



ANNUAL YEAR IN REVIEW

naahq.org

National Apartment Association

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Bob Pinnegar, CAE
NAA President & CEO



Dear NAA Members,

Thanks to your diligent efforts, the past year was another record one for our association. The accomplishments listed throughout this report underscore the powerful impact of our work together. From tangible advocacy wins – including stopping federal rent control – to expanded professional programming and so much more, your membership investment is returning a stronger, more resilient rental housing industry.

There's no doubt that the challenges we face – from elevated operating costs, especially insurance, to adverse policy battles – continue to have an impact. Nevertheless, the industry's outlook remains strong because of our successes and the enduring fact that the work of housing providers to balance the business of housing with the humanity of home has never been as important as it is today.

Our industry and association are stronger because of you. The work that each of you do matters. We look forward to a continued partnership with you on advocacy, education and accomplishment in the year ahead.

Best,

Bob Pinnegar

NAA President & CEO

NAA is dedicated to elevating the entire industry and ensuring a prosperous future for our members.

HIGHLIGHTS

Product Offerings



Companies Submitting Financial Data for Benchmarking



Jurisdictions Reviewed as Part of the Locality Project



New Forms Created



Units Using Click & Lease

Events & Networking



50+ Hours of Education
Across Online and In-person Events



1,500+ Nominations
36,000+ Votes in its Inaugural Year

APARTMENTALIZE

Powered by NAA

Introduced a new learning format, four “Fishbowl” sessions.

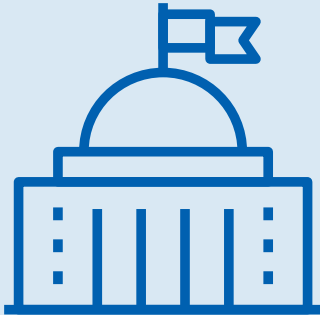
Featured new **Affinity Pavilion** to showcase six industry affinity groups.



59 in-market affiliate visits: assisting with strategic planning, board orientations, installations and conference trade shows.

HIGHLIGHTS

As the **national voice for the rental housing industry**, NAA empowers members with the tools, knowledge and connections to thrive.



Advocacy & Legal

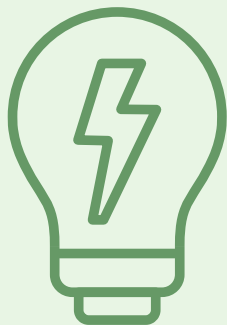
- **Successfully defended the industry against federal regulatory actions, preventing \$29 billion* in income loss** by fighting federal rent control under Biden administration's "Renters Bill of Rights" proposal

[Click to see the industry's latest regulatory wins!](#)

- **250+ Key Contacts** Established in Congress
- **\$678,000+ Invested** across the country through the Housing Affordability Program
- **9 Approved Applications** for the revamped Legal Advocacy Program
- **Launched more Member-focused Legal Resources** via Legal View newsletter and podcast episodes on the NAA Apartmentcast



**Sources: NAA, CoStar Group, Hanson, A. and Brannon, I. Modeling the Impacts of Rent Control (2024).*



Education

- **5,988 students trained in NAAEI credentials** through affiliates, workforce development, university programs and online courses

- **Launched updated CAM and CAPS content**



- **114 online courses**
- **105 scholarships recipients** for credentials, mentorships and conference registrations

Stay up-to-date on what's happening in the industry:

NAA Publications and media keep you informed!



(Click an image learn more)



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4300 Wilson Blvd., Ste. 800

Arlington, VA 22203

833-86-MYNA

naahq.org