



STUDY GUIDE

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The purpose of this study guide is to assist students with organizing and comprehending the course material. This tool is designed to enhance learning by providing a structured framework and key information that aids in the retention and understanding of the subject matter. Students should review the study guide, complete the practice exam (found on the [Candidate Resources](#) webpage), and schedule their CALP exam. Along with the study guide, students should also review the summaries of important concepts, key points, definitions, examples, and relevant study materials such as their textbooks, lecture notes, and additional resources provided by CALP instructors and NAAEI.

Course 1 – Bringing in New Residents

- The Prospective Resident Point of View Video (pp. 4-5)
- One Band One Sound Video (pp. 6-7)

Professionalism

- How are leasing professionals critical to the success of a community? (p. 8)
- Basic duties of a leasing professional (pp. 8-9)
- Image and Behavior – pride, competency and integrity (p. 10)
- Specialized Knowledge (p. 10)
- Market – Product – Resident Profile
 - Surrounding Area – expanded aspects
- Adding Value – Two components (pp. 10-11)
 - Finding housing for prospects and value for owner (know how these relate)
- Property Goals – alignment with personal agendas (p. 11)

Teamwork

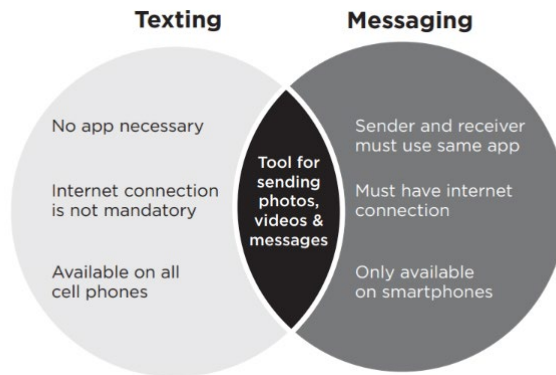
- Characteristics of a good teammate (pp. 11-12)
- Not a solo performer – It's a team that completes a work order or leases an apartment (p. 11)
- Team Goals (pp. 11-12)
- Your role in the Goal (p. 12)
- Communicating openly – discretion, precision, active listener (p. 12)
- Networking outside of your own team (p. 12)
- Teamwork Scenario Activity and Video (pp. 13-14)
 - Create a Clear and Compelling Strategy (p. 14)
 - Copa Airlines video (p. 14)
- Copa's strategy – know "cascading" of goals and "knitting" as shared goals between people or departments (pp. 15-16)

Organization, Prioritization and Time Management

- Big Rocks Video (pp. 17-18)
- Job Responsibilities and Goals – know sampling of goals, align your tasks with these (p. 19)
- Planning – know 7-step process, an example (p. 19)
- Prioritization – self-discipline and ask (p. 20)
- Time Management – know the tips to achieve this (p. 20)
 - Be able to list time consumers and time savers (p. 21)
 - Know the dangers of multitasking (p. 21)

Using Your Technology

- Software and apps in the text that bring in leads (p. 23)
- Prospect's Property Search Online (pp. 23-24)
 - Company website, social media presence, internet listing service (ILS), and mobile applications
 - Prospect's Property Search – online reviews (p. 24)
- Lead Generation – Understand the process as the lead comes in (pp. 24-25)
 - The Role of Automated Revenue on Pricing (p. 25)
- Emailing with prospects – follow the tips (p. 26)
- Texting with Prospective Residents (p. 27)
- Tips for Texting and Messaging (p. 27)



- Entrepreneur Tips (p. 28)
- Resident Portals (p. 28)
- Writing Email Responses Activity (p. 29)
- Virtual Leasing (pp. 30-31)
 - Video Tours – website demonstrations – self-tours – video chats

