

REWIND to San Diego

NAAEI audio and video recordings offer another way to benefit from knowledge shared at the 2013 NAA Education Conference & Exposition.

The 2013 NAA Education Conference & Exposition may be over, but the memories and the knowledge shared at the conference live on through our REWIND series of video and audio recordings of conference sessions.

The annual conference attracts thousands of apartment industry professionals from across the country and is a great way to learn more about the issues facing the apartment industry, as well as hear best practices that have proven effective for industry peers.

If, however, you were unable to attend or cannot locate some of your notes, rest assured you'll be interested to learn that the NAA Education Institute (NAAEI) is again offering for purchase 21 video recordings and 20 audio recordings of most of the education sessions. The audio recordings are synced to PowerPoint presentations, which are also included in the package. The complete REWIND series of recordings is available for purchase for \$299.99.

Featured among the sessions is one by Janine Driver: "You Can't Lie to Me: Decode the Truth Behind Your Clients Objections & Produce More Consistent Results!" She is a New York Times bestselling author, media expert for NBC's TODAY Show, 20/20, CNN and the Dr. Oz Show. She also founded and is lead instructor for the Body Language Institute, which is a certification program that offers advanced communications

training. NAAEI obtained special permission to record her session, which Driver does not often grant.

In addition to this session, you'll also benefit from others such as "Shifting Shoppers: The Convergence of Search, Social, Mobile & Reputation Management," "The New Age of Search: The Apartment Search Shake-Up," "Dr. Jekyll and Mr. Hyde? Rental Payment Data Helps Identify the Best Resident" and "From Notepads to iPads: Marketing, Leasing and Resident Retention Ideas!"

These recordings are ideal for training onsite leasing, maintenance and management staffs. They are also perfect for the senior industry professional who can't spare the time away from the office to attend the conference but who still wants to keep up with the latest trends being seen in the industry and the new resources available to them and their staffs.

THE NAA EDUCATION INSTITUTE PRESENTS

REWIND

THE 2013 NAA EDUCATION CONFERENCE & EXPOSITION VIDEO & AUDIO RECORDINGS

HOW TO ORDER

For the complete set of recorded sessions, please visit <http://naa.directionsav.com> or email education@naahq.org.

**The No. 1 Tool for
Your Maintenance Career**
Visit www.naahq.org/CAMT today!

CAMT 

**CERTIFICATE FOR APARTMENT
MAINTENANCE TECHNICIANS**

