



update

OCTOBER 26, 2011

NAAEI ONLINE LEARNING

NAAEI will be offering over 25 webinars through February 2012. You and your team members can “learn where you earn”, stay on top of industry issues and quickly apply what you learn on the job. Click on webinar topics below to view webinar information and to register — registration fills up fast.

NOVEMBER WEBINARS <i>All start at 2:00 PM ET</i>	DECEMBER WEBINARS <i>All start at 2:00 PM ET</i>
45L Energy Efficiency Tax Credit	Key Housing Credit Compliance Issues
Tuesday, November 1	Thursday, December 1
What Every Apartment Owner Needs to Know About Asset Protection	Managers as Leaders
Wednesday, November 2	Tuesday, December 6
What's in your Swag Bag?	Diversified Marketing Strategies that Generate Qualified Leads
Thursday, November 3	Wednesday, December 7
Swimming Pool Winterization	Facing and Handling Conflict
Tuesday, November 8	Thursday, December 8
Disaster Recovery and Business Continuity: What Does It all Mean?	Web Presence Optimization: Building Community and Reaching New Residents Online
Wednesday, November 9	Tuesday, December 13
Facebook for Property Managers	Financial Calculations for Managers
Thursday, November 10	Thursday, December 15
Transition to Refrigerant R410a	
Tuesday, November 15	
Aggression Management	
Wednesday, November 16	
It's the Right Time for Revenue Management	
Thursday, November 17	
Don't be Anti-Social with your Media: Fair Housing and the World Wide Web	
Friday, November 18	
From Peer to New Supervisor	
Wednesday, November 30	

January Webinars <i>All start 2:00 PM ET</i>	February Webinars <i>All start at 2:00 PM ET</i>
A Property Manager's Disaster Guide Tuesday, January 10 Maximizing the Value of Monthly Resident Surveys Wednesday, January 11 Putting the Green into Pest Management Tuesday, January 24	Independent Rental Owner Professional (IROP) Certificate Series Every Thursday in February, 2:00 - 5:00 p.m. <i>Thursday, February 2</i> <i>Thursday, February 9</i> <i>Thursday, February 16</i> <i>Thursday, February 23</i> <i>Each webinar will be recorded, in the event a student must miss a session.</i>

NAAEI LEARNING MANAGEMENT SYSTEM (LMS)

NAAEI has reached several milestones this past year with the LMS. There are currently 33 affiliates with their own LMS up and running. The e-commerce feature was successfully rolled out and NAAEI and CallSource are busy developing the tools to allow the transfer of data back and forth between the LMS and NAA's database, iMIS. This will mean that NAA members will only have to sign in once to access the LMS from the NAA website. On the course content side, NAAEI now offers over 25 courses on the LMS. These courses are:

NAAEI and Wilmar Present: Transition to Refrigerant R-410A (Recorded Webinar)

Description:

This webinar on the HVAC industry's transition from Refrigerant R-22 to R-410A is facilitated by Wilmar's National Trainer, Tom Sadley.

Recommended For: Maintenance Supervisors, Onsite Maintenance Personnel and Owners/Managers

Course Length: 1 hour

Cost: \$29.99 Members; \$49.99 Non-members

Affiliate Revenue Share: \$12.00 Members; \$16.00 Non-members

Topics include:

- Overview of the changes and EPA Regulation
- How repairs can be made
- Operation of the new equipment and what it will mean for existing equipment
- Installation of new equipment
- Impact on your current budget
- Suggested implementation practices

NAAEI's Ensuring Accessible Housing Course

Description:

From 1991 through 1998, the Fair Housing Act guidelines were reviewed several times, causing confusion in the rental housing industry. The "Ensuring Accessible housing" course has been designed to address this confusion. The course addresses the basic elements of the Fair Housing Act (FHA) and the American with Disabilities Act (ADA) and delineates the differences

between the two. It is designed for rental housing front-line personnel to take at their desktops while working at their property.

Recommended for: Property Managers, Assistant Property Managers and Leasing Consultants

Course Length: 2-3 hours

Cost: \$24.99 Members; \$49.99 Non-members

Affiliate Revenue Share: \$10.00 Members; \$20.00 Non-members

Topics include:

- Which statutes apply to your property?
- Accessible Units
- Accessible Common Areas
- Publicly-Assisted Housing
- Discrimination, Modification and Accommodation

NAAEI and Orkin Present: Integrated Pest Management

Description:

In this one-hour course on Integrated Pest Management (IPM) presented by NAAEI and Orkin, property managers will gain an understanding of environmentally conscious ways to keep pests out of their properties. Learn about the basics of IPM, common multifamily pests, key areas to prevent pests on apartment properties, green treatments available and tools for communicating with residents.

