

Thank you for your interest in NAA. We welcome your inquiry. The purpose of this document is to provide an overview of NAA, its members and the affinity program, which is called Open Door.

There are many opportunities through NAA to get involved in the multifamily housing industry and promote your brand and products to the largest group of influential rental housing professionals in the country.

**You can:**

- ▶ Join NAA and become a member of the National Supplier Council
- ▶ Become a sponsor
- ▶ Advertise your products through our print and digital channels
- ▶ Exhibit at our various conferences

Information about these opportunities can be found on the NAA website, including a robust media kit and sponsor opportunity matrix.

**OPEN DOOR AFFINITY PROGRAM INFORMATION**

The NAA organization is highly selective in determining appropriate products and companies to evaluate for the Open Door Affinity Program. The information provided herein will educate interested parties on the NAA organization and its membership as well as the requirements to be considered for the program.

NAA receives hundreds of inquiries each year from companies and individuals who have a product or service that may benefit NAA members. Only after conducting a thorough evaluation, as well as rigorous financial and operational due diligence, of the potential product or service, will NAA consider a company or individual for Open Door. Only a small number of products or services will be added to the program each year.

**The key criteria for inclusion in Open Door are:**

- ▶ A national offering that is relevant to and benefits a significant portion of the NAA membership.
- ▶ A deep understanding of the multifamily housing industry and consumers.
- ▶ A significant investment in marketing beyond NAA channels by the company participant .
- ▶ A minimum annual revenue guarantee paid to NAA, not dependent upon sales volume.

Open Door offers a unique and valuable opportunity for companies to reach multifamily housing professionals. As the nation's leading organization in the multifamily housing industry, NAA's brand is well known and represents quality, trust, value and reliability. NAA's commitment to its members is to provide relevant, best-in-class quality resources with value they typically cannot find elsewhere.

Please consider your company's qualifications for inclusion in this program carefully. If you believe there is a match, **complete the questionnaire found on Page 6** of this document and submit your responses to [sales@naahq.org](mailto:sales@naahq.org).

## NAA

NAA's purpose is to enable every single one of our members to fulfill his or her professional goals with great competence, speed and the highest standards of ethics. Through the apartment housing industry's most comprehensive range of educational, networking and advocacy resources, we will continue to provide the best value of any professional organization by consistently offering the greatest tangible returns.

### We are:

- ▶ A federation of nearly **170** affiliated apartment associations.
- ▶ Over **72,000** members. Members in good standing of any affiliated association are automatically considered members of NAA and entitled to NAA benefits.
- ▶ Representing more than **8.8** million apartment homes (units) globally.

Founded in 1939, NAA members represent all facets of the apartment housing industry:

- ▶ Apartment Owners
- ▶ Management Executives
- ▶ Regional Supervisors
- ▶ Property Managers
- ▶ Leasing Consultants
- ▶ Maintenance Personnel
- ▶ Suppliers
- ▶ Developers
- ▶ Builders
- ▶ Investors
- ▶ Related business professionals.

## NAA AND INDUSTRY INFORMATION

- ▶ Top **50 largest** U.S. apartment owners and managers are NAA members.
- ▶ The apartment industry and its residents contribute **\$1.3 trillion** to the economy each year.
- ▶ Apartment firms spent nearly **\$70 billion** on operating, maintaining and improving communities.
- ▶ More than **12 million** jobs are supported by the apartment industry.

Based on the NAA *units* Magazine readership study:

- ▶ 82 percent of readers are involved the purchasing process at their company.
- ▶ 57 percent establish their company budget.
- ▶ 62 percent determine the need for products and services.
- ▶ 41 percent establish specifications for products/services.
- ▶ 60 percent recommend/select products/services.
- ▶ 56 percent authorize/approve purchases.
- ▶ \$11.17 million average organizational operating budget represented by the typical reader fiscal year 2016.
- ▶ \$2.68 million average amount of products/services recommended, specified or purchased by an organization during the past 12 months.

More powerful information is contained in the NAA media kit on our website.

## OPEN DOOR

Launched in 2015, Open Door was founded on the belief that the commercial strength of the NAA membership could result in the acquisition and offering of significant member cost savings on products and services used by multifamily housing professionals.

Currently there are more than a dozen company participants and products offered to NAA members. The current list of products/services available through Open Door can be found on its website.

### The vision of Open Door is twofold:

- ▶ Enhance member value in NAA.
- ▶ Increase non-dues revenue to NAA.

