

Participant Guide

The Market Survey Presentation

NALP 

NATIONAL APARTMENT
LEASING PROFESSIONAL®

Sample



NALP **National Apartment Leasing Professional**

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Sample

The Market Survey Presentation

The Market Survey Presentation is the final part of the NALP program. After all of the classes have been delivered and tests taken, participants prepare a 10-15 minute oral presentation to be given to the class. The presentation is an important summary of your learning experience in NALP because:

- ▶ You will apply the skills you learned in class.
- ▶ You will evaluate your community in comparison to the competition.
- ▶ You will learn how to offer recommendations for improved results at your community.
- ▶ You will gain vital speaking experience.

Sample



Step by Step Completion of the Market Survey Presentation

1. **The Market Survey Checklist.** Complete the top of the Market Survey Checklist. This form will help keep you on track and ensure that you have completed each element of the presentation. Place it aside and initial it as you complete each item. When complete, sign the Statement of Authenticity and submit it to the panel when you give your presentation.
2. **Select three comparable or competitive properties.** To be a true competitor, the communities should be in your area, with similar floorplans, and similar resident profile. One of the best tests is where are your residents moving or which communities are your prospective residents choosing. Ideally, select locations where you are not known or where you do not know any of the staff members.
3. **Make six copies each of Part I: Market Survey – Telephone and Leasing Evaluation and Part II: Comparable Community Information.** One set you will use as you gather information, the other will be used for a neat, final copy for the presentation.
4. **Part I: Market Survey – Telephone and Leasing Evaluation.** Complete the telephone interview after you have attended the Telephone Presentation portion of the NALP program. Listen carefully and take notes as you talk with the Leasing Professional over the telephone. This process will allow you to complete your evaluation form accurately once the call has ended. Focus on the techniques you learned in class and determine if they were utilized during the call. Part I of the Market Survey asks you to respond to nineteen questions as well as provide comments about the telephone conversation. Complete each blank. Initial the Market Survey Checklist after you have completed each call.
5. **The Leasing Evaluation.** After you have attended the Leasing Demonstration & Follow-Up and Leasing Interview portions of the NALP program, visit the communities you have selected to evaluate in person. Pose as a potential customer looking for a new apartment. Complete two forms as a result of your visit 1) Part I: Market Survey – Telephone and Leasing Evaluation 2) Part II: Comparable Community Information (to evaluate the community amenities, property and apartment condition, rents, incentives and their policies). Take the forms with you; however it would not be appropriate to take the forms into the leasing office nor on the tour. Complete the forms promptly and completely. Obtain a brochure and any written information to assist you in completing the Comparable Community Information Part II.

The Unit Mix and Rent Schedule at the bottom of the Comparable Information Form provides six lines to detail six unit types. If the community has additional floor plans, include an addendum and outline the other unit types and their rent schedule. Once all floor plans and the rent information have been entered, add the totals and/or averages to the grid.

Make sure to initial the completed sections on the Market Survey Checklist. This approach will help you to remain organized.

6. **Part III: Rent Analysis.** Complete the Rent Analysis grid. You will complete the information you have gathered from each of the Comparable Community Information forms. This single page should contain all rents for all unit types for all four communities – subject and three comparables. Be sure to calculate rent, unit size, and rent per square foot for each of the 4 communities. Again, use your Market Survey Checklist to note your work.
7. **Assembling in binder or folder.** Make sure your Market Survey and Comparable Community Information forms are neatly prepared. They should be typed or neatly printed. Once you have applied the finishing touches, we recommend you put the forms in a binder or folder. Include the Market Survey Checklist, the Telephone and Leasing Evaluation, the Comparable Community Information form and Rent Analysis form. If you like you can use dividers and a simple cover sheet. Make yourself a set of the final materials as well. You should be proud of this work!
8. **Prepare for your oral presentation.** You will be given 10 to 15 minutes to present your Market Survey to a panel. During your presentation, you will discuss and review the findings of the three visits, including your observations and impressions of the communities themselves as well as the sales approach used by each leasing team. Your objective is to demonstrate to the panel your knowledge and understanding of the skills and techniques you have been taught in the NALP program. In addition, it will be important to discuss how these skills and techniques apply to your performance as a Leasing Professional. Panelists may ask you questions, but do not worry, the questions will be limited to the course material and your Market Survey presentation. You will likely observe behaviors and establish impressions of these communities. These observations might motivate you to make changes at your community whether the behaviors and impressions are positive or negative. Be sure to include any recommendations in your presentation indicating your understanding of the skills, while presenting an opportunity for you to add further value to your community.



