still occupied the rental. Handle move-out and turnover after their lease ends.

A I think you'll want an answer from an attorney, but I think you might have misstepped in "allowing" them back in after they surrendered possession (keys). As a general practice, I remove the battery pack from electronic locks until new tenants are starting a lease, so ALL entry during vacancy must be with a key (Kwikset SmartKey, which I changed on first entry after getting possession).

Also, check all windows (tenants seem to leave some unlocked, presumably in case they forgot something) and do a factory reset on electronic locks (some hold 100 or more user-programmed codes) so prior tenants can't pop in. If tenants are delinquent, we pay out the rent as soon as it comes in, even if it's later in the month.

I wish I had thought to set it up such that we paid out the last week of the month, but my owners are used to our processes now so changing it would be more trouble than it's worth, but our process seems to work well for us. It's worth noting that our average rents are \$1800-plus, and the portfolio is newer, so our properties are not yet nickeling and diming our owners.

A Do not ever let tenants back into a property once they surrender keys. You are now opening yourself up to other issues. Why this tenant? Why did you give them access but not others? What happens if they say they

Continued on page 30 "Discussion"



MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM OCTOBER 1 - 31, 2025

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Mount Dora, FL

Bryan Franco Bravo
Ventus Property
Management, LLC
Weston, FL

Giselle Fuentes
Innova Property
Management, LLC
Cape Coral, FL

Heidi Gadbois
Thomas Ryan Real Estate
Management, Inc
Punta Gorda, FL

Daniel Henry
Rent Prosper, LLC
Winter Park, FL

Steven R. Judd
SRJ Property Guardians LLC
Green Cove Springs, FL

Bryden Keen
Rent Prosper, LLC
Winter Park, FL

Audrey Lackie
The Legends of Real
Estate Property
Management
Jacksonville Beach, FL

Adriana Marcelo
Innova Property
Management, LLC
Cape Coral, FL

Jason Muenchow
Gulf Income Properties
Bradenton, FL

Steve Oehlerking
Rent Solutions
Tampa, FL

Rebecca Server
Century 21 Integra DBA
Jame Rose Asset
Management
Oldsmar, FL

Peter Sholy
PMI Seagate
Miami, FL

Dana Topel
NextHome Cornerstone
Realty
Niceville, FL

Milena Valle
Viva Orlando Rentals, LLC
Celebration, FL

Kimia Washburn
Rent Prosper, LLC
Winter Park, FL

GEORGIA

Cortney Blankeship
Riverwatch Residential &
Commercial
Evans, GA

Tiffany Cail
Good Faith
Management, LLC
Evans, GA

Kristen Harper
Riverwatch Residential &
Commercial
Evans, GA

Lex Harrington
ResiHome
Atlanta, GA

Kimberly Lahodny
Riverwatch Residential &
Commercial
Evans, GA

Jordan Riner
Sherman & Hemstreet
Evans, GA

Katie Scarboro
Sherman & Hemstreet
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Jodie Uhl
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Candace Gray
CG Hawaii Realty Corp
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Tiphany Myers
Big Island Living
Waikoloa, HI

IDAHO

Penelope Borden
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Realty Management
Associates, Inc.
Boise, ID

ILLINOIS

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HRE Real Estate Services
Oaklawn, IL

Shawn Pritchard
Real Property
Management On Track
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Cronkhite Property
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Springfield, MO

Frank Lewis
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Management Principles
Platte City, MO

NEVADA

Derrick B. Keller
Keller n' Jadd
Henderson, NV

Janice Mackenzie
RE/MAX Professionals
Reno, NV

Elizabeth Martinez
Americana Property
Management by
Century 21
Las Vegas, NV

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Las Vegas, NV

Jorge Rodriguez
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Management by
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Greg Smith
Block Prop Al
Las Vegas, NV

Alan Winfield
Americana Property
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Century 21
Las Vegas, NV

Juichi Rachel Yu
TopSky Realty Inc.
Las Vegas, NV

NORTH CAROLINA
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All County Priority
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Barker Realty, Inc.
Raleigh, NC

