

# NAAEI Helps to Create A New Lease on Life



*Multifamily employers are encouraging employees to seek professional designations, including the National Apartment Leasing Professional.*

BY MARK EVANS

**T**he value of professional designations and certifications cannot be overstated. They provide the education used to climb the career ladder and also demonstrate an individual's commitment to his or her own professional development and to their industry.

An increasing number of supervisors and apartment industry companies are recognizing the value of these designations by encouraging their own employees to pursue them and are actively seeking out new hires who already have earned them.

A recent blog post on [TheWorkBuzz.com](http://TheWorkBuzz.com) ([www.theworkbuzz.com/on-the-job/career-mistakes](http://www.theworkbuzz.com/on-the-job/career-mistakes)) says education and earning an industry certification are two of the best ways a person can increase their marketability. The NAA Education Institute (NAAEI) offers eight professional designation and credential programs, including the Certificate for Apartment Maintenance Technicians (CAMT), Certified Apartment Manager (CAM) and National Apartment Leasing Professional (NALP).

Each of these designations is tailored for people from a variety of backgrounds and professional goals—from those looking to land their first apartment industry job to others new to the field who want to set themselves up for industry success. No matter their backgrounds, people who earn NAAEI designations say the benefits are many.

This is seen below in comments from two NALP designates as they describe how their professional designations have helped them in their careers.



**Karissa DeLisle, NALP, ARM**  
**HallKeen Management**  
**Norwood, Mass.**

Karissa DeLisle, NALP, ARM, Vice President of Business Development and marketing at HallKeen Management, had been in the apartment industry for 14 years before she decided to pursue her NALP. Looking back, she says she wished she had earned it sooner because it gave her an opportunity to meet others working in the industry and to discover the resources available through Boston's Rental Housing Association (RHA) and the National Apartment Association.

She started in the apartment industry in high school, working on weekends and during the summer as a leasing consultant.



After college, she continued her climb up the industry career ladder by working as a manager at communities in Texas before taking a job with HallKeen. In her current position, she and her staff are responsible for the marketing and business development for the company, as well as for more than 6,700 multifamily and assisted-living apartments throughout New England, New York, Virginia, North Carolina and Florida.

DeLisle took the NALP course with one of her marketing specialists, who she mentors, and encourages all of her employees to pursue professional designations such as the NALP.

"I was fortunate early in my career to have some great mentors," she says. "Now, I want to make sure I am giving the right tools to the young people who work for me. I want to make sure they are keeping pace with the industry."

She says that as an employer, the NALP designation has tremendous value because it shows her that the employee—or job applicant—holding the designation not only has a solid understanding of leasing and marketing but also has taken the extra step to invest in themselves and in their career.

That trust—and her solid performance—earned DeLisle the recent promotion to Assistant Community Manager. She hopes that earning her CAM will prepare her for a future job as community manager.

"The NALP opens up so many doors," she says. "I'm going to pursue my CAM next. I tell everyone that I want the whole alphabet."

"I see a person who has the NALP as someone who is ambitious and eager to take that extra step to better themselves professionally. As an employer, that means a lot to me."



**Johanna Llorente, NALP**  
**Gables**  
**Austin, Texas**

Johanna Llorente, NALP, Assistant Community Manager for Gables Pressler, started working in the apartment industry in 2004 when she was in college. She says taking the

# NAAEI Honors New Designates

Presented December 2012

Please join NAAEI in congratulating the following individuals who received their designations in December 2012.