The Market Survey Checklist and Statement of Authenticity

Candidate Name NAA ID	Company/ Property
Address Street	City State Zip
Local Apt. Association	

Use this checklist to indicate your completion of each of the required sections of the Market Survey. You will conduct a telephone evaluation and an in-person shopping report at each of the three communities you have selected as comparables. In addition you will complete a Community Comparable and Rent Analysis form for all properties (subject and comparables). Initial the column labeled "Participant Initials" to check off that you have completed and included that information.

	Description	Participant Initials				Affiliate/Reviewer Use ONLY		
		Subj	Prop 1	Prop 2	Prop 3	SAT	UNSAT	COMMENTS
I.	Telephone and Leasing Evaluation	N/A						
II.	Comparable Community Information							
III.	Rent Analysis:							

Participants must keep a copy of their Market Survey Presentation

Candidate Statement of Authenticity
I hereby certify that the material contained herein is my original work and has not been plagiarized in any way.
Candidate Signature: _____

Reviewer Use Only

Based on the presentation of this project by (Name) _____
on (Date) _____, I/we rate the market survey notebook as:

Satisfactory Unsatisfactory

Reviewer comments: _____

Reviewer Printer Name and Title: _____

Reviewer Signature: _____



Part I: Market Survey - Telephone and Leasing Evaluation

Apartment Community: _____

Telephone Leasing Professional: _____ Phone Date: _____

Phone Time: _____

Onsite Leasing Professional: _____ Onsite Date: _____

Onsite Time: _____

Shopper Profile

Name Used On Telephone: _____ Number of Occupants: _____

Name Used Onsite: _____ Size Apt. Requested: _____

Date Needed: _____

Section One - Telephone Procedures

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Did the Leasing Professional answer the telephone promptly and identify the community by name? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Did the Leasing Professional convey a pleasant and friendly tone? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Did the Leasing Professional introduce her/himself? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Did the Leasing Professional request your name? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Was your name used effectively during the conversation? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Did the Leasing Professional pre-qualify you by inquiring: | | |
| Apartment size required? | <input type="checkbox"/> | <input type="checkbox"/> |
| Date apartment needed? | <input type="checkbox"/> | <input type="checkbox"/> |
| How many would occupy the apartment? | <input type="checkbox"/> | <input type="checkbox"/> |
| If you had a pet? | <input type="checkbox"/> | <input type="checkbox"/> |
| Price Range? | <input type="checkbox"/> | <input type="checkbox"/> |
| Special needs (i.e. F/P, Washer/Dryer, Up/Downstairs, other)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Did the Leasing Professional avoid asking if children would be occupying the apartment? | <input type="checkbox"/> | <input type="checkbox"/> |



- | | Yes | No |
|--|--------------------------|--------------------------|
| 8. Were you asked how you knew about the community? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Did the Leasing Professional ask why you were moving? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Did the Leasing Professional make the apartment sound desirable and/or did the Leasing Professional paint a word picture? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Did the Leasing Professional seem focused and interested in assisting you with your needs? | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Did the Leasing Professional discuss community amenities? | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Did the Leasing Professional attempt to schedule an appointment? | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Did the Leasing Professional offer directions to the community? | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Did the Leasing Professional ask for your telephone number?
Did the Leasing Professional ask for additional contact information?
Mailing Address <input type="checkbox"/> Email Address <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Did the Leasing Professional discuss deposits and lease rates with confidence? | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Did the Leasing Professional remain in control and guide the conversation (and not merely respond to questions)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Did the Leasing Professional create a sense of urgency? | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Was the overall telephone presentation positive? | <input type="checkbox"/> | <input type="checkbox"/> |