Mark Thomas
Weichert Realtors-Mark
Thomas Properties
Durham, NC

Tiffany Van Every
Realty Consultants
Property Management
Greensboro, NC

Valerie Williams
Four Seasons Property
Management, Inc.
Charlotte, NC

OHIO
Michelle Petrello
Cleveland Property
Management Group
Cleveland, OH

Michael Weldon
Cleveland Property
Management Group
Cleveland, OH

Laird Wynn
Cleveland Property
Management Group
Cleveland, OH

Jake Distler
Cleveland Property
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Cleveland, OH

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Shawn Kleemeier
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Langston Black Real
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Kenneth Lee
All County Property
Management Specialists
Blythewood, SC

TENNESSEE
Jody Hodges
Hodges & Fooshee Realty Inc.
Nashville, TN

Tony Lane
ABL Realty Services
Nashville, TN

TEXAS
Stephanie Allison
Coldwell Banker Residential
Property Management
Lubbock, TX

**NARPM® membership
as of Oct. 31, 2025:**

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Josh Boot
Boot Team Realty
Property Management
Burleson, TX

Haley Box
Coldwell Banker Residential
Property Management
Lubbock, TX

Aliza Briones
Five Street Property
Management
San Antonio, TX

Alecia Edwards
PMI Collin
McKinney, TX

Michael Fernuik
Coldwell Banker Residential
Property Management
Lubbock, TX

Heather Fruge' Nickens
Fruge' Property Management
Austin, TX

Ondrej Gargula
Location Rentals
Lubbock, TX

Denea Garicia
Coldwell Banker Residential
Property Management
Lubbock, TX

Bryan Goldston
Coldwell Banker Residential
Property Management
Lubbock, TX

Jacob Goodner
West Sage Realtors &
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Continued on page 30 "Growth"

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Hana Goodrich, RMP®, is a Realtor and Property Manager in Boise, Idaho. She has a bachelor's degree from Boise State University in Business Management. Hana has worked in the real estate industry for over 10 years and loves the challenge and balance that property management and real estate sales offer. Hana has been serving on her local Southwest Idaho Chapter board for seven years in most positions, including President. She holds the Northwest Region RVP board position for 2025.

The RVP Bulletin: Looking forward with NARPM®

As we face the end of a year (and what a year it has been for NARPM®), it lends itself to taking a moment and reflecting on all the happenings this year, and how that will shape the coming one. This year in NARPM® we have seen many changes, especially from the view of a board member, but we have also seen some things stay the same.

Consider where we have come at the beginning of this year: the shaping and launching of the NARPM® 2.0 initiative.

Although the effects of NARPM® 2.0 won't be strongly felt for a while on a local Chapter scale, the initiative's infrastructure is exciting. With technology, data, marketing and brand awareness at the forefront of the NARPM® 2.0 goals, this is shaping up to be a wonderful year.

One of the pieces I am most excited for is the data and technology piece, which is sure to take the benefits of NARPM® membership and the credibility of using NARPM® designations and membership to the next level. With the world of property management at our fingertips and some really creative and brilliant vendors in our back pocket, this part of the Strategic Plan should put some really amazing results in front of us as NARPM® Members.

Another exciting piece as we look forward is the push to get our NARPM® brand out into the world. The objective of the new advertising campaigns is to change the response of "I haven't heard of NARPM®" to "Oh...I have heard of that."

There are so many pieces and parts to our client base as property managers — from vendors to investors and residents alike. We want everyone to know what it means to be a NARPM® Member, and for that distinction to be the reason a client chooses to work with a property manager.

The secondary push is to add value to NARPM® Members and create a referral network around the country where clients seeking to work with a property manager can find someone in their area. Additionally, there is the development of a database where NARPM® property managers can refer their NARPM®

buddies across the country to interested clients as well.

With all the changes on the horizon, I want to take some time to look back and highlight one thing that NARPM® has always done right and is not looking to ever change...the culture.