## National Apartment Leasing Professional (NALP)

Ashley Ambrose, NALP	Island Palm Communities	Schofield Barracks	HI
Jeanne Armstrong, NALP	Muirfield Village Apartments	Raleigh	NC
Leanna Barnes, NALP	Mark-Taylor	Chandler	AZ
Chelsea Blackwood, NALP	West End At City Center	Lenexa	KS
Constance Brantley, NALP	Blair Tower Apartments	Memphis	TN
Craig Brouillette, NALP	Dolben Company	Owings Mills	MD
Alicia Brown, NALP	Professional Equities	Florissant	MO
Amy Burcham, NALP	MLP Management	Wentzville	MO
Briana Castillio, NALP	Island Palm Communities	Schofield Barracks	HI
Rachael Chicoli, NALP	Northland Investment	Raleigh	NC
Erin Clark, NALP	Alison-Shelton Real Estate Svs	Fountain Hills	AZ
Candy Concepcion, NALP	Island Palm Communities	Schofield Barracks	HI
Krista Cox, NALP	Professional Equities	Florissant	MO
Cynthia Cruz, NALP	Dolben Company	Gaithersburg	MD
Kerrie Curtin, NALP	Falcon Falls	Kansas City	MO
Ashley Davis, NALP	RCP Management	Fayetteville	NC
Elizabeth Dolben, NALP	Dolben Company	Woburn	MA
Leslie Forbis, NALP	Vintage At Zona Rosa	Kansas City	MO
Samantha Gadberry, NALP	Allison-Shelton RE Services	Mesa	AZ
Caitlin Hailey, NALP	MC Residential	Scottsdale	AZ
Jennifer Hall, NALP	Blue Ridge Property Mgmt.	High Point	NC
Rachel Hancock, NALP	Walk To NC State	Raleigh	NC
Jennifer Ho, NALP	Island Palm Communities	Schofield Barracks	HI
Ashley Hunt, NALP	Ashley Pointe Apartments	Evansville	IN
Queenora Irvin, NALP	Island Palm Communities	Schofield Barracks	HI
Tasheika Jeffers, NALP	Allen & Rocks	Vienna	VA
Cerina Johnson, NALP	Picerne Military Housing	Fort Bragg	NC
Melissa MacDonnell, NALP	Jefferson Pointe	Shawnee Mission	KS
Jessica Madden, NALP	Briarcliff City Apartments	Kansas City	MO
Rachel Madigan, NALP			

Amanda Matthews, NALP	Westlake At Morganton	Fayetteville	NC
Heather May-Mullins, NALP	Picerne Military Housing	Fort Bragg	NC
Shannon McClure, NALP	Birchwood Homes	Fairbanks	AK
Kristin McNeil, NALP	MAA	Jacksonville	FL
Belinda McNutt, NALP	Cardinal Village Apartments	Jacksonville	NC
Nicolle Meadows, NALP	Colonial Property Trust	Nashville	TN
Amanda Morrissey, NALP	First Montgomery Group	Marlton	NJ
Neukisha Motsinger, NALP	Picerne Military Housing	Raeform	NC
Kaitlyn Oelrich, NALP	Advenir Real Estate Mgmt.	Centennial	CO
Alicia Olcese, NALP	First Montgomery Group	Marlton	NJ
Jasmine Outlaw, NALP	Professional Equities	St. Louis	MO
Tiffany Oxford, NALP	Caviness & Cates	Fayetteville	NC
Kisha Patton, NALP	Picerne Military Housing	Fort Bragg	NC
Jerome Pave, NALP	Island Palm Communities	Schofield	HI
Azalea Perkins Chris, NALP	Campus Crossings Durham	Durham	NC
Allison Phaneuf, NALP	Caviness & Cates	Fayetteville	NC
Yadira Polvos, NALP	Allison-Shelton RE Services	Phoenix	AZ
Maggi Raymond, NALP	MC Companies	Phoenix	AZ
Pamela Reid, NALP	Picerne Military Housing	Sanford	NC
Vanessa Rushlo, NALP	Island Palm Communities	Schofield Barracks	HI
Anna Schillumeit, NALP	Devonshire Gardens	Evansville	IN
Lindsay Schultz, NALP	Mark Taylor	Mesa	AZ
Regina Seeberger, NALP	First Montgomery Group	Marlton	NJ
Claire Shelley, NALP	E-State Management	Lawrence	KS
Sherryl Starr, NALP	Island Palm Communities LLC	Schofield Barracks	HI
Jennifer Tedford, NALP		Houston	TX
Denise Thibeault, NALP		Imperial	MO
Harriet Tonelli, NALP	First Montgomery Group	Marlton	NJ
Rishanna Van Blyenburg, NALP	Island Palm Communities	Schofield Barracks	HI
Juan Verdin, NALP		Durham	NC
Jessica Wangrycht, NALP	Mark-Taylor	Chandler	AZ
Gerriane Wheeler, NALP	NuVida Properties	Del Mar	CA