Telephone Comments:

Section Two - Community Appearance

Yes **No**

- | | | |
|--|--------------------------|--------------------------|
| 20. Did you easily locate the community? | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Did you easily locate the community center/office? | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Was your first impression of the community positive? | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. Were the main community signs clearly visible, upright, and well maintained? | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Was there convenient parking for prospective residents? | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Were the grounds clean? | <input type="checkbox"/> | <input type="checkbox"/> |
| 26. Were the lawns and landscaping neat? | <input type="checkbox"/> | <input type="checkbox"/> |
| 27. Was the parking lot in good condition? | <input type="checkbox"/> | <input type="checkbox"/> |
| 28. Was the entryway into the information center clean and attractive? | <input type="checkbox"/> | <input type="checkbox"/> |
| 29. Were walkways or common areas clean and free from personal property? | <input type="checkbox"/> | <input type="checkbox"/> |

Community Appearance Comments:

Section Three - Meeting and Greeting

	Yes	No
30. Did the office smell fresh, clean and inviting?	<input type="checkbox"/>	<input type="checkbox"/>
31. Did the Leasing Professional stand when you entered?	<input type="checkbox"/>	<input type="checkbox"/>
32. Did the Leasing Professional greet you with a smile?	<input type="checkbox"/>	<input type="checkbox"/>
33. Did the Leasing Professional introduce her/himself?	<input type="checkbox"/>	<input type="checkbox"/>
34. Did the Leasing Professional shake your hand when he/she introduced him/herself?	<input type="checkbox"/>	<input type="checkbox"/>
35. Did the Leasing Professional offer you a seat?	<input type="checkbox"/>	<input type="checkbox"/>
36. Was the Leasing Professional's desk clean and uncluttered?	<input type="checkbox"/>	<input type="checkbox"/>
37. Was the Leasing Professional dressed professionally?	<input type="checkbox"/>	<input type="checkbox"/>
38. Did the Leasing Professional remember your telephone call?	<input type="checkbox"/>	<input type="checkbox"/>
39. Did the Leasing Professional seem aware of the apartments available?	<input type="checkbox"/>	<input type="checkbox"/>
40. Did the Leasing Professional make you feel welcome?	<input type="checkbox"/>	<input type="checkbox"/>
41. Was the office clean, neat, professional and inviting?	<input type="checkbox"/>	<input type="checkbox"/>
42. Were you offered refreshments?	<input type="checkbox"/>	<input type="checkbox"/>
43. Did the Leasing Professional seem sincerely interested in helping you?	<input type="checkbox"/>	<input type="checkbox"/>

Greeting Comments:

Section Four - Information Gathering

Yes **No**

44. Was a guest card completed manually or electronically (i.e. information entered on a computer):

By Shopper

By a Leasing Professional

45. Did the Leasing Professional determine any of the following?

Apartment size

Price range or budget

Move-in date

Number of occupants

Pets

Where you live now or mailing address

E-mail address

Telephone (home, work, cell)

Any specific needs/preferences

46. Did the Leasing Professional determine how you knew the community?

47. Did the Leasing Professional ask why you were moving?

48. Did the Leasing Professional create rapport while attempting to determine your needs?

49. Did the Leasing Professional use the company Web site, floor plans and/or a brochure to sell the apartment and/or community?

50. Did the Leasing Professional request proper identification prior to taking you to the apartment and/or community?

Information Gathering Comments:



Section Five - Leasing Demonstration

Yes No

51. Did the Leasing Professional seem eager to show you an apartment model?

52. Did the Leasing Professional take control and lead with enthusiasm?

53. Did the Leasing Professional take a scenic yet convenient route to the apartment?

54. Did the Leasing Professional initiate and carry on a friendly conversation as you walked to and from the apartment? Please explain.

