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Learn What Really Happens in Vegas Broker/Owner Retreat

When the commitment was made last year to get more involved with my local and national chapters of NARPM® – all of my fellow members told me I had to attend the annual Broker/Owner Retreat that was coming up in the early spring. What a great idea! Go to a conference where like-minded owners and principals of property management companies get together to share ideas. Count me in for that.

This year, I was able to attend the Broker/Owner Retreat in Las Vegas, immediately followed by the Pacific Southwest Regional Conference the next day. The two-day retreat was full of open microphone sessions, impressive speakers, and small group networking activities that gave me an opportunity to seek out more in-depth answers to some of the most pressing questions about our property management business.

During the open microphone panels, the audience was able to ask questions about certain topics that were set up for discussion. We heard insight from small, medium, and large companies about each particular topic. This was a great format, as it offered something for everyone, covering several key topics of the day. It also afforded me the opportunity to ask a question of the panel, spinning off into a topic where 500 NARPM® members may be able to offer further insight.

With the ever-changing technology, large companies are seeking ways to better manage their daily operations and to streamline their already successful machine. Small companies may be there looking for ways to grow their companies through marketing and back office management techniques. All types of indi-

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What I was surprised by is how all of the NARPM® members were completely open and willing to share ideas, tips, and techniques in building their business. I was already being told of this by other members prior to attending, but I just had to see it for myself. One such NARPM® member, attending from my market, said there is more than enough business for everyone – going on to say that it just makes sense to share all of our information, making the whole industry look and perform better.

There were owners there with more than 40 years of experience and who were managing 3,000 plus units, and there were rookie property managers looking to gain valuable insight on the business. One of the most important lessons I learned is no matter how much experience you have, or how many units you manage – there is something for everyone to gain from this conference. This truly stuck with me as I commented later on how impressive it was to see the level of experience of attendees. It was a great opportunity to gain valuable experience from business owners already running well-established companies.

viduals were there to share ideas in an open forum, which is rare in most industries.

After the formalized sessions were completed, there was ample opportunity to network with other NARPM® members. The most valuable insight was gathered after the class sessions were over and the one-on-one interaction began. It is amazing what you can learn about your own market by simply listening to other NARPM® members talk about theirs. Having the chance to visit with other business owners to discuss marketing, websites, and 100 different other business insights will be something to look forward to every year.

Along with two dozen pages of notes, the one giant thing I took away from this event is that there is always more to learn and always more to improve on. If you can take just one important thing away from the conference – it was time well spent. Other attendees were telling me they get so much out of the conference that the real challenge is putting just some of those ideas into use. The Broker/Owner Retreat was certainly time well spent for me, and I plan on making this an annual must-attend event! 📍