



San Antonio Apartment Association
advocate • educate • communicate

STRATEGIC PLAN 2026

Elevating *Industry*. Strengthening *Community*.



ORGANIZATIONAL PURPOSE

MISSION

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

VISION

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.

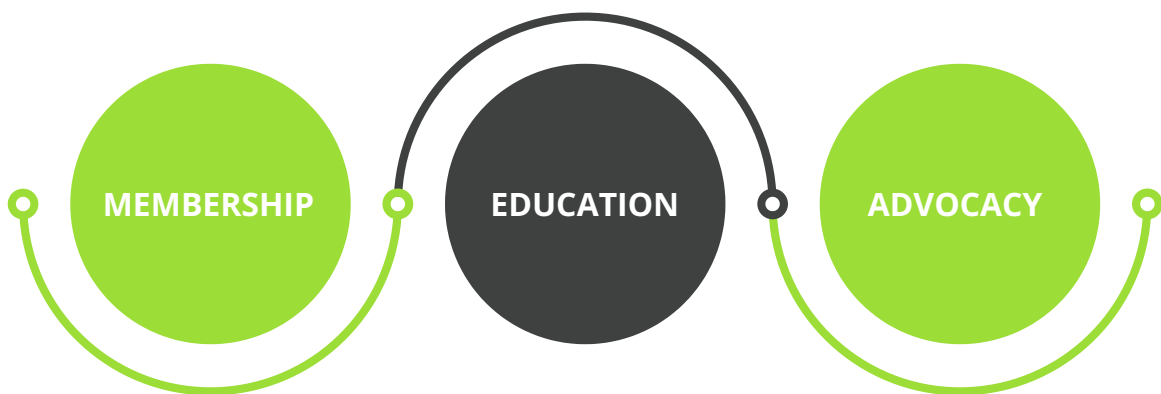


OUR COMMITMENT TO THE FUTURE

The San Antonio Apartment Association stands at a defining moment of growth and opportunity. As the rental housing industry continues to evolve, so must the leadership, strategy, and collaboration that guide it.

This Strategic Plan serves as a clear and intentional roadmap for the years ahead. It outlines how we will strengthen our membership, expand educational excellence, elevate advocacy efforts, and invest in the infrastructure necessary to support long-term success. Grounded in our mission and inspired by our vision, this plan reflects our dedication to advancing professionalism, protecting our industry, and supporting vibrant communities across the 21 counties we serve.

Through focused action and unified purpose, SAAA will continue to be the trusted resource and leading voice for rental housing professionals in our region.



BACKGROUND

The San Antonio Apartment Association (SAAA) plays a pivotal role in the multi-family and rental housing industry. Our mission is to educate, communicate, and advocate for professionals in the rental housing industry. We are a multifaceted organization that actively participates in the local politics that will impact the rental housing industry, promote professionalism through education, foster effective communication among our members, all to contribute to the well-being of our surrounding communities.

The outcome of this Strategic Plan will light the path to a future where SAAA continues to thrive, elevating the standards of the industry, and positively impacting the lives of residents, members, and stakeholders alike. Our commitment extends beyond mere housing; it encompasses creating vibrant communities, fostering sustainable practices, and ensuring the highest level of service delivery.

This Strategic Plan outlines our key objectives, initiatives, and the roadmap to achieve them. By aligning our efforts, collaborating with industry partners, and leveraging our collective expertise, we aim to shape the future of rental housing in San Antonio.



MEMBERSHIP

Membership in the SAAA provides value-add opportunities for its' members through access to the TAA Click and Lease program, educational offerings, and networking opportunities. To enhance membership growth and engagement for the San Antonio Apartment Association, a multifaceted strategy is essential. Attracting new members can be achieved by showcasing the unique value proposition of the association, highlighting exclusive benefits, and creating a sense of community that resonates with industry professionals. Retaining current members requires an understanding of their needs and preferences, which can be gathered through regular surveys and other feedback mechanisms. Engaging in these strategies with a clear focus on the value delivered to members will foster both growth and retention within the association.

OPPORTUNITIES

- ✔ Networking events, educational workshops, and mentorship programs can serve as significant incentives for potential members.
- ✔ Offering personalized experiences, recognizing member contributions, and providing continuous professional development opportunities are key to maintaining a robust membership base.
- ✔ Strategic partnerships and collaborations can also open new avenues for member benefits, further solidifying the association's position as an indispensable resource within the industry.