55. Did the Leasing Professional sell the management and maintenance on the way to the apartment/model?

56. Did the Leasing Professional discuss and/or point out the amenities and facilities of the community? Please explain.

57. Did the Leasing Professional discuss neighborhood attractions (i.e. shopping, restaurants, entertainment) or neighborhood conveniences?

58. Did the Leasing Professional show any of the following? (check all that apply)

Model

Vacant

Occupied

59. Did the Leasing Professional show an apartment that was clean, made ready, and comfortable in temperature? Please explain.



The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

- | | Yes | No |
|--|--------------------------|--------------------------|
| 60. Did the Leasing Professional mention benefits for the apartment features s/he demonstrated? Please explain. | <input type="checkbox"/> | <input type="checkbox"/> |
| 61. Did the Leasing Professional encourage you to be actively involved in the apartment demonstration (i.e., open doors, drawers, etc.)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 62. Did the Leasing Professional exhibit complete knowledge of the apartment demonstrated? | <input type="checkbox"/> | <input type="checkbox"/> |
| 63. Did the Leasing Professional point out advantages you said were important? | <input type="checkbox"/> | <input type="checkbox"/> |
| 64. Did the Leasing Professional effectively overcome your objections? What objection did you offer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 65. Did the Leasing Professional attempt to close the sale while still in the apartment/model? Please explain. | <input type="checkbox"/> | <input type="checkbox"/> |
| 66. Did the Leasing Professional refrain from discussing what type of people lived within the community? Please explain. | <input type="checkbox"/> | <input type="checkbox"/> |
| 67. Did the Leasing Professional dutifully refrain from using the word "security" or imply in any fashion that the community was a safe place to live? Please explain. | <input type="checkbox"/> | <input type="checkbox"/> |

Demonstrating Comments:

Section Six - Closing Techniques

	Yes	No
68. Did the Leasing Professional invite you return to the Leasing Center following a tour of the apartment and/or community?	<input type="checkbox"/>	<input type="checkbox"/>
69. Did the Leasing Professional explain rental rates positively and with confidence?	<input type="checkbox"/>	<input type="checkbox"/>
70. Did the Leasing Professional convey a sense of urgency?	<input type="checkbox"/>	<input type="checkbox"/>
71. Did the Leasing Professional ask you to complete an application?	<input type="checkbox"/>	<input type="checkbox"/>
72. Did the Leasing Professional ask you to provide a deposit or other monetary commitment for the apartment?	<input type="checkbox"/>	<input type="checkbox"/>
73. If an apartment was not available, did the Leasing Professional ask you to sign a waiting list.	<input type="checkbox"/>	<input type="checkbox"/>
74. Did the Leasing Professional attempt any other closes? Please explain. _____	<input type="checkbox"/>	<input type="checkbox"/>
75. Did the Leasing Professional ask to hold an apartment for you?	<input type="checkbox"/>	<input type="checkbox"/>
76. Did the Leasing Professional attempt to schedule another appointment?	<input type="checkbox"/>	<input type="checkbox"/>
77. Did the Leasing Professional remain interested and enthusiastic throughout your visit?	<input type="checkbox"/>	<input type="checkbox"/>
78. Did the Leasing Professional provide you with any promotional materials?	<input type="checkbox"/>	<input type="checkbox"/>
79. Would you have leased an apartment based upon the Leasing Professional's presentation, not the community itself?	<input type="checkbox"/>	<input type="checkbox"/>

What reason did you give for not leasing? _____

Where you offered a special? If so, what was it? _____

If your needs were not met, did the Leasing Professional refer you to a locator or another community? Please explain.



Closing Comments:

Follow-Up:

Yes **No**

81. Did the Leasing Professional follow-up?

Telephone Call ____ Thank You Note ____ E-mail ____

Leasing Professional's overall attitude and impression:

Based on Leasing Professional's presentation, would you have leased the apartment?
Why or why not?

Leasing Professional's strongest points:

Leasing Professional's weakest points:

Leasing Professional's primary closing technique:

Overall comments:

Part II: Market Survey - Comparable Community Information

Each community you have selected to shop plus your own community should have a Comparable Community Information form (4 total) to describe the community location, conditions, neighborhood, utilities and other amenities. This form should be completed BEFORE you complete Part III – Rent Analysis..