Recommended for: Property Managers, Leasing Consultants, Maintenance Professionals, Regional Managers and Corporate Executives

Course Length: 1 hour

Cost: \$29.99 Members; \$39.99 Non-members

Affiliate Revenue Share: \$12.00 Members; \$16.00 Non-members

NAAEI Fair Housing (Recorded Webinar)

Description: Fair Housing Ain't Fair – It's EQUAL. Learn the truth about fair housing – what it really is and what it isn't! Next, we'll identify fair housing protected classes and how to manage our words and actions so that you and your team are "Fair Housing Friendly"; learn how to implement industry best practices to comply with the fair housing laws and review how to effectively interact with your customers to avoid the most common fair housing pitfalls.

Recommended For: Property Managers, Leasing Consultants and Maintenance Professionals

Course Length: 1 hour

Cost: \$19.99 Members; \$29.99 Non-members

Affiliate Revenue Share: \$8.00 Members; \$12.00 Non-members

Speaker: Doug Chasick, CAS, CAPS, RAM, CPM

Topics Include:

- An overview of Fair Housing
- Managing the Fair Housing dialect
- Learn how to implement industry best practices
- How to avoid the most common Fair Housing pitfalls

NAAEI Mold Course 2010

Description: The Mold Operations and Maintenance Training Program contains the latest information on mold prevention and remediation. It also covers the importance of documentation and good communication with residents. The course was designed to help apartment owners, managers and maintenance professional's deal with mold issues in a prompt and professional manner. The Mold Course was produced with funding from the NAA Education Foundation and technical assistance from the National Multi Housing Council. Additional resources include the NAA/NMHC Operations and Maintenance Plan for Mold and Water Intrusion, which includes sample forms, letters and checklists.

Recommended For: Property Managers, Leasing Consultants, Maintenance Professionals, Regional Managers and Corporate Executives

Course Length: 35 minutes

Cost: \$19.99 Members; \$29.99 Non-members

Affiliate Revenue Share: \$8.00 Members; \$12.00 Non-members

Topics Include:

- What is mold
- Ten things you should know about mold
- Key Management Decisions
- Mold prevention tips
- How to contain and treat the area

NAAEI and Orkin Present: Bed Buginar (Recorded Webinar)

NAAEI, in partnership with Orkin, hosted a "Bed Buginar" on how to prevent and identify bed bug infestations, as well as what to do if bed bugs are found in an apartment.

Recommended For: Property Managers, Leasing Consultants, Maintenance Professionals, Regional Managers and Corporate Executives

Course Length: 1 hour

Cost: \$29.99 Members; \$39.99 Non-members

Affiliate Revenue Share: \$12.00 Members; \$16.00 Non-members

Speaker: Dr. Ron Harrison, Director of Technical Services for Orkin.

Topics include:

- Introduction to Bed Bugs
- What to do in the event of a Bed Bug sighting
- Resident Responsibilities
- How to work with residents
- Prevention
- How to avoid litigation

Downloadable resources include:

- Bilingual educational flyer to distribute to residents
- White Paper on Bed Bugs
- PowerPoint presentation.

NAAEI and MasterLock Present: Lock Bumping, A Growing Security Threat (Recorded Webinar)

Lock bumping provides easy and undetectable entry past pin tumbler locks - with just a tap on an ordinary locking key. No longer a locksmith trade secret, awareness has grown with online sales of bump keys and internet demonstration videos showing how easy it is to breach a lock's security. To make matters worse for your residents, this type of break-in leaves no forensic evidence of forced entry. Without evidence, insurance claims can be denied.

Recommended for: Property Managers, Leasing Consultants, Maintenance Professionals, Regional Managers and Corporate Executives

Course Length: 1 hour

Cost: \$19.99 Members; \$29.99 Non-members

Affiliate Revenue Share: \$8.00 Members; \$12.00 Non-members

Speaker: Billy B. Edwards, Certified Master Locksmith

Topics include:

- Lock bumping: description of the problem, its history and growth
- Issues for property owners and management professionals, including tenant safety, insurance-claim denials, potential liability
- Bump prevention options
- ASTM Standard: description, test methods
- Testing locks using the Standard
- Results to look for when selecting bump-resistant locks
- How repairs/technology upgrades can be made
- Budget impact: approx. per-unit costs
- Implementation: sources
- Related & follow-up issues: emergency access, "high security" lock options, Lock Bumping vs. picking a lock

ANSI Accredited CAMT Maintenance Courses

NAAEI and CallSource have converted the ANSI-accredited CAMT course content to an online format, helping maintenance professionals develop a foundation in electrical, plumbing, HVAC and appliances.

