



MEDIA KIT 2022

SAN ANTONIO APARTMENT ASSOCIATION

Founded in 1964



ABOUT US

The San Antonio Apartment Association (SAAA) is a non-profit trade association composed of diverse groups representing and serving the multi-family and rental housing industry whose purpose is to participate in the legislative process, promote professionalism

through education, provide a means of communication to our members and support the surrounding communities.

We are comprised of over 1500 Property Owners, Management Companies and Multi-family Communities representing over 227,000 rental units. Our membership includes over 360 supplier companies providing products and services to our industry.

Mission Statement:

The San Antonio Apartment Association educates, communicates and advocates for professionals in the rental housing industry.

Vision Statement:

A future where rental housing is a valuable partner in every community, where everyone has a home.

Counties Served:

Atascosa, Bandera, Bexar, Comal, Dimmit, Edwards, Frio, Gonzales, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, Maverick, McMullen, Medina, Real, Uvalde, Wilson and Zavala.

For more information about us, [click here](#).

SAAA Board of Directors, [click here](#).

SAAA Product Service Council, [click here](#).

SAAA is a proud local affiliate of the [Texas Apartment Association \(TAA\)](#) and the [National Apartment Association \(NAA\)](#)



We are an association of apartment communities, apartment owners, managers, developers, suppliers, and professionals dedicated to promoting and advancing the needs of the apartment industry!

Membership

Your membership with the San Antonio Apartment Association is a solid investment for your profession, your company, as well as the apartment and rental housing industry as a whole.

We are dedicated to promoting and advancing the needs of the apartment industry. Each year, we host many networking events, provide exceptional career development opportunities, and raise significant funds for advocacy efforts and our community initiatives. It is our members' participation in SAAA that provides the investment and resources needed to advocate at all levels of government, provide education of the highest caliber, and foster countless opportunities for career and business development.

Our members include rental housing owners/developers/management companies, supplier companies, and professionals within the apartment industry! Unlike other associations, the "member" is your company, and anyone who works for the member company is automatically entitled to membership benefits. How cool is that?

BENEFITS

- Networking opportunities throughout the year
- Discounted pricing on events and classes
- Representing Your Company's Interests
- Giving Something Back To The Community
- Training A Professional RentalHousing Team
- Keeping You Informed
- Meeting & Working Together
- Automatic membership in the Texas Apartment Association & the National Apartment Association
- Exclusive use of TAA leases, forms and computer software, and REDBOOK (Legal Reference Book)
- Access to legal forms for owners/management companies of rental housing properties- including the TAA Click & Lease online forms
- Access to career resources
- Committee involvement
- Access to on-line member directory
- Lobbying efforts at the local, state and national level on your behalf

TYPES OF MEMBERSHIPS

- Owner/Management
- Independent Rental Owner
- Supplier Partners

[Click here to access all the Membership information on the SAAA website and get more details!](#)

Membership in SAAA is Valuable!



Government Relations

REPRESENTING THE INTERESTS OF APARTMENT & RENTAL HOUSING OWNERS,
BUILDERS, DEVELOPERS AND MANAGEMENT



policy makers in order to ensure that legislation is favorable to our industry.

Legislation can begin at every level of government and will have a significant impact on the bottom line of our businesses and on our daily work environment. A misconception exists that legislation exclusively impacts property and management company owners. The reality is that it has a global and direct impact on each of us in the industry. When a company's bottom line is impacted it affects employee benefits and financial decisions related to a property's expenses and the community.

The SAAA PAC has paved the way to ensure that the SAAA legislative team is able to be actively engaged on a daily basis with elected officials at the city, state and congressional levels. The SAAA PAC supports candidates for city and county political offices, Texas Legislature and statewide offices.

The SAAA Political Action Committee (PAC) works on behalf of SAAA members. Our PAC strives to develop and maintain productive relationships with key public officials at the local, state, and national levels. We are successful when we have active dialogue with public



For well over 40 years, TAA has represented the views of rental housing owners, builders, developers and managers.

- TAA is the only organization representing all aspects of the rental housing industry with a full-time presence at the state capitol and before more than 20 state regulatory agencies.
- We have more than 10,400 members and represent 1.7 million units throughout the state.
- TAA advocates legislation designed to address the pressing problems and concerns of rental housing owners and professionals.
- TAA has been a key proponent of legislation to increase security measures for residents of rental housing. We've supported legislation that has set the standard for security devices required in residential rental housing, as well as fencing requirements for pool yards.
- TAA has also been instrumental in supporting the passage of meaningful tort reform in the state of Texas.
- TAA works closely with the NATIONAL APARTMENT ASSOCIATION / NATIONAL MULTIHOUSING COUNCIL Joint Legislative Office on federal issues affecting the multifamily rental housing industry, such as fair housing and environmental regulations.
- The TAA staff advises local associations on city and county ordinances and other issues. Read more by clicking the link at the bottom of the page.

All SAAA members also belong to NAA in Washington D.C., which speaks for our industry on a national level.

The national association, in partnership with the National Multi Housing Council, maintains a full-time legislative staff that monitors national legislative activity and lobbies for our industry's interests.

SAAA volunteer members serve on the NAA Legislative Committee and maintain contact with our U.S. Senators and U.S. Representatives to enable them to understand the apartment industry's point of view.

THE NATIONAL APARTMENT ASSOCIATION (NAA) is America's leading advocate for quality rental housing. NAA's mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public.

NAA is a federation of 170 state and local affiliates, comprised of more than 55,000 multifamily housing companies representing more than 6.2 million apartment homes throughout the United States and Canada. Members in good standing of any affiliated association are automatically considered members of NAA and entitled to NAA benefits. Read more by clicking the link at the bottom of the page.