Items to complete:

- Top Complete the top portion of the Community Comparable Information Form on each of the four communities.
- #1-3 Rate the general condition of the community and consider location of neighborhood, proximity to school, banks, shopping and transit. When considering the appeal of the community, consider curb appeal, neighborhood, parking of old cars, etc.
- #4 Describe available lease terms.
- #5 Insert number of occupants allowed per unit and any other occupancy restrictions.
- #6 List restrictions on pets and amount of deposits, additional rent or fees.
- #7 Circle parking choices available and any fees.
- #8 Describe how hot water is delivered.
- #9 Describe how electricity/gas is provided for heating and air conditioning.
- #10 Describe how utilities are billed to the resident.
- #11 Check what resident pays for in addition to rent.
- #12 Insert deposit amounts related to unit size.
- #13 List the amounts for various fees.
- #14 Carefully check off available amenities and unit features.
- #15 Detail all marketing and advertising done by the community.
- #16 List the current specials the community is offering and to what units they apply.

Unit Mix and Rent Schedule

- ▶ Unit Type – List **unit types** starting with the smallest apartment such as: EFF; 1 BR, 2 BR, 3 BR, etc. Use additional pages so all floor plans are included
- ▶ Number of Units – List **how many of each size** per plan. The total of this column should be the total number of units in the community
- ▶ Square Footage – List the **square footage of each apartment type**
- ▶ Total Sq. Ft. – List the **total square footage for each unit type** (for example, 24 units that each measure 840 square feet would total 20,160 square feet for that unit type). The bottom line for this column should be the total square feet of the community divided by the total number of units to equal an average square feet per unit.
- ▶ Rent per Month – List the **monthly rent** for each apartment type
- ▶ Total Mo. Rent – List the **total monthly rent for each unit type** (for example 24 units at \$700 per month would total \$16,800 for that unit type.) The bottom line for this column should be the total monthly rent for the community divided by the total number of units to equal an average rent per unit.
- ▶ Rent per Sq. Ft. – List the **monthly rent amount divided by the square footage** for each unit type. The answer should be expressed as “\$.xx.” The average for this column is the total of all rents divided by the total of all square feet. The answer should be expressed as “\$.xx.”
- ▶ Net Rent – List which apartment types receive a concession and the **monthly rent minus the value of the concession**. (For example, two months free rent on a 12-month lease for a \$700 a month unit would be a total concession of \$1,400 or \$117 per month over the year. Deducting the \$117 from the \$700 rent would equal a net rent of \$583.) This figure would go in the column
- ▶ Comments – record any pertinent information (i.e. remodeling some units, down units, weekend special only.)

SAMPLE:

Unit Mix & Rent Schedule (see page 20)

	UNIT TYPE	# OF UNITS	SQUARE FEET	TOTAL SQ. FT.	RENT/MO.	TOTAL MO. RENT	RENT/SQ. FEET	NET RENT	COMMENTS
		A	B	C	D	E	F	G	
LIST FROM SMALLEST TO LARGEST UNIT TYPE	1 br	20	690	13,800	\$550	\$11,000	.80	\$525	
	2 br	80	1010	80,800	\$890	\$71,200	.88	\$865	
	3 br	60	1340	80,400	\$1120	\$67,200	.84	\$1095	
			AVG		AVG		AVG		
GRAND TOTALS		160	1094	175,000	\$934	\$149,400	.85		

How do you do the Math?

Computations for "UNIT TYPES"

- A= total # of units
- B= square feet for each unit type
- C= total square feet for each unit type
- D= amount of market rent for each unit type
- E= A x D (# of units for each unit type multiplied by the market rent for each unit type)
- F= D / B (monthly market rent divided by square feet of unit type)
- G= monthly market rent less monthly concession being offered (insert n/a if there are no concessions for each respective unit type) In example above, community was offering \$25 off monthly market rent.