### The mission of Open Door is:

- ▶ To provide members with relevant best-in-class products consistently backed by top quality service.

## PARAMETERS & REQUIREMENTS

NAA typically only considers companies and products/services that have all of the following attributes:

- ▶ **Member Need/Relevance**—There is a clear member need for this product and service and therefore relevance among a significant number of members.
- ▶ **Experience with Multifamily Housing**—The company currently provides its products and services to a significant number of multifamily housing customers.
- ▶ **Unique Member Offer**—The product or service offered to NAA members is more attractive than what can be found in the general marketplace.
- ▶ **Available Nationally**—The company is able to sell and service its products in all 50 states.
- ▶ **Affinity Capable**—The company understands and is able to demonstrate its ability to manage affinity relationships and to customize their operations to meet the requirements of NAA members.
- ▶ **NAA & National Supplier Council Memberships**—All Open Door participants must join NAA and the National Supplier Council for \$1,700.

### Upholding Best-in-Class Reputation

NAA's Open Door Affinity Program positioning is centered on providing access to high-quality products and services at pricing that is not available in the general marketplace. NAA will only consider products/services from participating affinity companies that provide a proven value to NAA members.

NAA members expect the NAA organization to uphold their high standards of value and service, and they will not hesitate to call and voice their opinions to that effect. As a result of our organization's strong commitment to member satisfaction. The Open Door team conducts rigorous financial and operational due diligence on all potential products/services prior to inclusion in the program.

- ▶ **Financial Due Diligence**—As a part of the evaluation process, the NAA team performs extensive due diligence on the company's financial performance, including a review of balance sheets and cash-flow statements. This also includes privately-held companies.
- ▶ **Operational Due Diligence**—NAA has high expectations for Open Door participants in terms of streamlined operations and a high-touch customer service. NAA will perform an extensive review of each company's operations and facilities to ensure NAA members receive optimal service.

Many of the affinity companies provide a unique, toll-free 800 number for NAA members, and the customer service representatives are trained to handle the unique needs of multifamily housing professionals and NAA members. We require that dissatisfied members or complaints are treated in a timely and professional manner and escalated to senior management when necessary.

**Compensation**—To recoup administrative costs, NAA requires a minimum annual revenue guarantee of \$20,000 independent of sales/volume.

Additionally, NAA prefers compensation that provides for ongoing revenue based on the success of the program. This typically includes payment on the acquisition of new customers and a percentage of volume (e.g. sales, transaction volume, loan volume, etc.).

We trust the NAA brand will secure a long relationship with our members, and therefore we typically do not entertain compensation based solely on the acquisition of an NAA member as a customer. This type of “one-and-done” payment methodology will likely not be considered.

**Marketing Requirements**—Open Door participants are expected to market their services directly to members (one of the many benefits of being a participant is access to the NAA member list and brand). These expectations, along with reporting requirements, are clarified below:

**Marketing Plans**—We suggest submitting an annual communication plan outlining how to grow awareness, leads and sales from NAA members. It will be important to track, report and analyze each marketing initiative. The most successful Open Door participants utilize an integrated marketing plan to maximize their exposure to NAA members.

**Relationship Manager**—We request that each participant identify an experienced relationship manager to serve as a primary liaison with the Open Door/NAA staff. The relationship manager will oversee the implementation of the marketing plans, handle day-to-day contact with the NAA staff, help troubleshoot any operational item and help resolve any customer service issues.

**Marketing Resources**—Participants will need to provide resources to develop marketing plans that NAA staff may request for inclusion in NAA marketing channels. These marketing resources should be qualified to identify new ideas and opportunities to promote their product/service in NAA channels, and to develop the marketing material appropriate for those channels. For example, NAA staff will not write articles about your product or service; however, they will provide guidance on structure and content.

**Reporting Requirements**—NAA desires to gain a deep understanding of NAA members’ behavior in Open Door through standardized reporting. Tracking and reporting are crucial to interpreting the success of our marketing strategies. Therefore, each participant is required to submit monthly or quarterly performance and revenue reports that detail the number of new and active customers, sales and NAA revenue, as well as other key measures to success.

**Contractual Requirements**—Each accepted Affinity Company Participant will be required to enter into a standardized NAA agreement.