The family that NARPM® creates and welcomes every Member into is truly unlike any other professional organization, especially in the real estate space. The openness, sharing, camaraderie and friendship that is fostered by this special group of professionals is unmatched and at the forefront of the changes we have coming ahead.

As pleaded by former CEO Gail Phillips at her retirement celebration in Orlando... please, please, please, don't ever forget the culture of NARPM® and the people. It's the most important part! And I couldn't agree more, Gail!

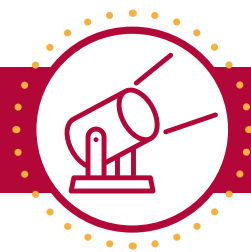
As you set your calendars and goals for the coming year, look out onto the horizon and get excited for your business, your NARPM® membership, local involvement and all the great changes to come. But also take a moment to reflect on the ways this organization has changed, shaped, helped and supported you this last year.

As a person who truly believes you get out of something what you put into it, put some more NARPM® events on your calendars for next year, whether that is locally, regionally or nationally.

Read the emails the staff takes time to send out to educate you and update you on all things NARPM®. And as always, lean on your NARPM® buddies to help you grow and strive for the future of yourself and your companies! 🏡

CHAPTER Spotlight

GET TO KNOW THE EXCELLENT NARPM® CHAPTERS ACROSS THE UNITED STATES



Jude Hughes, RMP®, is a property manager with *Profound Properties, LLC* in Oregon and serves as a NARPM® RVP Ambassador.

Building bridges and strengthening community: the Portland Chapter's Year of Connection

If there's one word that captures the spirit of the Portland Chapter this year, it's "collaboration." Under the steady and graceful leadership of Chapter President Coty Thurman, the Portland Chapter embraced the theme "Community Over Competition" — and lived it out in every action, partnership and conversation.

Coty led with authenticity and heart, steering the Chapter through a year of meaningful outreach, bridge-building and advocacy. Her focus was clear: Strengthen relationships across the housing community, especially in areas where property managers and agencies have not always been on the same page. This year, the Portland Chapter connected directly with partners, including Home Forward (Section 8) and the City Inspector's Office, creating open lines of communication and reinforcing the shared goal of providing safe, high-quality housing for Portland residents.

But collaboration didn't stop at the professional level. Portland NARPM® Members also dedicated time and energy to giving back to the community. The Chapter hosted a happy hour at Community Warehouse, a local furniture bank that helps furnish homes for families in need, and supported Urban Gleaners, a nonprofit fighting hunger by redistributing surplus food. These partnerships reflected what the Chapter — and its leadership — stand for: using the power of property management to uplift and improve lives.

The Chapter's Legislative Happy Hour became another standout event, offering Members a space to share perspectives on local housing policy and business challenges while finding common ground around shared values. Portland members also joined forces with the Multifamily NW Association for "On the Hill" Day and participated in City Council meetings, ensuring that the voices of single-family rental owners and property management professionals remain part of the public dialogue.

This year, the Chapter also took its educational mission to new heights. Members had the privilege of hosting two nationally recognized NARPM® speakers, strengthening ties with the national community while bringing invaluable knowledge to Portland's local Members. The momentum continued as Portland hosted the 2025 Northwest Regional Conference, thanks

to the dedication and leadership of Nicole Kelly, Alec Garcia and many other Chapter Members who worked tirelessly to make the event a success.

The Portland Chapter doesn't just function as a collection of Members — it works as a true team. Each person brings their strengths to the table, supporting one another and keeping the chapter's focus on professionalism, education, and community. That teamwork was recognized nationally when Portland received the Chapter Excellence Award at the 2025 NARPM® National Conference in Orlando. Nearly a dozen members traveled over 3,000 miles to represent Portland at the event, a true testament to their dedication and unity.