Course 2 – Marketing and Maintaining the Community

Your Brand and Reputation

- Market Trust video (pp. 4-5)
- Emotional Connections (pp. 5-6)
 - Emotional connection is the link from reputation to brand
 - Gina Engages the prospect in the office and on tour (p. 6)
- Branding and managing your reputation
- What does Branding Mean? (p. 7)
- Branding in the Industry – Your promise – what I can expect - differentiator
- Characteristics of Monitoring your reputation
- Characteristics of Managing your reputation (p. 8)
- When things go wrong activity - 4 steps of reputation repair (p. 9)

Keeping Your Property Showable

- Remember Bill's Blu Nest leasing experience (p. 10)
- First impressions – 30 seconds (p. 11)
- Curb Appeal – property and online (p. 12)
- Signage, flags and banners (p. 13)
- Landscaping and Grounds (p. 14)
- Lighting (p. 14)
- Exterior Buildings (p. 15)
- Amenities and Common Areas (p. 15)
- The Leasing Center – appeal to 5 senses (p. 16)
- Leasing Center Standards Checklist Items (p. 17)
- The Tour Route, Models and Vacant Uni (p. 18)
- Personal Curb Appeal (p. 18)
- Professional Appearance elements (p. 19)
- Interior and Exterior Activity (p. 20-21)

Marketing Your Community

- Joe's Search video – HighPoint, Wooded Glen and Home Now (P. 22)
- Outreach Marketing – know the components (p. 23)
- Advertising Types
- Public Relations – Sales Promotions
- Internal Marketing – Relationship Selling (p. 24)
- Online Services – what are they and what do they do (p. 24)
- Other Outreach – media, flyers, community service, etc. (p. 25)

- Inbound Marketing – know sources via telephone, text, email, website and in-person (p. 25)
 - Importance of sourcing (p. 24)
 - Importance of response (p. 24)
 - Leads from automated sources – understand how this works including lead retrieval (p. 25)
- Glen's River Video and Activity (p. 27)

Course 3 – Why your Competition Matters

Shopping Your Competition

- Why Shop your Competition – tips for shopping (p. 4)
 - Shopping by Phone – Gina Prepares for a Call (pp. 4-5)
 - Shopping in Person
 - Mystery vs. relationship shopping (p. 5)
 - Shopping online (p. 5)
- What to Look for (p. 6)
- Competitor vs. Comparable (p. 6)
- 5 P's – Product, Place, Price, Promotion, & People (p. 7)
- Shopping and Google Search Activities (p. 8)

The Market Survey

- Definition and components of the market survey (p. 9)
- Understanding the importance of the Market Survey (p. 10)
- The Target Market – Definition (p. 11)
- Market Segmentation (p. 11)
- The Market Survey Process (p. 12)
- Three Steps – Shop > Compile > Analyze (p. 12)

Your Role in Improving and Initiating Change

- Trim Tab video (pp. 17-18)
 - Madeline Cartwright story – outside your job description but within your circle of influence
 - Trim Tab – a second small rudder that determines the ship's course
- Making Change Happen (p. 19)

Course 4 – Relevant Laws and How to Apply Them

Fair Housing Laws and Prospective Residents

- Purpose of fair housing laws (p. 5)
- Different treatment vs. different impact (p. 5)
- Seven federally protected classes – states and cities? (p. 6)
 - Fair Housing Laws Details (pp. 6-7)
 - What to do if your property receives a complaint – sources? (p. 7)
- Prohibited Practices – Review to understand examples (p. 8-11)
- Review and understand familial scenario examples (pp. 12-13)
- Fair Housing and Disabilities (pp. 14-17)
 - Definition and examples of each component (p. 14)
 - Modification vs. accommodation (p. 14)
 - Section 504 is different (p. 15)
 - Review prohibited and accepted practice examples (pp. 15-17)
 - Additional Things to Know
 - Fair housing testers and their role (p. 18)
 - Tips to avoid discrimination – understand the tips (pp. 18-19)
 - It's OK to acknowledge differences (pp. 20-21)
 - Americans with Disability Act
 - The five titles and how they apply (p. 22)
 - Understand applying FHA vs. ADA (pp. 22-23)