Computations for "TOTALS"

(compute in the order listed below)

- A= add the total number of units for each unit type and place grand total here
- C= add the total square footage for each unit type and place grand total here
- B= GRAND TOTAL of C / GRAND TOTAL of A (compute average square feet by taking grand total square feet and divide it by grand total number of units)
- D= GRAND TOTAL OF E / GRAND TOTAL OF A (compute average rent per month by taking grand total of total monthly rent and divide it by grand total number of units)
- E= add the total monthly rent for each unit type and place grand total here
- F= GRAND TOTAL OF E / GRAND TOTAL OF C (compute average rent per square feet by taking grand total of total monthly rent and divide it by grand total of total square feet)

This information is now transferred to Part III - Rent Analysis

Part II: Comparable Community Information

Date: _____ Subject
Property: _____
Comparable
Community: _____ Phone: (____) _____

Address: _____
Mgmt Co _____ Person
/Owner: _____ Contacted: _____

No. of Units: _____ How Close to Subject? _____

Community Age: _____ Current Occupancy: _____

1. Location: Excellent Good Fair Poor
2. Condition/Appeal Excellent Good Fair Poor
3. Neighborhood Excellent Good Fair Poor

4. Lease Terms Available: _____

No of
5. Occupants: 1 BR _____ 2 BR _____ 3 BR _____, Other
Restrictions: _____

6. Pets OK? No Yes Restrictions _____ Dep _____ Fees _____

7. Parking Options: Open Covered Assigned Garages

8. Hot Water: Boiler Indiv. Hot Water Heater

9. Heat/AC: Central Individual Control

10. Utilities: Individual Submeter RUBS All Bills Paid

11. Resident Pays for: Electricity Gas Water Trash Other

12. Deposit Amounts: 1 BR \$ _____ 2 BR \$ _____ 3 BR \$ _____

13. Standard Fees: \$ _____ Application \$ _____ Administrative \$ _____ Cleaning/Damage
\$ _____ Other _____



14. Amenities:

UNIT AMENITIES – available in some or all units

- | | | | |
|--|---|--|--------------------------------------|
| <input type="checkbox"/> Microwave | <input type="checkbox"/> Self-Cleaning Oven | <input type="checkbox"/> Trash Compactor | <input type="checkbox"/> Fireplace |
| <input type="checkbox"/> Icemaker | <input type="checkbox"/> Mini Blinds | <input type="checkbox"/> Vertical Blinds | <input type="checkbox"/> Ceiling Fan |
| <input type="checkbox"/> Intrusion Alarm | <input type="checkbox"/> Vaulted Ceiling | <input type="checkbox"/> W/D Included | <input type="checkbox"/> W/D Conn |
| <input type="checkbox"/> Cable Provided | <input type="checkbox"/> Cable Available | <input type="checkbox"/> Patio/Balcony | <input type="checkbox"/> Sun Room |

PROPERTY AMENITIES

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Pool - # _____ | <input type="checkbox"/> Fitness Room | <input type="checkbox"/> Spa/Jacuzzi | <input type="checkbox"/> Sauna |
| <input type="checkbox"/> Tanning Bed | <input type="checkbox"/> Tennis/Sport Court | <input type="checkbox"/> Racquetball | <input type="checkbox"/> Clubroom |
| <input type="checkbox"/> Coffee Bar | <input type="checkbox"/> Conference Room | <input type="checkbox"/> Business Center | <input type="checkbox"/> Picnic Areas |
| <input type="checkbox"/> Community Garden | <input type="checkbox"/> Barbecue Grills | <input type="checkbox"/> Jogging Trail | <input type="checkbox"/> Car Wash Area |
| <input type="checkbox"/> Covered Parking | <input type="checkbox"/> Garages | <input type="checkbox"/> Limited Access Gates | |
| <input type="checkbox"/> Manned Gate | <input type="checkbox"/> Extra Storage | <input type="checkbox"/> Pet Stations | <input type="checkbox"/> Pet Park |