Portland's impact extends well beyond the local level. Chapter Members are leading across the country, including Katie McNeely, serving as the Southeast Regional Vice President, and JJay Jensen, serving as the Pacific Islands RVP. Looking ahead to 2026, Nicole Kelly will continue that legacy as she joins the NARPM® National Board of Directors. This level of engagement underscores the Chapter's reputation for producing capable, driven leaders who give back to the organization that has given them so much.

As the year draws to a close, one thing is clear: Portland is a Chapter built on connection, leadership and service. Its Members embody the belief that when professionals collaborate, share knowledge and invest in each other, the entire industry grows stronger. The theme "Community Over Competition" wasn't just a tagline for the year — it became the standard for how this chapter operates and how its Members support one another.

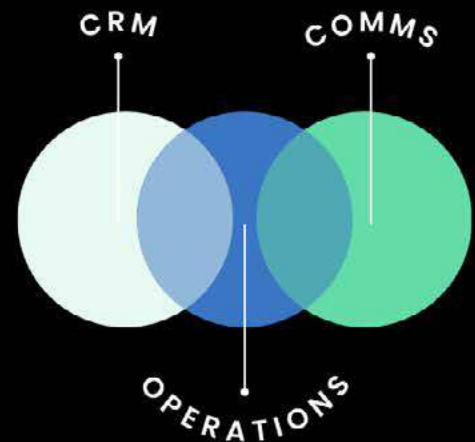
Looking ahead to 2026, the Portland Chapter remains committed to continuing the work that makes NARPM®'s mission thrive: elevating professionalism, supporting fellow property managers, and creating opportunities for education, advocacy and service across the region.

Under Coty's leadership, the Chapter didn't just maintain momentum — it set the pace for what community-driven property management can look like. It's a legacy of collaboration that will continue to inspire for years to come. 🏡

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Anne Lackey is the co-founder of HireSmart Virtual Employees, hiresmartvirtualemployees.com, a full-service HR firm helping others recruit, hire & train top global talent. She has coached and trained hundreds of people in the U.S. and Canada in creating successful businesses to be more profitable and to create the lifestyle they desire. She can be reached at anne@hiresmartvirtualemployees.com or at meetwithanne.com.

Staying steady when December turns up the pressure

Everywhere you turn this month, it's lights, music and reminders to slow down and savor the season. For most people, December means time off, slower schedules, and a chance to catch their breath.

For property managers, it's the opposite. While the rest of the world unwinds, you're ramping up, closing out financials, managing tenant requests, and fielding maintenance emergencies. The pace that feels festive for others often feels relentless for you.

It's hard to find a holiday spirit when you're buried under year-end reports or handling storm damage after a night of heavy rain. There's just so much to do, and most of it can't wait. Every property manager knows what it's like to juggle work and family commitments, but December seems to turn up the volume on both.

If you've ever felt stretched between your workload and your family calendar, you're not alone. December has a way of stretching even the most organized managers thin. But this month doesn't have to break you. When you plan around its rhythms instead of fighting them, you can make it through with your sanity and maybe even a little joy intact.

WHY DECEMBER FEELS SO HARD

December piles on from every direction. At home, everyone wants you present and cheerful, but your head's still in your inbox. At work, deadlines tighten, patience shortens, and year-end accounting, 1099s and budgets all come due at once. Even if you've been proactive, you're still depending on vendors, bookkeepers, and owners who are racing to wrap up their own work before disappearing for the holidays.

Then come the real-time crises: Heat goes out, pipes freeze, roofs leak after a hard rain. Half your team's on vacation, and the property never checks the calendar before something breaks. The call always seems to come right after you've turned off your computer and grabbed your coat.

If that sounds familiar, it's because every manager has lived it. December tests every system and boundary you've built. The challenge is to accept that truth without resentment and prepare for it instead of hoping it'll be easier this year.

WORK AHEAD, THEN LET GO

The best way to make December survivable is to start early. A strong November makes an enormous difference.

Run preliminary reports before the holidays so you're not discovering discrepancies in the final week of the year. Double-check vendor payments and owner statements before people disappear for vacation. Draft messages in advance so you're not writing under pressure when the phone won't stop ringing.