Fair Housing Laws and Current Resident

- Prohibited practices (p. 26)
- Scenarios on ESA and Harassing Owner (pp. 27-28)
- Disabilities and Current Residents
 - Know prohibited practices (pp. 26-28)
 - Review scenarios on business center and MCS (p. 29)

Proper Screening of Prospective Resident's Qualifications

- Typical screening criteria and identity documents (p. 31)
- The screening process including use of third-party companies (pp. 31-32)
- Identity Issues in Virtual Relationships (pp. 32-33)



First Person
(Muling)



Third Party
(Identity Theft)



Identity
Manipulation



Synthetic
Identity

- Guidelines for criminal background screening (p. 33)
- Three credit laws to know
 - Equal Credit Opportunity (p. 34)
 - Fair Credit Reporting Act (pp. 34-35)
 - Fair and Accurate Credit Transaction Act
- Properly reject an application (p. 37)
- Managing a rejected application activity (p. 38)

Working with the Lease and Leasing Documents

- NAA lease template (p. 39)
- Answers to three lease content questions in activity (48)
- The lease as a legal document (p. 49)
- Four elements of a contract (p. 50)
 - Offer, Acceptance, Consideration, & Capacity
- Landlord Tenant Laws (p. 51)
 - Managing resident concerns

Course 5 – The Sales Process and Building Relationships

The Foundations of the Relationship Sales Process

- Definition and teach-tailor-take control (p. 4)
- Market and Prospects – know and research (p. 4)
- Message – what's being said and where they heard it (p. 5)
- Product – know the details that go into this (p. 5)
- The Art of Asking Questions – identify and create open-ended questions (p. 6)
- Listening and controlling distractions (p. 7)
- Emotional appeal – what is it and how does it affect selling? (p. 8)
- Gina video uncovering prospect's desires (p. 8)
- Closing and what has to occur so that it can be offered (p. 9)
- Empathic Listening video – listen to learn and understand, not to judge (pp. 10-11)

Applying the Relationship Sales Process

- Wolf River video about Email sales (p. 12)
- Relationship sales is not a one-time event (p. 13)
- Three steps in the relationship sales process (pp. 13-15)
 - The Needs Assessment – teach and tailor, open and closed questions (pp. 13-14)
 - The Presentation – feature/benefits (p. 15)
 - The Close – ABC (p. 15)
- Working with the Prospective Resident

- The components of communication (pp. 16-17)
- Phone – Emails – Templates and Questions (pp. 16-17)
- Closing in email to get visit (p. 17)
- Note-taking (p. 18)
- Examples of being professional and pleasant (pp. 18-19)
- Working with the Prospective Resident – Virtual Leasing
 - Statistics on virtual leasing (p. 20)
 - Distinct types of virtual leasing (pp. 21-23)
 - Virtual Tours – Personalized Live Virtual Tours – Personalized Recorded Virtual Tours – Recorded Video Tours – Website Demonstrations – Website Video Chat – Virtual Staging – Self-Guided Tour
 - Virtual Tour Activity (pp. 24-25)
- Managing Objections
- Be able to give an example of each of the 5 objection types (pp. 26-30)
 - Private – Price – Place – Prejudice – Procrastination
 - Automated Revenue Pricing
 - Pricing and Prejudice Video Activities
- Manage Objections (pp. 31-33)
 - Admit – final agreement (p. 31)
 - Explain – attempt to explain why (p. 32)
 - Resolve – boomerang or Feel/Felt/Found (pp. 32-33)
- Sales Process Video Activity (pp. 34-37)