## Certificate for Apartment Maintenance Technicians (CAMT)

Noah Abaku, CAMT		Gaithersburg	MD
Danny Adams, CAMT	Meadow Ridge Apts.	Cincinnati	OH
Christopher Allen, CAMT	Hsing Auth-Winston-Salem	Winston-Salem	NC
Brian Bailey, CAMT	Meadow Ridge Apts.	Hamilton	OH
Rick Bass, CAMT	Island Park	Kent	WA
William Bovenschen IV, CAMT	Providence Place-Bloomington	Bloomington	IN
John Brewer, CAMT	Foothills	Bellingham	WA
David Caliri, CAMT	WinnResidential	Boston	MA
Brandon Carter-Moore, CAMT	Time Group & WPM	Owings Mills	MD
Matthew Clerebout, CAMT	Brody Companies	Westland	MI
Traye Clifton, CAMT	Oaks Properties	Minneapolis	MN
Mark Coons, CAMT	Madison Society Hill	Palmyra	PA
Pedro Diaz-Ortiz, CAMT	Promenade Crossing	Orlando	FL
Charles Emery, CAMT	One Lytle Place	Cincinnati	OH
Kenneth Finger Jr., CAMT	Housing Authority	Winston-Salem	NC
Fredis Flores, CAMT		Rockville	MD
Byron Gillespie, CAMT	Vistas At Hackberry	Irving	TX
Christopher Harper, CAMT	Mill Valley Estates	Amherst	MA

Jeremiah Johnson, CAMT	Omaha Housing Authority	Omaha	NE
Kelly Johnson, CAMT	Habitat Properties	Bellingham	WA
Brian Jones, CAMT	Luma Corp.	Bullard	TX
Elliott Kennedy, CAMT	Blue Ridge Property Mgt	Spartanburg	SC
Robert Lucia, CAMT	Evergreen At Keller	Keller	TX
Seth Martin, CAMT	Pinnacle Pointe	Cincinnati	OH
James McLemore Jr., CAMT	Hsing Auth-Winston-Salem	Winston-Salem	NC
Valentin Medrano, CAMT	ZRS Management	Dallas	TX
Mehrdad Nazifi, CAMT	Waterford At The Lakes	Everett	WA
Stephen Norman, CAMT	Hacws	Winston-Salem	NC
Christopher Perry, CAMT	Cincinnati Premier Realty	Trenton	OH
Rolando Ramirez, CAMT	Reserve at Clearwater	Clearwater	FL
Joshua Richerson, CAMT	Crossings of Oakbrook	Independence	KY
Adalberto Rodriguez, CAMT	Churchill Residential	Irving	TX
Leeander Saldana, CAMT	Glenshire Villas Phase I	Balch Springs	TX
Tim Schneider, CAMT	Carriage Court Apts.	Middletown	OH
Jay Smith, CAMT	North Texas Homes	Plano	TX
Dragan Tadic, CAMT	Greystar	Irving	TX
Jake Willmott, CAMT	Equinox Apartments	Seattle	WA
Jeffrey Wilson, CAMT	Laurel Bluff Townhouses	High Point	NC

## Certified Apartment Manager (CAM)

Vicki Abe, CAM	Atlantis Pacific Ventures	Beverly Hills	CA
Kandi Aguirre, CAM	Renaissance At Canyon Springs	San Antonio	TX
Melissa Alfaro, CAM	Clay Properties	Houston	TX
June Benas, CAM	Spondee & Galaxie Apts.	Los Alamitos	CA
Terry Benas, CAM	Spondee & Galaxie Apts.	Los Alamitos	CA
Mary Bryan, CAM	Mill Trace Village	Mechanicsville	VA
Leonard Burke, CAM	Tampa Gardens Apartments	Tampa	FL
Belen Camacho, CAM	Eagle Investments	Downey	CA
Peggy Cannon, CAM	Stratford Apartments	Raleigh	NC
James Castillo, CAM	L Kirk Realty	Long Beach	CA
Stephanie Cavazos, CAM	Camden Lakemont Apts.	Richmond	TX
Daviana Cearley, NALP, CAM	Martin Fein Interest	Katy	TX
Diane Chang, CAM	Longbow Corp.	Palos Verdes Estates	CA
Adina Danci, NALP, CAM	Hunters Ridge Apts.	Phoenix	AZ