It's also worth asking whether every deadline is truly fixed. Many owners appreciate honesty more than speed. If you tell them in October that final year-end reports will arrive by January 15, most will be glad you're taking the time to make them right.

Work that's spread across two months is manageable. Work that's squeezed into one becomes chaos. And once you've done all you can, stop trying to perfect what's already finished. December rewards completion, not over-correction. Close what you can, communicate what's pending, and let the rest wait.

Even with good preparation, December will still test your systems. That's when leadership matters more than logistics.

PROTECT YOUR PEOPLE AND YOUR TIME

Staffing is the December problem that sneaks up on everyone. Vacations, family obligations, and weather-related emergencies always seem to collide.

Cross-training is your best insurance policy. Everyone on your team should be able to handle at least one key task outside their usual role. When you build that flexibility early, absences stop feeling like emergencies.

Make sure you've got a clear coverage plan that spells out who handles what and which issues truly count as urgent. A burst pipe at midnight? Yes. A question about a lease renewal in February? That can wait until morning. Setting those boundaries protects everyone's sanity.

If your team is small, get creative about balancing

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the load. Sometimes that means redistributing administrative work or simplifying nonessential reporting. Sometimes it means bringing in extra help without adding another full-time local hire.

More firms are turning to full-time virtual employees who handle administrative and communication tasks year-round, helping managers stay responsive without burning out their core teams. It's a smart way to maintain balance during high-demand seasons.

Boundaries matter for you, too. Property managers are wired to respond, but responsiveness has limits. Decide what "available" means this month, communicate it clearly, and hold to it. Protecting family time isn't an indulgence. It's essential to your well-being. When you model balance, your clients respect it, and your team follows your lead.

And if you miss a holiday event or run late to one, give yourself some grace. Property management is full of unpredictable moments. What matters is that they don't consume the whole month.

SIMPLIFY THE SYSTEMS

Technology should make December lighter, not louder. Too often, it does the opposite.

Take a fresh look at your notifications and workflows. Do you need to be copied on every maintenance update, or can they roll into a daily summary? Can your after-hours call system separate real emergencies from the ones that can wait? Can your tenant and owner portals handle simple requests that would otherwise fill your inbox?

Automation only helps if it actually frees you up. Let the tools handle routine work, but keep an eye on communication that affects relationships. Before you send automated messages, check the tone and timing. A poorly worded update can create ten new calls you didn't need.

This is also the month to decide what can wait. The office doesn't have to be perfectly decorated. The holiday newsletter doesn't have to be flawless. The owner gift doesn't need elaborate packaging. Professionalism shows up in how you prioritize, not how you polish.

Good enough keeps your business moving. Perfection slows it down.

REFLECT AND RESET

Somewhere in the middle of all this, December gives you small pauses to think. Leasing slows down. The phone quiets, even if only for a bit. Those are good moments to look back and ask what worked and what didn't.

Which clients required more time than they were worth? Which systems cracked under pressure? Which team members quietly carried the load and deserve recognition?

You don't need a formal report, just notes while it's still fresh. Those observations will help you start January with a clearer plan.

Honest communication helps more than anything this time of year. Most stress comes from unspoken expectations. Owners are more patient when you tell them what to expect. Teams stay motivated when you recognize their extra effort. Families show more understanding when you explain what this season really demands. Openness clears the air and restores trust after long, demanding days.

When you're overwhelmed, stop and sort things out. Ask yourself: What truly needs to happen now? What can wait for January? What doesn't need to happen at all? That bit of clarity helps you breathe again.



LOOKING AHEAD

The holidays may never feel restful in property management, but they still hold meaning. They remind you how many people rely on your steadiness, how many families can celebrate because you handled what could've gone wrong.

So when you hear the phrase "holiday spirit," think of that. Think of the resilience, the care, and the quiet professionalism that keep communities running when others are taking time off. That's the property manager's version of it, and it's worth feeling real pride in what you do for others. 🏠

Continued from page 9 "Overwhelmed"

That means visibility and optimization aren't just about Google anymore — they're about ensuring AI tools understand your business correctly.

