

## **Membership Renewal Four Special Payment Options for 2010**

NAIOP Corporate announces three strategies designed to increase membership retention during this renewal season. Each of these strategies is geared toward members facing difficulties in the current economic climate. Our goal with these initiatives is to prove that now is the time that their membership is the most valuable, especially in regards to sustaining industry connections and their career. We hope that our offer to mitigate membership dues will foster increased loyalty to the organization in the forthcoming years.

- **Courtesy Extensions To Begin January 1, 2010**

NAIOP began the courtesy membership extension program in 2004. The policy addressed how NAIOP would handle a member who left their company in a year which their membership was paid for by the company. The policy stipulated that a member is eligible to receive full access to membership benefits through a courtesy extension through the end of the calendar year, provided that the member departed their original company on or after April 1st of the current year. Since its inception, the program has largely produced the desired results of increasing both our membership base and our retention rate.

Under the current policy, members laid off prior to April 1 whose companies paid for their membership would not be eligible for the courtesy extension. Given the current market turmoil, NAIOP believed that a number of members may fall into this timeframe. Therefore, the policy will be amended for this year only to begin courtesy extensions on January 1. This one-time exception allows us to retain members and give them continued access to benefits that will hopefully keep them in commercial real estate.

- **Payment Plan**

Membership dues are normally required to be remitted in full when a member renews. The current economic environment may limit a member's ability to make the full payment. Recognizing this, Corporate will allow members with a December 31, 2009 expiration date to renew by payment plan in 2010. Members participating in the payment plan will be notified that this option is only available for their 2010 memberships. Additionally, memberships utilizing the payment plan option are not eligible for transfers or courtesy extensions.

Corporate created a payment plan form that members electing the payment plan option would need to complete. The form authorizes NAIOP to charge their cards in three installments. Chapters can collect the payment plan authorization form and submit it to Corporate to make the process easier for the member. The form states that the first payment will occur upon receipt of a completed payment form and will not happen later than April 1. It also outlines that the second payment will be processed on June 1 and the final payment will be administered August 3. Final Membership Renewal Four Special Payment Options for 2010 payments must occur by August 3

to provide for adequate spacing between their final payment and their 2011 membership dues renewal form that arrives in November. Subsequent membership renewals will revert to requiring payment in full.

The payment plan form will also contain a check-box for voluntary payments. Members wishing to contribute voluntary payments will have to check the box. Payment of the voluntaries will be applied to the final installment. Corporate and chapters will each receive 1/3 of their dues when the payment is received.

This process will not be promoted in printed materials or on the NAIOP website. Due to complexities involved with implementing payment plans, it will only be offered by Corporate or chapter staff.

- **Developing Leader Membership Assurance Plan**

The DL membership assurance plan is nearly identical to the assurance plan announced at the beginning of the primary renewal period. The DL policy reads:

“In cases of unemployment for Developing Leader members, a waiver of dues until December 31, 2010 – or until the member gains employment – may be granted by the Corporate office upon request and approval by the chapter president. Developing Leaders requesting the dues abatement must be a current member and meet the requirements for Developing Leader membership.”

While this is similar to the existing membership assurance plan, the main difference is that Developing Leaders applying for the dues abatement are not required to have at least five consecutive years of active membership. Membership and Chapter Relations Committee members strongly believe that this policy will foster loyalty among the industry’s young professionals – one of the primary reasons for originally creating the DL program.

Developing Leaders eligible for the membership assurance plan must submit their request, in writing, to their local chapter. Chapter presidents must sign approved requests. Their signature certifies the chapter’s approval and confirms that the member is currently unemployed.

Chapters have the option to decide whether they want to offer the membership assurance plan. Those electing to offer it must offer it to all eligible applicants.

Once the Developing Leader is employed again in commercial real estate, the member or the chapter needs to inform Corporate so NAIOP can invoice them for the prorated portion of the remaining dues. A member’s join date will not change if they remit the prorated dues and benefits will continue uninterrupted. If a member is re-employed and elects not to pay the prorated dues, they will be dropped in accordance to NAIOP policy.

Corporate will not promote this policy in brochures, other printed material or the website. Rather, it will be offered by Corporate staff, chapter leadership or chapter staff as an alternative to losing the member due to their employment situation.

- **Membership Assurance Plan**

Corporate is implementing a special, one-time offer to help long-standing members who are currently unemployed and whose dues are up for renewal. This policy reads:

“In cases of unemployment, a waiver of dues until December 31, 2010 – or until the member gains employment – may be granted by the Corporate office upon request and approval by the chapter president. Only members maintaining at least five consecutive years of active membership are eligible for the dues waiver.”

Unlike the courtesy extension policy, this option applies only to members who are currently unemployed and have yet to renew their dues. Individuals submitting a hardship request must not be affiliated with a company. Corporate will remove the member’s affiliation with their former employer in the database and name badges will be printed only with a member’s name and city.

Individuals eligible for the membership assurance plan must submit their request, in writing, to their local chapter. Chapter presidents must sign approved requests. Their signature certifies the chapter’s approval and confirms that the member is currently unemployed. Chapters have the option to decide whether they want to offer the hardship dues policy. Those electing to offer it must offer it to all eligible applicants.

Once a member is employed again in commercial real estate, the member or the chapter needs to inform Corporate so NAIOP can invoice them for the prorated portion of the remaining dues. A member’s join date will not change if they remit the prorated dues and benefits will continue uninterrupted. If a member is re-employed and elects not to pay the prorated dues, they will be dropped in accordance to NAIOP policy.

Corporate will not promote this policy in brochures, other printed material or the website. Rather, it will be offered by Corporate staff, chapter leadership or chapter staff as an alternative to losing the member due to their employment situation.