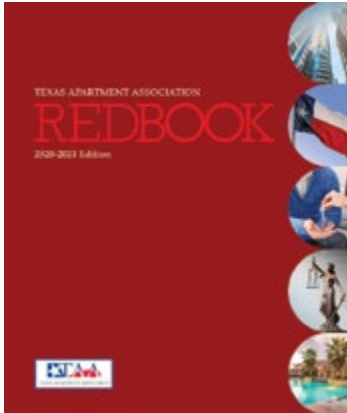
<https://www.saaaonline.org/advocacy>

STATE

FEDERAL

Education

From management to maintenance, leasing professionals to products and services suppliers, the San Antonio Apartment Association offers professional development opportunities for members which allow them to advance their careers and network with their peers. We also offer many nationally-recognized professional designation programs to take your career to the next level!

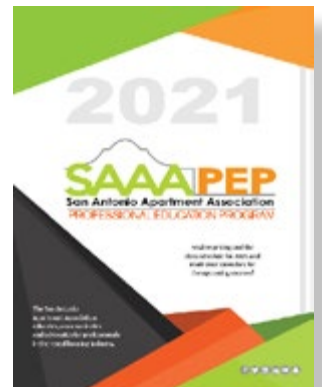


Each year the SAAA Professional Development Department plans out a full course of seminars that benefit our members:

- Legal, Fair Housing
- Leasing
- Maintenance
- Electrical Maintenance
- Pool Operator
- Personal Development
- Resident Retention
- Compliance
- Outreach Marketing
- Sales & Closing Skills
- Accounting
- Business Communications

[Click here to see the full lineup of education courses!](#)

The Professional Education Program (PEP) has been designed to be affordable and valuable to our apartment community members. For example, Main Street Apartments pays the one-time PEP tuition*; throughout the year, the manager, assistant manager, leasing consultants and maintenance personnel can attend any PEP approved class at no charge and all others at a reduced cost (starting at \$61 per class). PEP subscribers will be required to complete a registration form for each class they are planning to attend. SAAA members choosing not to become PEP subscribers may register individually for any course throughout the year for a single class fee. Each class has a specific cancellation date and all registrants are expected to adhere to the cancellation policy and will be responsible for fees accordingly.



National Apartment Association Professional Credential Courses

It's the single MOST important thing you can do for your career

- 86.6% of supervisors noticed an improvement in their employee's work performance after completing the CAMT course
- 75% enhanced the ability to analyze the property's financial operations after completing the CAM credential course and community analysis project
- Upon completion of the NALP course, 81% of the supervisors reported an improved closing ratio
- 100% believe that the CAPS credential course is a good use of the employee's time & the company's money. Additionally, 57% reported an improvement in financial management, risk management, and portfolio management.

What is a professional credential?

The National Apartment Association Education Institute (NAAEI) designation programs are nationally recognized by the entire apartment industry. These programs focus on apartment industry related topics from marketing to financial management.



Communications

Marketing Opportunities / Advertising with SAAA

Get your company's brand, services & products in front of decision makers by advertising with SAAA!

Advertise in the SAAA RESIDENCE MAGAZINE:

Published digitally every month; submission deadline is the 5th of each month; files can be sent in pdf or jpeg format and will have an active link to your website!



Full page ad:

9-12 issues = \$249 per month

5-8 issues = \$299 per month

1-4 issues = \$349 per month

Page size: 8.5" wide x 11" high

Full Page
ad size

Half page ad:

9-12 issues = \$199 per month

5-8 issues = \$249 per month

1-4 issues = \$299 per month

Page size: 8.5" wide x 5.5" high

Half Page
ad size

Quarter page ad:

9-12 issues = \$149 per month

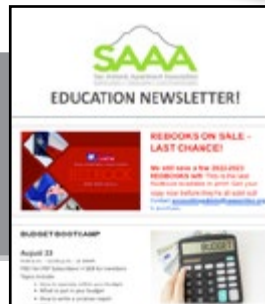
5-8 issues = \$199 per month

1-4 issues = \$249 per month

Page size: 4.25" wide x 5.5" high

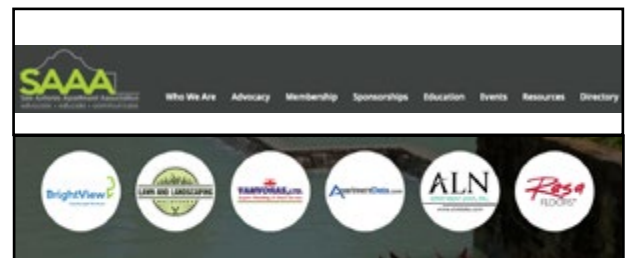
Quarter
Page
ad size

Advertise on one of the **WEEKLY EMAILS** sent out to over 8,000 emails every week! \$300/mo.



Advertise on the **WEEKLY UPDATE!** Sent out every Wednesday to over 8,000 email addresses!

Ad includes a link to your company's website! **\$300/mo.**



Advertise on the **SAAA Website!** Your logo on the front page of the website with a link to your website! **\$300/mo.**



Follow us on Social Media



Events

SAAA provides a variety of events throughout the year for its members. These events give our Members the opportunity to work closely with developers, owners, and managers, and to exchange ideas with other members in similar business situations.



Some of our signature events include:

Maintenance Mania • Cook-off • Casino Night
PAC Business Exchange • PAC Clay Shoot • Tradeshow

[Click here to see the full list of events](#)

[Click here to see sponsorships](#)