New KPIs are emerging:

- Visibility and impressions
- Brand presence and sentiment
- Relevance and salience (how your brand connects to key concepts)
- AI visibility and entity consistency

THE HALLUCINATION PROBLEM

AI doesn't always get it right. When information about your brand is missing or inconsistent, AI can hallucinate — fill in the blanks incorrectly.

It's like this:

"Mary had a little..." — you assume "lamb." But what if it was a dog?

If you don't supply accurate data, AI will make assumptions about your services, pricing or guarantees. And that's dangerous for your reputation.

CONTROL THE NARRATIVE BEFORE SOMEONE ELSE DOES

The bottom line:

- User behavior has changed.
- AI is now part of every search and decision.
- Trust, authority, and visibility are your new currency.

Don't let fear hold you back. Start by understanding where you are, then take small, strategic steps to build an AI-aware brand.

Those who adapt early will lead the next phase of property management marketing. 🏠

Break free from the old.

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Are you trapped in outdated systems and overwhelmed by clunky workflows? It's time to escape the chaos and embrace the future. Rentvine empowers property managers to disrupt the norm, streamline operations, and scale with ease.

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the pandemic, but higher than historical norms. This reality is expected to keep renters moving at lower rates in 2025.

PREDICTION NO. 5: PORTFOLIO GROWTH WILL STILL HAPPEN — BUT AT A SLOWER PACE

For the seventh year in a row, portfolio growth is property management companies' No. 1 priority, according to Buildium's Industry Survey. 91% of businesses plan to expand in 2025 and 2026, in line with their growth expectations on the previous year's survey.

What's changed is the pace of growth that companies expect. In comparison with past years, a larger segment of companies — and in fact, a majority — plan to expand by 25% or less. As for how companies plan to grow: 78% of third-party management companies will actively recruit new clients during the two years to come, an increase of 7 percentage points over 2023.

PREDICTION NO. 6: RENTAL OWNERS' INTEREST IN PROPERTY ACQUISITIONS WILL RISE

Responses to Buildium's most recent Rental Owners' Survey showed early signs of an increase in portfolio growth expectations, with 44% of rental owners expecting to acquire new properties in the two years to come. This represents an increase of 9 percentage points since 2023, when Buildium first identified a disparity in growth expectations between property management companies and their clients.

With interest rates expected to continue their downward trajectory in 2025, rental investors who were kept on the sidelines in past years may be willing to reenter the market.

PREDICTION NO. 7: THE ONGOING HOUSING SHORTAGE WILL MAINTAIN HIGH PROPERTY PRICES

Though falling mortgage rates may make property investments more affordable, prices are expected to remain high — and, in fact, to increase by 4.4%, according to Goldman Sachs (<https://www.goldmansachs.com/insights/articles/us-house-prices-are-forecast-to-rise-more-than-4-percent-next-year>). Price growth has been strongest in the Midwest and Northeast, which haven't received the same number of new housing units as the Sun Belt.

What's continuing to push up property prices? The pace of housing construction has been below what's needed since the Great Recession, and recent years have seen an uptick in household formation, resulting in increased demand for both for-sale homes and rentals — particularly those at affordable price points. Zillow estimates that the market had an estimated deficit of 4.5 million homes in 2022, despite an influx of 1.4 million new housing units that same year (<https://www.zillow.com/research/affordability-housing-shortage-34153/>).

PREDICTION NO. 8: ONGOING LABOR SHORTAGES WILL KEEP MAINTENANCE WAGES HIGH

Labor markets are tight around the world, a trend that began during the recovery from the Great Recession but is expected to worsen as workers age and population growth slows, according to McKinsey (<https://www.mckinsey.com/mgi/our-research/help-wanted-charting-the-challenge-of-tight-labor-markets-in-advanced-economies>). When the economy is growing, more jobs are created, resulting in greater demand for workers.