OUTCOMES

- ✔ Members can see the value of their membership which can be recorded as testimonials to be used to attract new members.
- ✔ Members can gain access to relationships SAAA has in the community.
- ✔ SAAA can recognize members who are helping to further member engagement and growth.

EDUCATION

Educating our members is crucial as we strive to keep providing the latest training and information in the ever-changing landscape of the residential housing industry. Education is one of the cornerstones of the San Antonio Apartment Association, reflecting our commitment to fostering professional growth and industry excellence. Tailoring our educational content to address the specific challenges and opportunities within the San Antonio rental market will provide our members with the practical skills and knowledge needed to excel in their roles. Through these strategic enhancements, we aim to empower our members with the tools and insights necessary for success in the dynamic field of property management.

OPPORTUNITIES

- ✓ Enhance our education program by creating a culture of continuous learning, where ongoing professional development is not only encouraged but seamlessly integrated into our members' career paths.
- ✓ Leverage partnerships with educational institutions (like TAA and NAA) and industry experts, to offer a diverse range of certification programs, workshops, and seminars that align with the latest industry trends and regulatory updates.
- ✓ Adopt flexible learning platforms that cater to various learning styles and schedules that will ensure our offerings are accessible and relevant to all members.

OUTCOMES

- ✓ Measure growth and achievement throughout the educational journey.
- ✓ Provide easily accessible and best-in-class education making SAAA the "go to" place for industry and career education.
- ✓ Bolster the resume SAAA and its members by enhancing the quality and quantity of trained professionals working in the industry.

ADVOCACY

The San Antonio Apartment Association is dedicated to advocating for the multifamily and rental housing industry. With a legacy of participation in the legislative process, the SAAA has been instrumental in representing the interests of members. The SAAA has achieved significant victories, such as saving millions in retrofit costs, fighting amendments to city codes, and influencing policies impacting rental housing. These efforts underscore the SAAA's commitment to safeguarding the interests of its members and ensuring a favorable business environment for the rental housing industry. By fostering a culture of proactive engagement and open communication, the SAAA can strengthen its advocacy efforts and continue to serve as a leading voice for the rental housing industry.

OPPORTUNITIES

- ✓ Actively engage members in the advocacy strategy, leveraging their expertise and collective voice to influence public policy effectively.
- ✓ Provide a comprehensive and robust communication framework to maintain an informed and active membership base through regular newsletters, policy briefs, and interactive forums where members can discuss and understand the implications of political changes that will empower them to act.
- ✓ Engage members who are not currently politically active to participate in the advocacy process to add long-term advocacy continuity for the future.

OUTCOMES

- ✓ By promoting the importance of the local advocacy process, we will increase our member engagement and grow our active advocacy participation.
- ✓ Participation in the SAAA PAC will increase when members understand the impact of legislative changes.
- ✓ Members will be better informed and educated so they can act quickly and effectively when industry issues arise.
- ✓ Ensure future sustainability of our advocacy platform as currently active members no longer wish to actively participate on a day-to-day basis.

BUSINESS PRESENCE

Moving the San Antonio Apartment Association to a larger space can offer numerous benefits that contribute to our growth and evolution. This is a significant step for our growing association, signaling a need for more space and a strategic location that benefits both members and employees.

Prioritizing the need for more physical space has become critical to provide the necessary space for meetings, classes, programs, and events. Our need for a state-of-the-art educational training center will help attract members and help them focus on their educational growth. Additionally, having a space that will more adequately support our needs will have a positive financial impact as we will not have to rent external space because our facility won't support our needs.

A larger space can accommodate growth, enabling the San Antonio Apartment Association to enhance member offerings without the constraints of a smaller office. Overall, relocating to a larger headquarters can be a strategic move that propels a company forward by providing a fresh start, a chance to reinvent our member culture, and an opportunity to make a strong impression on members and employees alike.



CONCLUSION

The San Antonio Apartment Association stands at an important moment in its history. With a strong foundation, dedicated membership, and a clear strategic direction, we are positioned to lead the rental housing industry into its next chapter of growth and influence.

This Strategic Plan is more than a document. It is a commitment. A commitment to our members. A commitment to professionalism and education. A commitment to advocacy that protects and strengthens our industry. And a commitment to the communities we serve across all 21 counties.

By aligning our efforts around Membership, Education, and Advocacy, and investing in the infrastructure that supports our growth, SAAA will continue to elevate industry standards, strengthen partnerships, and ensure rental housing remains a valuable and essential partner in every community.

Together, we will shape a future where everyone has a home.