## BENEFITS OF BECOMING A COMPANY PARTICIPANT IN OPEN DOOR

The benefits a participating company can expect to receive when they become part of Open Door include:

**NAA Brand**—The NAA brand and its logo are symbols of quality, trust, value and reliability. A valuable part of becoming a program participant is being included in the collection of Open Door resources and the opportunity to co-brand your marketing with the NAA Open Door brand. Members recognize and trust the NAA Open Door brand, leading to greater awareness, open rates and responses.

**NAA Member List**—Company participants may have access to the NAA membership list that can be segmented. NAA retains the rights to approve the use of the member list in terms of marketing message, frequency and channels. To that end, a mutually agreed annual marketing plan for the following year will be developed in the fourth quarter of each year.

**Open Door Marketing**—To create awareness of Open Door with NAA and subsequently drive leads and sales, participants will utilize an integrated multichannel marketing strategy that features and promotes the entire program. Key marketing channels include:

- ▶ **NAAhq.org**—Open Door is featured on NAAhq.org. All Open Door products/services are included on the website, along with a link to participants' websites.
- ▶ **units Magazine**—An award-winning publication, units Magazine is the most read magazine in the multifamily housing industry and will be a cornerstone, along with NAAhq.org, of Open Door marketing. A recent NAA member study revealed that units Magazine is one of the most valuable benefits of membership, and 80 percent prefer the print edition.
- ▶ **E-Newsletters**—There are numerous e-newsletters that will feature Open Door:

e-Newsletter	Target Audience	Distribution Size	Frequency
The Industry Insider	Most all members	55,000	Weekly
Operations Insights	Most all members	53,000	Monthly
Apartment TECHniques	Most all members	54,200	Bi-Monthly
Marketing Buzz	Most all members	30,500	Bi-Monthly
Campus Connections	Student Housing	3,100	Bi-Monthly

- ▶ **Brochure/Flyer**—Brochures/flyers that create awareness of Open Door will be developed. All products/services are featured in this brochure. The brochure will be included in a variety of channels.
- ▶ **Editorial/Articles**—NAA staff leverages its relationship with the NAA Communications team to gain exposure for Open Door products within editorial content. Any editorials or articles that are placed in the NAA channels must be educational or newsworthy (e.g. product launch, enhanced feature, promotion). Advertorials are not permitted.
- ▶ **Events/Conferences**—Open Door will be featured at NAA events and conferences.

**NAA Marketing**—Open Door participants can utilize NAA marketing, sponsorship and advertising channels to promote and market their own individual product. The Open Door team can introduce you to our advertising sales team.

The current media kit for demographic and rate information can be found at [www.naaHQ.org](http://www.naaHQ.org).

**The Open Door Team**—The Open Door team provides substantial support in promoting the program to NAA members. The Open Door team will play a hands-on role in assisting you in marketing to NAA members. This includes imparting knowledge of the NAA member database, best practices, survey and research information; and acting as a liaison with NAA. We will advocate for and assist in communicating the Open Door program and products through NAA marketing channels.

#### **NEW PARTICIPANT QUESTIONNAIRE**

***To be considered for the Open Door program, please submit your responses to the following items to [sales@naahq.org](mailto:sales@naahq.org):***

1. Please tell us briefly why your product/service is relevant to a significant portion of the NAA membership.
2. Provide a brief overview of your company's role in the multifamily housing industry. Who are some of your customers, and how many current customers are in the multifamily housing space?
3. If you are not involved in the multifamily housing market, please indicate why you believe the product or service would be beneficial to NAA members.
4. What unique offer or benefit will your company provide to NAA members (cost savings, free trials, enhanced service, etc.)?
5. Do you participate in any other affinity programs? If so, please share information about the companies you have an affinity program with and how your organization is structured to support affinity programs.
6. Indicate whether your company is able and willing to meet the minimum revenue guarantee.
7. Indicate how you will market the program in the first year.
8. List any geographic restrictions on selling your product and services.
9. Provide a three-year pro forma of anticipated member adoption, member usage and NAA revenue.

#### **ADDITIONAL TERMS**

NAA reserves the right to cancel any review process and withdraw this document.

By responding to the New Participant Questionnaire above, you acknowledge and agree that neither NAA makes any express or implied warranties, representations or guarantees concerning the subject matter of this document or which entity ultimately may be evaluated or chosen as an Affinity Provider. In no event will NAA or any third party have any liability for any direct, indirect, special, punitive, consequential or any other damages (including lost profits) relating to the subject matter of this document or to which entity and evaluations may be undertaken. You further acknowledge and agree that you have the power and authority to submit all information on behalf of your entity.