However, because a growing economy also results in more construction — and because many workers with manual skill sets are nearing retirement — competition for maintenance workers is tight, putting upward pressure on wages.

PREDICTION NO. 9: USAGE OF ARTIFICIAL INTELLIGENCE (AI) TOOLS WILL INCREASE FOR COMMUNICATIONS AND MARKETING

In our relationship-focused industry, technology is best viewed as a supplement to staff rather than a replacement. Tools like artificial intelligence are enabling property management team members to spend less time on repetitive processes, and more time building connections with customers and adding value through their specialized expertise. As a result, adoption of AI tools is certain to grow.

Where is AI having the biggest impact? PwC and ULI describe how real estate professionals are using new technologies for property marketing (such as creating listings and conducting virtual walk-throughs), chatbots (for communication and scheduling), and market analysis. AI solutions are helping to streamline processes like the creation of marketing descriptions, according to Multi-Housing News (<https://www.multihousingnews.com/exploring-the-intersection-of-ai-and-personalized-service-in-multifamily-operations/>), and can even discern where property repairs are needed and enable responses outside of business hours.

PREDICTION NO. 10: COMPANIES WILL INCREASE THEIR EMPHASIS ON THE RESIDENT EXPERIENCE

2024 has seen several proptech companies launch solutions to enhance the resident experience. Eighty-eight percent of renters would like to complete rental processes online, a 17-point increase since 2021, according to Buildium's annual Renters' Survey. This includes a majority of all five generations, ranging from 61% of Silent Generation renters all the way up to 94% of Generation Z and Millennial renters. In 2025, we expect to see more companies launch technologies to increase resident satisfaction and loyalty. 🏠

Household formation has been strong: According to Harvard's Joint Center for Housing Studies, 1.5 million new households were created throughout 2023—down from 2.3 million in 2022, but up from an average of 915,000 during the preceding decade.

Continued from page 17 "Discussion"

are not leaving now? Now you have to evict. Huge can of worms. They moved. They turned in keys. The lease term is one thing, possession is another. Follow your usual process of repairing the property and charging them accordingly. Keep the same process for all tenants, all the time.

A We pay out on the sixth and pay multiple times each month as funds clear. I understand set times, too, but we are a size where it's easy to do (275 doors). So, we don't mind, and our software makes it so easy. Then we post statements on the last day of the month to everyone.

A We always get a signed surrender document at move-out. The now ex-tenant would never be allowed in after that document is signed. They would be refunded any overages and deposits in the appropriate amount of time.

If you let them back in, especially without a signed surrender document, then they decide not to leave voluntarily for whatever reason, now you have a nice, expensive eviction on your hands. We also do not allow tenants to repair their own damages. The reason being, the majority of the time, the "repair" is worse than the original damage and is now more work and more expensive to fix than it would have been had they just not touched it.

A Document, document, document!

1) Check the lease agreement.

2) Were there any written communications about the tenants moving out before the end of the lease?

3) Did you do a move-out walk-through with them?

4) Have the utilities been switched back to the owner/PM's account?

5) Do the tenants have proof of insurance coverage until the end of the lease?

6) Best to use electronic lockboxes (e.g. Sentrilock) as those are covered by E&O insurance. Check with your insurance provider if your policy covers numerical/key lockboxes, in case of abuse.

Once the tenants have formally communicated their early move-out and surrendered the keys, you are now in control of access to the property. If they try to gain access without your consent, that is a crime (trespassing, home invasion, break-in, etc., depending on the local laws). Understandably, I get it that they could have cleaned the place and fixed the broken parts, but they had time to do so before moving out. Definitely talk to a lawyer with expertise in residential property and check local laws.

I am not a lawyer. My 2 cents.

Remember – everything you read on the Internet is not true. If necessary, seek legal counsel.

See the entire discussion here:

<https://community.narpm.org/home>

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Sudhakar Karumuri
Beacon
Cedar Park, TX

Jeff Leatherwood
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College Station, TX

Ty Lee
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Management LLC
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Property Management
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