Melody DeLone, CAM	Napa Valley Apartments	Little Rock	AR
Almonie Goodwin, CAM	Property Management	Williamsburg	VA
Anna-Karin Kight, CAM	Kight Properties	Long Beach	CA
Jessica Kingsmill, CAM	Natchez Landing	Metairie	LA
Peter Li, CAM	Coldwell Banker Residential	Alhambra	CA
Dayna Liner, CAM	Scioto Management Group	Columbus	OH
Jesse Martinez, CAM	Arthur Goldner & Associates	Montgomery	IL
Daniel Morimizu, CAM	Atlantis Pacific Ventures	Beverly Hills	CA
Cheryl Restall, CAM	Canter Chase Apts.	Louisville	KY
Matthew Rutherford, CAM	Riverstone Residential-Central	Greenwood Village	CO
Jennifer Scott, CAM, CAPS		Fayetteville	NC
Carla Stankevitz, CAM	Westside Creek Apts.	Bryant	AR
Charity Storms, CAM	Weidner Apartment Homes	Shoreline	WA
Maria Uriostegui, CAM	Engin Real Inc. of Texas	Houston	TX
David Veeder, CAM	Texaspex Rentals	Dallas	TX

## Certified Apartment Supplier (CAS)

Tom Bynum, CAS	Spectrum Paint	Little Rock	AR
Jeff Goldman, CAS	Moen	Charlotte	NC
Rebecca Harris, CAS	Chenal Restoration Contractors	Little Rock	AR

Tammy Lensing CAS	TopNotch Staffing	Little Rock	AR
Cheryl Murphy, CAS	Click Pack Move	Charlotte	NC
Asia Whitaker, CAS	CoreLogic SafeRent	Matthews	NC
Elliot Winter, CAS	Stelco Distributors	Fort Lauderdale	FL

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## Certified Apartment Portfolio Supervisor (CAPS)

Tim Bostrom, CAM, CAPS	Dolben Company	Woburn	MA
Janice Bryant, CAPS	Michaelson Real Estate Group	Jacksonville	FL
Shelly Cantrell, CAPS	Sunchase American	Dallas	TX
Leah Ferguson, CAPS	Berkshire Property Advisors	Greensboro	NC
Vicky Gregory, CAPS	Fountain View on the Plaza	Kansas City	MO
Ann Marie Hamilton, CAPS	Madison At Brantley Pines	Fort Myers	FL

Laurel Hillocks, CAPS	Forest Hills Apartments	Laurel	MD
Tana Jenkins, CAPS	McKinley Properties	Orlando	FL
Tonaus John, CAPS, ARM	Berger Rental Communities	State College	PA
David Olafson Jr., CAPS	Blue Ridge Property Mgt	Hattiesburg	MS
Lisa Rice, CAM, CAPS	Morgan Properties	Harrisburg	PA
Natasha Smith, CAPS	Grande Courte At Boggy Creek	Kissimmee	FL
Stephen Vlkovic III, CAPS		Atlanta	GA
Keisha Warrick, CAPS	Home Properties	Owings Mills	MD

## Independent Rental Owner Professional (IROP)

Anthony Carrasco, IROP	Tierra Carrasco Properties	Cypress	TX
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**February is Apartment Careers Month!  
Consider a career in apartment leasing  
and management: [bit.ly/zfl4jK](http://bit.ly/zfl4jK)**



NALP course reinforced to her that she and her company, Gables, were up to date on industry standards.

She credits the NALP course with also providing her with important background on the industry and in helping her better understand the leasing process and compliance with federal and state laws.

As a result of the designation, Llorente says she has earned the trust of upper management because she has proven she can make good business decisions for her property and, ultimately, for her company.

Llorente says she encourages others to earn their designations.

The knowledge gained helps people become more comfortable in themselves and in their abilities—especially as they advance up the career ladder and others look to them for guidance and answers.

“It has definitely given me more credibility in the industry,” she says. “I knew I had it before, but having the NALP adds to that.”

Llorente was named as NAAEI’s 2012 National Apartment Leasing Professional of the Year.

*Mark Evans is Staff Writer for Catalyst, a public relations firm based in Austin, Texas.*



## Give your career a new lease on life.

As a leasing professional, you play an essential role in boosting your apartment community's bottom line.

The NALP designation is the official stamp of approval, letting your employer know that you have acquired skills to successfully overcome objections, close sales and retain residents. NALP: the single most important thing you can do to boost your career and your community's bottom line.

NAA members learn at their own pace for only \$39 a course (8 courses); an investment you can't afford to pass up.



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