

Lia Nichole Smith

SENIOR VICE PRESIDENT OF EDUCATION & PERFORMANCE



Lia Nichole Smith is a trend-spotting thought leader, with advanced theoretical and practical knowledge of solving challenges for conventional, affordable, senior and student communities. Recognized by GlobeSt. as an Influencer in Multifamily, Lia Nichole is an active member of the Atlanta Apartment Association's Education Committee. A highly sought-after international speaker due to her ability to bring together market research, renter trends and effective storytelling, Lia Nichole has presented at key industry events such as Apartmentalize, AIM, WEBCON Canada and the Multifamily Social Media Summit in addition to association conferences across the country.

Jane Fullwood, Education Committee Chair – Georgia Apartment Association:

"Lia, I cannot say enough good things about the class you presented for the Atlanta Apartment Association today. The rating and review examples you shared were great and gave the class a lot to think about. The presentation itself was full of incredibly useful information and recommendations for the participants. That being said...what was so outstanding about the class was your style of presenting! To borrow an overused phrase 'You had them at hello!' You put everyone at ease immediately, got them engaged with the topic and the handout and then proceeded to share so many funny, personal examples of 'what not to do' that everyone felt like they had known you for years. You definitely conveyed that you had been in their shoes and had an appreciation for all that a day in property management can bring. Can't wait for our next session! Thank you again for such a great class!"

WMFHA EdCon 2023 Attendee:

One of the best speakers I've had the pleasure of being educated by in a while. Lia was well spoken, humorous, engaging and knowledgeable. Her content was efficient and effective. The stats were informative; there was a lot to take away and consider. Suggestions can be applied immediately. 10/10 class.

Danette Kammeyer, Community Manager:

Thank you for the online reputation webinar I attended today. I manage a senior 55 and better community in a small town and I stay full with a very healthy waitlist. And I must confess, I didn't think that I would gain much from the webinar. But I was completely wrong. I do believe I was being narrow in my thinking. The information you shared today has caused me to reconsider my presence online. I will definitely be signing up for your next class!

Industry Speaking Engagements

AAA
AAGC
AAGD
AANC
FAA
AIM (APARTMENT INNOVATION & MARKETING)
APARTMENT MARKETING WORLD FOCUS
GAA
IAA

SWFAA
TAA
VAMA
MIDWEST MULTIFAMILY CONFERENCE
MULTIFAMILY NW
MULTIFAMILY SOCIAL MEDIA SUMMIT
NAA APARTMENTALIZE
SBAA
SOUTHEASTERN AFFORDABLE HOUSING MANAGEMENT ASSOCIATION (SAHMA)
UKAA
WMFHA EDCON



Links & References

[AIM Conference](#)

[NAA Apartmentalize](#)

[Multifamily Influencer](#)

[Genius Digital Marketing](#)

[Multifamily Insiders](#)

[Amazon Author](#)

[HAI Group Conference](#)

[SatisFacts Podcast](#)



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