Recommended For: All maintenance team members

Cost Per Suite: \$99.99 Member; \$139.99 Non-member

Affiliate Revenue Share Per Suite: \$19.99 Member; \$27.99 Non-Member

Cost per Individual Course: \$35.99 Member; \$49.99 Non-Member

Affiliate Revenue Share Per Individual Course: \$7.19 Member; \$9.99 Non-Member

Electrical Suite

- Electrical Maintenance and Repair: Introduction to Basic Electricity - 20 minutes
- Electrical Maintenance and Repair: Electrical Safety - 15 minutes
- Electrical Maintenance and Repair: Systems and Circuits - 30 minutes

Plumbing Suite

- Plumbing Maintenance and Repair: Introduction to Basic Plumbing - 20 minutes
- Plumbing Maintenance and Repair: Plumbing Safety - 15 minutes
- Plumbing Maintenance and Repair: System, Valves, Pipes and Faucets - 25 minutes
- Plumbing Maintenance and Repair: Garbage Disposals, Tubs, Toilets, Drains and Water Heaters- 25 minutes

Air-Conditioning Suite

- Air-Conditioning Maintenance and Repair: Introduction to Basic Air-Conditioning - 20 minutes
- Air-Conditioning Maintenance and Repair: Air-Conditioning Safety - 15 minutes
- Air-Conditioning Maintenance Repair: About Refrigerants - 20 minutes
- Air-Conditioning Maintenance Repair: Components of an Air-Conditioning System – 25 minutes
- Air-Conditioning Maintenance Repair: The Air-Conditioning Electrical System - 30 minutes

Heating Suite

- Heating Maintenance and Repair: Introduction to Basic Heating - 20 minutes
- Heating Maintenance and Repair: Heating Safety - 15 minutes
- Heating Maintenance Repair: Systems and Components - 30 minutes

Appliances Suite

- Appliance Maintenance and Repair: Introduction to Appliance Basics - 20 minutes
- Appliance Maintenance Repair: Dryers and Washers - 25 minutes
- Appliance Maintenance Repair: Ovens, Cook Tops, Dishwashers and Refrigerators – 30 minutes

Interior and Exterior Suite will be added in late 2011

To enroll in an online course:

<http://www.naahq.org/education/onlinelearning/pages/selfreg.htm>

If you have suggested Webinar topics, contact Shana Treger at 703-797-0608 or Shana@naahq.org


ANSI UPDATE

NAAEI has begun preparing its submission to have the National Apartment Leasing Professional (NALP) classroom-delivered and online courses accredited by the American National Standards Institute (ANSI). Our goal is to deliver the NALP submission to ANSI by December 2011 and to have our onsite evaluation occur in the first quarter of 2012.

DECA UPDATE


The Rental Housing Association (RHA) of the Greater Boston Real Estate Board has initiated a partnership with the DECA chapter at Bay State College in Boston. RHA members have already participated in the *Third Annual DECA Professional Development Day*, joining executives from Westin and Bank of America in providing Business and Hospitality Management majors with feedback on their case analysis, problem solving and presentation skills. This prepares Bay State DECA students to compete at the state and national levels.

Corcoran Management, Equity Residential, The Dolben Company and WinnResidential have all agreed to speak to Business Management students about careers in residential property management and will also offer students Job Shadow and internship opportunities; one semester internships are a requirement at Bay State College. To prepare for their internships, students will be required to take NALP Online.



**REWARDING
CAREER
CHOICES**

Looking for a Path to Success?



CAREERS IN APARTMENT MANAGEMENT AND LEASING HAVE UNLIMITED POTENTIAL.


- Amazing benefits such as medical, dental, vision, life insurance and a 401K plan
- Many companies offer a rent benefit (discount) of 50% or more
- Additional compensation for meeting sales goals and lease renewals
- Training opportunities to help advance careers
- Opportunity to work in a team environment where every day is different
- A portable career ready to go anywhere

WHAT SKILLS AND PERSONALITY TRAITS ARE REQUIRED?


- Adaptability
- Organization
- Computer skills
- Ability to multitask
- Friendly
- Strategic
- Strong
- Self-motivated

LAUNCH AN APARTMENT CAREER TODAY!

Learn more about the National Apartment Leasing Professionals (NALP) Online certificate program at TheApartmentLeasing.com and contact education@naahq.org



NATIONAL APARTMENT
LEASING PROFESSIONALS



EDUCATION
INSTITUTE

DECA is organized into two student divisions:

- The High School Division includes 185,000 members in 5,000 schools
- The Collegiate Division (formerly known as Delta Epsilon Chi) includes over 15,000 members in 200 colleges and universities

This Apartment Career Ad was placed in the 2011-2012 DECA Guide sent to 5,200 college and high school advisors.

