



# Your Key to Success

Enhance your professional growth in the apartment industry by becoming a National Apartment Leasing Professional (NALP) and take your career to the next level. NALP training helps you lease apartments, satisfy your residents and increase your resident retention.

The National Apartment Association Education Institute (NAAEI) offers this nationally-recognized designation to apartment industry professionals who have at least six months of experience and who are looking to advance their career in apartment management

Keys to Success in Leasing - **January 26, 2012**

The Leasing Interview and Qualifying Residents - **February 2, 2012**

Legal Aspects\* - **February 9, 2012** (9 am - 4 pm)

Telephone Presentations - **February 16, 2012**

Leasing & The Internet - **February 23, 2012**

Leasing Demonstrations and Resolving Objections\* - **March 8** (9 am - 4 pm)

Rental Policies and Procedures - **March 15, 2012**

*Single modules are \$60\* each (\$120 for non-members). Cost for full course and designation is \$379 for members (\$758 for non-members). All classes are at the Apartment Association office on the dates listed. Classes run from 9 am to noon except as noted. In order to become designated, all classes must be completed in a one-year time period. Cumulative test is administered after completion of all modules and a 10-15 minute oral Market Survey will be scheduled after completion of all classwork.*

*Call Viann at the GCNKAA or visit [www.gcnkaa.org](http://www.gcnkaa.org) for more details!*



*A designation for apartment leasing professionals.*

## COURSE DESCRIPTIONS AND REGISTRATION

**Keys To Success** covers career prospects, characteristics of an effective leasing consultant, job responsibilities and goal setting, time management, teamwork, market knowledge and product knowledge.

**Telephone Techniques** prepares you for the Telephone Presentation. Learn effective telephone skills, active listening, telephone etiquette, objectives of the telephone contact, initial leasing questions and key elements of a successful leasing presentation.

**The Leasing Interview and Qualifying Residents** demonstrates the importance of first impressions. Learn tips for understanding the prospective resident's reason for moving, greeting the prospective resident, Fair Housing implications and conducting the leasing interview.

**Legal Aspects** gives an overview of basic Fair Housing laws, filing a Fair Housing complaint, prohibited practices, the Americans with Disabilities Act (ADA), Fair Housing testers, Equal Credit Opportunity Act, criminal background checks, lead paint safe work practices, resident safety practices and emergency contact situations. This class runs from 9 am to 4 pm.

**Leasing Demonstrations and Resolving Objections** covers the leasing demonstration, product knowledge, preparing for a demonstration, feature-benefit-emotional appeal approach, Fair Housing implications in demonstrating, closing, resolving objections and leasing signals. This class runs from 9 am to 4 pm.

**Leasing and The Internet** covers the Internet, the online prospective resident, sample online lead reports, maximizing online advertising, promoting a web address, responding to Internet leads and email.

**Rental Policies and Procedures** covers handling rental policies and procedures, application verification, resident processing checklist, lease preparation and signing, the Law of Contracts, elements of lease agreements, loophole free leases, the move-in process, resident relations and Fair Housing implications.

### NALP REGISTRATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

I am attending

\_\_\_\_\_ Full Course

\_\_\_\_\_ Module (please list course)

\_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_\_\_ Please bill me

\_\_\_\_\_ Check enclosed

\_\_\_\_\_ Charge the credit card number below:

Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Number \_\_\_\_\_

Signature \_\_\_\_\_

*In order to become designated, all students must complete and orally present a Market Survey.*