

Lia Nichole Smith

SENIOR VICE PRESIDENT OF EDUCATION & PERFORMANCE

A published author and active member of NAA's Apartmentalize Education Advisory Board and Atlanta Apartment Association's Education Committee. Lia Nichole has proven experience in data-driven analytics for the multifamily industry. With 20 years of experience, she is an expert in providing solutions for industry-related challenges such as marketing and online reputation for conventional, affordable, student, military and senior communities. Lia Nichole is a highly sought-after international speaker due to her ability to bring together market research, renter trends, and effective storytelling.



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!"

Doug Chasick, The Apartment Doctor:

Just a quick note to say thank you for letting Lia come to FL to work with me at the SEFAA breakfast. You know how particular I am (right or wrong – it's me!) about who I share a stage with and I just knew she would be a pleasure to work with. Lia did a FABULOUS job – engaging, informed and generous with the space - I would love to work with her again!

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 SOCIAL MEDIA SUMMIT

NAA APARTMENTALIZE

SOUTHEASTERN AFFORDABLE HOUSING MANAGEMENT ASSOCIATION (SAHMA)

Links & References

[AIM Conference](#)

[NAA Apartmentalize](#)

[SatisFacts Podcast](#)

[Genius Digital Marketing](#)

[NAA Education Webinar](#)

[Amazon Author](#)

[HAI Group Conference](#)

[Multifamily Insiders](#)

[SatisFacts Articles](#)