PROPERTY SERVICES

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Wireless Availability | <input type="checkbox"/> Trash Pick-Up @ Door | <input type="checkbox"/> Patrol Service | <input type="checkbox"/> Courtesy Officer |
| <input type="checkbox"/> Notary Service | <input type="checkbox"/> Copier Access | <input type="checkbox"/> Recycling | |

15. Marketing and Advertising: _____

16. Current Specials: _____

	UNIT TYPE	# OF UNITS	SQ. FT./ UNIT	TOTAL SQ. FT.	RENT/MO.	TOTAL MO. RENT	RENT/SQ. FEET	NET RENT	COMMENTS
<i>LIST FROM SMALLEST TO LARGEST UNIT TYPE</i>									
			TOTAL	AVG	TOTAL	AVG	TOTAL	AVG	AVG
GRAND TOTALS									



Part III: Rent Analysis

Compare the subject community to the three communities previously visited.

- ▶ Include the date the Market Survey was conducted.
- ▶ The “subject property” is your community; complete information as indicated.
- ▶ Complete information at the top of each column for each comparable community (i.e., number of apartments, occupancy percentage and age).
- ▶ The information you have gathered on each community on the Comparable Community Information (Part II) forms will list each size unit with square feet, rental amount and rent per square foot. Transfer this information to the Rent Analysis (Part III). Use square footage that is comparable to the subject property. Try to stay within 50 to 100 square feet of the “subject property” floor plans.
- ▶ Complete each property's average unit size, rental rate, and rent per square foot.

Sample

Tips for Preparation and Presentation

The Market Survey Presentation is the final part of the NALP program. Usually, the presentation is delivered to the class. The presentation demonstrates the participants understanding of the skills required to be a Leasing Professional.

Written Project

- ▶ Presentations will reflect the effort involved in producing the product.
- ▶ A binder or portfolio is to be used.
- ▶ Make at least one blank copy of the Comparable Community Information forms to use while making notes; neatly transfer your findings to a final version.
- ▶ All forms must be typed or neatly written.
- ▶ Use complete sentences – grammar and spelling is important.
- ▶ Use proper symbols where required, including \$\$\$ and correct notation for measurements.
- ▶ Complete the Telephone Shops after attending the Telephone Presentations course.
- ▶ It is advised to avoid conducting your phone shops from your community.
- ▶ Avoid wearing company uniforms or name badges to shop properties.
- ▶ Complete the physical shops after attending the Leasing Demonstration course.
- ▶ If the competition communities know you, shop a different market. Remember, you are trying to obtain a true assessment.
- ▶ Use “N/A” where appropriate – all blanks should be filled with nothing left blank.

Oral Presentation

- ▶ A 10-15 minute presentation in front of part or all of the class will be required.



- ▶ Preparation is the key to your success! Know your material and practice, practice, practice! Practice your oral presentation in front of friends, family, or co-workers. Another idea, as silly as it may sound, is to practice in front of a mirror. You will be pleasantly surprised at the comfort and confidence you gain as you become more familiar with what you want to say!
- ▶ Try to relax! You will not be evaluated on your presentation skills. The purpose of the oral presentation is to determine how well you have mastered the course. The quality and attention to detail evident in your market survey presentation will support this conclusion.
- ▶ Take your time. Use note cards or an outline to highlight the points you would like to cover in your oral presentation to keep you focused and organized. Be concise and stick to the subject at hand. There is no reason to be nervous! You know the information; remember you have spent many hours conducting the research, preparing the documents and forming your own recommendations and conclusions. You will find that a 10 to 15 minute presentation will go by quickly. Plus, this time frame allows for questions.
- ▶ Dress for success. Professional attire is recommended, as discussed in the “Keys to Success” course.
- ▶ Speak to the class as if you were presenting to your Property Manager, Regional Manager and/or owner of the community.
- ▶ Incorporate vocabulary and terminology learned throughout the course into your presentation.
- ▶ Share your observations from each shopping experience, and convey what you would incorporate or modify in your leasing presentation.
- ▶ Prepare to answer questions posed by the class and your Reviewer(s).
- ▶ Use of visual aids (i.e., charts, posters, handouts) are an excellent way to communicate and highlight important information.