

To: tclarke@nmapartment.com  
Subject: NMAA Market and marketing update - 1/18/2018

Good morning!

I hope you and yours had a nice holiday and happy new years!

As we wrap up this second week of January I have been bombarded with buyer/investor acquisitions calls and setups for tours, additional info and more - surely it is a good sign that 2018 will be an even better apartment investment year than 2017 (which was the best in the last decade). I have just finished the NMAA marketing calendar for this year and look forward to sharing with you what we are doing to cultivate existing investors and create one's.

First things first - I am hosting a client's/friends of clients only event - on **Saturday, February 3rd, 2018 starting at 9am I will:**

- provide my sneak peek for major events/trends in 2018
- an overview of what we learned from the market in 2017
- where the market is headed and how NMAA is repricing our client's listing to meet that demand
- why the city of Albuquerque has been an active investor and what they are looking for
- the impact of walk/scores on your apartment investments
- I will reveal the strongest apartment markets & submarkets in NM and what is driving them
- some amazing new product is coming to the market
- Loopnet has made some radical changes to their service and offering - I will provide an update on those changes and its impact on our market
- review the impact of vacation rentals on apartment values
- discuss some new products that are out there to assist owners in renovating their apartments
- discuss the impact of financing and changes in the interest rate on values
- I am seeing more and more non-refundable earnest money enter into the transaction - what that means for your properties
- the impact of virtual tours on our business and minimizing the impact on your residents
- what we have learned from international investors that has led NMAA to repackaging of the Albuquerque Market as the Santa Fe / Albuquerque trade area
- NMAA Plan to create more investors this year in different marketing medias and our "ask the pro" series pod-casts

In short, I hope to share with you the major trends that impact our industry so you can made decisions this year on solid information.

If you are available and would like to attend, please RSVP here [www.nmapartment.com/client](http://www.nmapartment.com/client)

**Additional updates:**

- most of the apartment investors phone calls I am receiving this month are for one of three products: owner occupied quality, value add (5 to 19) units, or nicer/newer for 1031 exchanges - \$1M to \$5M.
- I meet with Japanese investors next month
- the Chinese (investors) are returning this fall

- the spring season generally begins 2/1 - expect to see quite a bit of market activity starting then, ramping up by Valentine's day and carrying us through to Q3-2018

Finally, if you have not had a chance to do so, I am updating financials on all of the NM Apartment Advisors listings - please send me your current rent roll and end of the year 2017 profit and loss statement so I can let you know if we should be changing the price on your property.

If you could RSVP by this weekend, that will ensure I have enough food for everyone - again the link to RSVP is at [www.nmapartment.com/client](http://www.nmapartment.com/client)

As always, thanks for allowing me to represent you,

Thanks

Todd Clarke CCIM

CEO

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PS - you are were sent this email either as a client or co-broker of NM Apartment Advisors - if you feel like you should not have recieved this email, please let me know as soon as possible.