

## In-Person Site Visit Toolkit

One of the best ways to demonstrate the issues facing the rental housing community is by hosting your members of Congress for a Site Visit at your rental property. A first-hand account of the day-to-day operations of a property can help shed light on the issues that face NAA members every day. These Site Visits can help members of Congress understand the issues facing our industry and will help put NAA's policy priorities at the forefront of their minds.

In order to host an effective Site Visit it is important to be prepared for several different aspects of the Site Visit -

### Plan Ahead:

Having a member of Congress visit one of your properties is a great opportunity to both discuss operational issues that you face as a rental housing provider, as well as an opportunity for you to show off your contributions to the community. It is often a good idea to display a "Welcome" sign in a high visibility area to greet the member of Congress. It is also recommended to create an agenda and prepare any relevant data that will support your stances when discussing policy. NAA staff will provide you with talking points for federal policy issues to ensure you have up to date information. Finally, have a camera available to take pictures throughout the site visit.

### Policy:

There are many policy issues that impact the rental housing industry. The NAA has created materials to help you be prepared to discuss any policy discussions that may arise:

- Visit [INSERT Site Visits Page LINK] to familiarize yourself with NAA's priority issues and to view other materials related to your Site Visit.

### Other Aspects:

- **Dress to impress** – You'll want to dress professionally to meet with your member of Congress during this Site Visit. First impressions mean a lot, so make sure you are dressed to impress!
- **Track the clock** – Members of Congress have very tight schedules; therefore, it is best to keep the site visit concise and on schedule. You will want to make sure that you are familiar with the agenda for the visit and how long each portion of the visit will approximately take (greeting the member, property tour, policy discussion, etc.).
- **Talk about you and your property** – You are the best advocate for the rental housing industry. The member of Congress wants to see your property, but he really wants to hear about you, his constituent! What issues do you deal with day-to-day? What laws or regulations make it hard for you to run your business? How are your residents impacted by certain laws? Above all else, the member of Congress wants to hear your story.
- **Submit feedback** – One of the most important parts of a Site Visit is submitting feedback. The NAA needs to know what was discussed during the visit and if the member of Congress was interested in our issues. This will help the NAA when crafting our legislative strategy throughout the year.