

Virtual 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 Virtual 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 each and every day. These Virtual 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 Virtual Site Visit it is important to be prepared for several different aspects of the Site Visit -

Equipment:

As COVID-19 continues to create an uncertain environment for in-person meetings, these Virtual Site Visits will be completely virtual and will encompass a few pieces of technology. You should be prepared to have:

- Camera – This can be a laptop, cell phone, or any other mobile camera device that will allow you to interface through a virtual meeting platform (Zoom, GoToMeeting, etc.) to ensure you will be able to show the member of Congress your property while still being able to communicate with them.
- Wi-Fi – A strong network connection is important to make sure your video connection remains intact for the duration of the Site Visit.
- Microphone – This will only be necessary if your laptop, cell phone, or other camera device that you are using doesn't have a microphone or if the microphone is broken. Audio will be an important part of the Site Visit for the members of Congress to ask questions and for the both of you to have a dialogue.

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 Virtual Site Visits Page LINK] to familiarize yourself with NAA's priority issues and to view other materials related to your Virtual 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're dressed to impress!
- Create a virtual meeting account – If you do not have one already you will want to create an account on whichever meeting platform you will be using (the office will likely give you their preference). Whether it be Zoom, GoToMeeting, or another virtual meeting platform, it is important to create an account and familiarize yourself with the application before the meeting.
- 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 Virtual 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.