



# Designated Striver?



Did you take a job but discover an exciting career in the apartment industry? Are you ready to take the next step in your professional development and become a certified success by earning your designation?

By becoming a **National Apartment Leasing Professional (NALP)**, you can take your career to the next level.

NALP isn't just a title. NALP training helps you lease apartments and satisfy residents better. Training covers:

- Keys to Success in Leasing
- Leasing and the Internet
- Leasing Demonstration
- Fair Housing/Legal Aspects
- Rental Policies and Procedures
- Telephone Presentations
- The Leasing Interview
- Qualifying Residents
- Resolving Objections

Learn more about how you can earn your designation.  
Visit [www.naahq.org](http://www.naahq.org)

*You're already a Success. Become a Certified Success.*

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## How to Obtain and Maintain the NAAEI National Apartment Leasing Professional (NALP) Designation

**To obtain a NALP designation you must:** have worked in the apartment industry for six months, successfully completed the seven courses listed below (which total 25 hours) as well as a market survey presentation and meet all examination requirements within 12 months of declaring your candidacy for NALP.

**To maintain a NALP designation you must:** pay annual renewal dues of \$50.00 and, beginning at your second renewal, report completion of three Continuing Education Credits (CECs) for the preceding year. (Each January, NAAEI mails each designate an invoice, a CEC reporting form and complete information about CEC requirements.)

- **Keys to Success in Leasing**® - A 3-hour program that covers: career prospects, characteristics of an effective leasing consultant, job responsibilities and goal setting, time management, teamwork, market knowledge and product knowledge.
- **Leasing and the Internet**® - A 3-hour program that covers: what is the Internet, the online prospective resident, sample online lead report, maximizing your online advertising; promoting your web address, responding to Internet leads, all about email and NAA National Suppliers Council Web Sites.
- **Leasing Demonstration & Resolving Objections**® - A 6-hour program that covers: the leasing demonstration, product knowledge, preparing for a demonstration, feature-benefit-emotional appeal approach, Fair Housing implications in demonstrating, closing, resolving objections, leasing signals and more.
- **Legal Aspects**® - A 4-hour program that covers: 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, emergency contact situations and more.
- **Rental Policies and Procedures**® - A 2-hour program that 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, Fair Housing implications and more.
- **Telephone Presentations**® - A 3-hour program that covers: preparing for the Telephone Presentation, 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 & Qualifying Residents**® - A 4-hour program that covers: first impressions make a difference, understanding the prospective resident's reason for moving, greeting the prospective resident, Fair Housing implications and conducting the leasing interview.