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# Joint Release

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## Rental Housing Industry Unites to Support Housing Providers

**ARLINGTON, VA | September 29, 2020** – Four associations who serve the rental housing industry, with funding from leading property management software provider [Yardi Systems](#) (Yardi), are partnering to develop a comprehensive strategy to ensure the long-term success of the industry, both amid the COVID-19 pandemic and as the nation’s economy begins to recover. The Institute of Real Estate Management (IREM), National Apartment Association (NAA), National Multifamily Housing Council (NMHC) and National Association of Residential Property Managers (NARPM) are combining their collective resources in this effort.

“Yardi is pleased to contribute \$1M to help the rental housing industry recover from the hardship caused by the COVID-19 pandemic and its economic fallout. With nearly 40 million Americans living in apartments, the rental housing industry plays a critical role in housing them safely and securely. We are delighted that the four major associations who serve the rental housing industry – NAA, NMHC, IREM, NARPM – will share knowledge, develop industry benchmarks, research new ways of operating and provide forward-thinking solutions for the benefit of residents, owners and the rental housing industry,” said Anant Yardi, President and Founder of Yardi.

“IREM fully supports the efforts of Yardi and our industry association partners to position residential real estate for long-term growth,” says Denise Froemming, IREM CEO and Executive Vice President. “Developing shared resources and working towards common goals will help all of us navigate the legislative, operational and economic issues we currently face. Collectively, we can inspire more meaningful action, leading to favorable outcomes for our members and the industry as a whole.”

Robert Pinnegar, President & CEO of the National Apartment Association, said, “NAA welcomes this initiative and looks forward to partnering with our colleagues to develop valuable solutions to property management issues – some of which the industry faced prior to the COVID-19 crisis but many of which were exacerbated by the pandemic. Expanding our regulatory and legislative footprint in state and local governments so they understand the needs of the industry will be one key to success.”

“NMHC is proud to once again partner with Yardi and our allied associations in the mission of jump starting the multifamily industry in the short term as we continue the recovery from COVID-19, and developing a disciplined, sustainable path to ongoing success,” said Doug Bibby, NMHC President. “The pandemic has posed unparalleled challenges to our residents, colleagues and firms. But we now have a singular opportunity to work together in pursuit of long-term prosperity. This collaboration is an important step to that shared goal.”

Gail Phillips, CAE, CEO of the National Association of Residential Property Managers, stated, “NARPM® is delighted to be part of this Yardi initiative. The pandemic has forced the industry to go through many changes in both business functions and advocating on pressures legislatively.

The partnership of these four individual organizations will ensure that all areas in the rental housing arena are addressed through the sharing of our respective knowledge and advocacy efforts. This action will give strength in educating the entire industry.”

Any industry groups who would like to contribute to this effort should contact NAA's [Robert Pinnegar](#).

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### **About IREM**

For over 85 years, our members have made us the world's strongest voice for all things real estate management. Almost 20,000 leaders in commercial and residential management call this home for education, support and networking. Our CPM®, ARM®, ACoM, and AMO® certifications are internationally recognized symbols of ethical leadership and a well-managed property. And our tools deliver decades of on-the-job know-how to help members get even better at what they do. Put simply – IREM and its members are here to elevate the profession. If you know real estate management, come get to know us. Visit [irem.org](http://irem.org).

### **About NAA**

The National Apartment Association (NAA) serves as the leading voice and preeminent resource through advocacy, education and collaboration on behalf of the rental housing industry. As a federation of 152 affiliates, NAA encompasses over 82,000 members representing more than 10 million apartment homes globally. NAA believes that rental housing is a valuable partner in every community that emphasizes integrity, accountability, collaboration, community responsibility, inclusivity and innovation. To learn more, visit [www.naahq.org](http://www.naahq.org).

### **About NMHC**

Based in Washington, D.C., the National Multifamily Housing Council (NMHC) is the leadership of the trillion-dollar apartment industry. We bring together the prominent apartment owners, managers and developers who help create thriving communities by providing apartment homes for 40 million Americans. NMHC provides a forum for insight, advocacy and action that enables both members and the communities they help build to thrive. For more information, visit [nmhc.org](http://nmhc.org).

### **About NARPM®**

The National Association of Residential Property Managers (NARPM®) provides resources for single family/small multifamily residential property management professionals. NARPM® is the premiere association designed for real estate professionals who know first-hand the unique challenges of managing single-family and small residential properties. NARPM provides an effective, professional learning environment for owners of property management companies and their employees. Visit [www.narpm.org](http://www.narpm.org) to learn more.

### **About Yardi**

Yardi® develops and supports industry-leading investment and property management software for all types and sizes of real estate companies. Established in 1984, Yardi is based in Santa Barbara, Calif., and serves clients worldwide. For more information on how Yardi is Energized for Tomorrow, visit [yardi.com](http://yardi.com).