The Transition from Prospect to Resident

- The Three Step Process (p. 38)
 - Application – patience, attention to detail, accuracy – discuss verifying the application and denying an application (pp. 38-39)
 - The Lease – know major terms, how to avoid problems (pp. 39-40)
 - The Move-In Process – know important components (pp. 41-43)
 - Checklist – what is it and why: Welcome Letter; Move-In Packet – what is it and why; Confirm Apartment is Ready
- Ryan's Move-In Scenario Video (pp. 44-48)
- Why self-evaluation is important (pp. 49-51)

Course 6 – Meeting the Needs of Current Resident

Handling Maintenance Issues

- Recall the modification and Mr. May scenarios (pp. 4-9)
- Great Service Begins with Teamwork – maintenance works with you, not for you (p. 10)
 - Collaboration is Key – know the reason why and the three steps modeling collaboration (p. 10)
 - How well do you know your maintenance team – include them (p. 11)
 - Effective Communication – know the relationship between the office and maintenance in delivering excellent service (p. 11)
 - Recognition and Appreciation – know the difference and examples (p. 12)

Handling Issues and Incidents

- Know the two scenarios on safety and cooking odor (pp. 13-19)
- Review the 7 quick scenarios and know the correct answers (pp. 20-26)

Securing and Processing Lease Renewals

- Gaining Customer Loyalty (pp. 27-28)
- The Ultimate Question – how likely is it that you would recommend this company, product, or service to a friend or colleague? (p. 27)
- Net Promoter Score – Promoters and Detractors (p. 28)
 - Lease Renewal Activity (p. 29)
 - The Mechanics of Lease Renewals (P. 30)

Calculate your Net Promoter Score:

_____ % Rated 9 or 10 (of 10)

LESS _____ % Rated 6 or Less

EQUALS _____ % Net Promoters

- Standard process – Notification, Response, Timing (p. 30)
 - Lease renewal extension is (p. 30)
 - Response when a resident gives notice (p. 31)
 - Encouraging Lease Renewals (p. 32)
 - Explain taking 5 minutes to talk (p. 32)
 - Discussing Automated Revenue Rent Pricing (p. 33)
 - How four components help maintain your Value (p. 33)
 - Preventative maintenance – high-quality maintenance = aesthetics – promptness and attentiveness
 - Renewal benefits and incentives (p. 34)
 - Three Scenarios on Possible Lease Renewals (pp. 35-37)

Building a Sense of Community

- Current Resident's Point of View (p. 38)
- Role of social life in a community (p. 39)
- Learn and redefine your "community" (pp. 39-40)
- Five Ways to build relationships (p. 40)
- Examples of going green (p. 40)
- Using diversity to be inclusive (p. 41)

Course 7 – Market Analysis for Leasing Professional

- Understand the Impacts Activity about short- and long-term impacts on properties (pp. 4-5)

Market Analysis

- The Marketing Plan (p. 6)
 - 4 triggers that require a marketing plan (pp. 6-7)
 - Marketing Objectives and Marketing Strategies (pp. 7-8)
 - Target Markets and Market Segmentation (p. 8)
 - Factors that affect target markets (pp. 8-9)
- Conducting a market analysis (pp. 9-10)
 - Regional – Neighborhood – Property and Competitor Analysis
- The Market on Boston Activity (pp. 10-14)
- Suggestions for Current Community Conditions – Media – Community – Resident Retention – Business to Business Partners – Operations Update

Market Analysis Math

- Round 1 Terms and Calculations (pp. 16-19)
 - Market Rent – Effective Rent – Concessions – Unit Mix – Rent Schedule – Rent per Square Feet
- Round 2 Additional Marketing Formulas (pp. 20-21)
 - Leases/Traffic; Cost/Lease; Cost/Traffic by Source; Closing Ratios; Pre-Leases to NTV's; Turnover
- Round 3 Three Types of Occupancy (pp. 21-23)
 - Physical – Leased - Economic
- Review Case Study Analysis (pp. 23-25)

[Click here for the link to CALP videos.](#)

These videos are "View only" so be prepared to take notes.