To learn how your company or local association can become more active with college DECA, contact Maureen Lambe at Maureen@naahq.org.

NALP AND CAM ONLINE

NAAEI has begun advertising CAM Online and NALP Online on Facebook. Since the start of this ad campaign, CAM Online sales are up 53% from 2010 sales. NALP was delivered the last quarter of 2010 so a sales comparison is not available. Testimonials about NALP Online have been excellent. Students enjoy taking the course one module at a time, allowing them to put the skills they learn to the test the very next day. Since students are finding that the skills they learn positively impact sales performance, students are very eager to complete all the NALP modules.

ANSI ACCREDITED CAMT TRAINING

Paul Rhodes, CAMT, NAAEI's National Safety and Maintenance Trainer is now booked through June of 2012. Paul will be pilot testing a blended delivery of CAMT using online and classroom-delivered training to reduce seat time in the classroom. Paul will also explore bundling CAMT with the Certified Pool Operator (CPO) course and exam and the EPA Certification course and exam. Paul has the credentials to teach both these courses. To find a CAMT course near you, click on the CAMT logo:



DELIVERY OF CAM AND NALP THROUGH BLENDED LEARNING

NAAEI has pilot tested and developed recommendations for the delivery of CAM and NALP through a combination of online and classroom-delivered courses. This reduces seat time for CAM from 5 or 6 days down to 3.5 or 4, delivered over 2 sessions. NALP seat time is reduced from 3 days to 2.

SUPPLIER SUCCESS COURSE

NAAEI has developed a one-day course for apartment industry supplier partners called, *Supplier Success*, which will be a prerequisite for the Certified Apartment Supplier (CAS) course. *Supplier Success* will be available for purchase by NAAEI affiliated associations in January 2012 so they can begin to offer the course to their supplier partners.

Supplier Success targets new apartment supplier employees as well as employees of a company that is entering the multifamily market. The course covers topics such as the economic impact of the multifamily housing industry, identifying decision-makers, how suppliers can support the multifamily housing industry through association participation, apartment community operations and the importance of building relationships in the multifamily industry. It is recommended that the course be co-taught by an apartment management professional and a supplier partner or partners.

FEBRUARY 2012 – NATIONAL APARTMENT CAREER MONTH

Now is the time to begin to plan what apartment career promotion activities you and your company will pursue in association with National Apartment Career Month. Participation in High School and College and Military career fairs is just one way to celebrate February. NAAEI has all the tools you need to be effective, including a sample Proclamation and Resolution that you can ask your Mayor or Governor to sign. Contact education@naahq.org to order materials. Or, go to <http://www.naahq.org/EDUCATION/NAAEI/CAMPAIGNS/Pages/default.aspx> to download your Apartment Career Month Toolkit and your sample Proclamation.

CREDENTIAL FOR GREEN PROPERTY MANAGEMENT (CGPM)

Now you can earn all 16 hours of training in the required topics for the CGPM online. Go to: <http://www.naahq.org/education/onlinelearning/Pages/CGPMOnline.aspx> to learn more about this online course that leads to the CGPM.

INDEPENDENT RENTAL OWNER PROFESSIONAL (IROP)

NAAEI successfully completed a month-long pilot program offering IROP by webinar. Fourteen independent owners participated in the course and had these comments:

"As both a Commercial Agent and an investor, I have attended a myriad of trainings on real estate over the years. My expectation is always to learn a pearl here or there and to need to drink a lot of coffee to stay awake. The IROP courses exceeded my expectations not only with the broad overview of topics, but also with the continual open dialogs on experiences. The discussions on real-world challenges and situations for each topic section were truly priceless. The supportive forms, checklists and documents were also impressive. I highly recommend this course for new and experienced owners!"

***Nancy Wittenberg, IROP
Chandler, AZ***

"I have about 15 years experience in owning and operating apartments, I keep up with the latest literature, but I decided to check out the NAA webinar. I found it to be a great way to brush up on the basics that I had long forgotten or overlooked, as well as getting an update on how things are now done. The industry has changed and developed, and I felt the need to keep up. This webinar gave me just that. Although it did not go in depth in every topic, it covered all topics needed to run an apartment complex successfully. I plan on signing up my managers for this course in the future."

Juan Carlos Suarez
McAllen, TX

SPECIALIST IN HOUSING CREDIT MANAGEMENT (SHCM)

NAAEI also hosted a SHCM certification exam prep course as a month long webinar series with 63 students participating. Students appreciated the convenience of the webinar format, the knowledgeable instructors, affordability of the course and their ability to take the online SHCM exam and get results immediately. Another SHCM webinar series is being scheduled for February 2012.