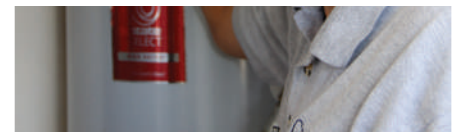




# Residential Property Management Careers

*NAAEI programs validate your knowledge, enhance your credibility, boost your confidence, and help fast-track your career.*





**There has never been a better time to start a career in residential property management (RPM).** Demand for rental housing is growing rapidly, and so is the need for talented, creative, and passionate people to help build strong communities. RPM is a meaningful, robust, dynamic, and highly professional field, dedicated to helping people choose and enjoy the housing lifestyle that’s right for them.



The apartment industry offers a wealth of meaningful career opportunities that use a variety of skills and capabilities. Regardless of whether an individual is graduating from high school or college, leaving the military, or switching careers, the industry has a job that’s just right.

Among the diverse opportunities in RPM are two high-demand career tracks — leasing and maintenance — which are key to successful on-site property management and can lead to advancement.

To help support the training and development of qualified leasing and maintenance talent for the RPM industry, the NAA Education Institute (NAAEI) has developed a system of industry-recognized standards and credentialing programs. NAAEI programs validate knowledge, enhance credibility, boost confidence and help fast-track a learner’s career and earning potential.

The following pages outline sample job descriptions, career pathways, industry skill standards and course overviews for both the Leasing Consultant and Maintenance Technician careers and credentialing programs.

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# National Apartment Leasing Professional

## Program Specifics

- NALP consists of seven courses, which can be completed in full or as stand-alone courses.
- Requirements for completion of the credential include:
  - Six months of experience in the apartment industry
  - Completion of all seven courses
  - Passing grade on Market Survey presentation
  - Passing grade on NALP exam
  - All components must be completed within a 12-month candidacy period
- Maintenance of the NALP credential requires payment of \$50.00 in annual dues and annual reporting of three continuing education credits (CECs) earned during the preceding year.
- Refer to the NAAEI Candidate Handbook for a complete description of policies.

## Course Descriptions

**Bringing in New Residents: Be Prepared** – This course begins by asking participants to think about the leasing process from the prospective resident’s and the new resident’s points of view. This approach helps conceptualize the idea that everything they learn can be placed within the context of what is important to building a successful leasing relationship. Leasing Professionals learn professionalism, teamwork, organization, time management, and technology, all with the goal of developing the skills they need to successfully bring in new residents. Engaging videos and lively discussions bring key points to life.

**Marketing and Maintaining Your Community** – This module highlights the importance of image, reputation, and brand in the apartment industry. Leasing Professionals learn how to make sure their property is in peak showable condition at all times (including a helpful checklist), along with successful marketing and customer service strategies. Stories from experienced Leasing Professionals and the chance to see sample properties from the prospective resident’s point of view emphasize to Leasing Professionals the important role they play in marketing and maintaining their community.

**Why Your Competition Matters** – Leasing Professionals learn how to “shop” their competition and how they can outshine competitors to bring in new residents and retain current residents. Knowledge of competitors and their offerings is critical, and Leasing Professionals learn how to gain a deeper understanding of their competition and improve their community in order to better compete. Leasing Professionals are asked to think about what is important to them as customers, and



NATIONAL APARTMENT  
LEASING PROFESSIONAL®

then are challenged to consider whether they live up to their own standards for their customers. Leasing Professionals end the course by reflecting on what they have learned and creating a plan for change to bring their new skills and knowledge to their community.

**Relevant Laws and How to Apply Them** – This course teaches Leasing Professionals how to adhere to fair housing laws and ADA regulations when working with both prospective and current residents. In addition, the course covers laws applying to prospect screening, application verification, the lease, and lease addenda, all in relation to the Leasing Professional's role. Lively discussions and interactive scenarios put information into real-world situations and keep Leasing Professionals actively engaged.

**The Sales Process and Building Relationships** – Leasing Professionals learn the foundations of relationship selling and the importance of problem-solving throughout the sales process. This course covers a number of key sales skills within the context of the Leasing Professional's role, including: learning to listen and respond specifically to the customer; handling objections; and meaningful ways to close the sale. The course closes with a personal assessment of a Leasing Professional's sales readiness.

**Effectively Meeting the Needs of Current Residents** – The role of a Leasing Professional continues after a prospective resident moves in! In this course, Leasing Professionals learn how to effectively handle maintenance issues and other issues that residents may encounter, all while continuing to reinforce the community's positive brand. The course also covers lease renewals and how a Leasing Professional affects the all-important resident's sense of community.

**The Market Survey** – This exercise is the second component in becoming a National Apartment Leasing Professional. Leasing Professionals are asked to complete undercover shopping experiences and document what they learn. The Leasing Professional must then present his or her findings to a local apartment professional or an online reviewer for evaluation and feedback.



Course	Total Estimated Time — Classroom Version
<p><b>Course 1</b>  <b>Bringing in New Residents</b></p> <ul style="list-style-type: none"> <li>Module 1 – The Prospective Resident’s Perspective</li> <li>Module 2 – Preparation, Professionalism, and Teamwork</li> <li>Module 3 – Organization, Prioritization, and Multi-Tasking</li> <li>Module 4 – Using Your Technology</li> </ul>	3 hours
<p><b>Course 2</b>  <b>Marketing and Maintaining Your Community</b></p> <ul style="list-style-type: none"> <li>Module 1 – Your Brand and Reputation</li> <li>Module 2 – Keeping Your Property Showable</li> <li>Module 3 – Marketing Your Community</li> </ul>	2 hours and 30 minutes
<p><b>Course 3</b>  <b>Why Your Competition Matters</b></p> <ul style="list-style-type: none"> <li>Module 1 – Gaining Customer Loyalty</li> <li>Module 2 – Shopping Your Competition</li> <li>Module 3 – Your Role in Improving Your Community</li> </ul>	2 hours and 30 minutes
<p><b>Course 4</b>  <b>Relevant Laws and How to Apply Them</b></p> <ul style="list-style-type: none"> <li>Module 1 – Fair Housing Laws and Prospective Residents</li> <li>Module 2 – Fair Housing Laws and Current Residents</li> <li>Module 3 – Screening of a Prospect’s Qualifications</li> <li>Module 4 – Working with the Lease/Lease Documents</li> </ul>	3 hours and 45 minutes
<p><b>Course 5</b>  <b>The Sales Process and Building Relationships</b></p> <ul style="list-style-type: none"> <li>Module 1 – Foundations of the Sales Process</li> <li>Module 2 – Following the Sales Process</li> <li>Module 3 – The Transition from Prospect to Resident</li> <li>Module 4 – How Well Are You Doing?</li> </ul>	3 hours
<p><b>Course 6</b>  <b>Effectively Meeting the Needs of Current Residents</b></p> <ul style="list-style-type: none"> <li>Module 1 – Handling Maintenance Issues</li> <li>Module 2 – Handling Disputes and Incidents</li> <li>Module 3 – Processing Lease Renewals</li> <li>Module 4 – Building a Sense of Community</li> </ul>	2 hours
<p><b>Course 7</b>  <b>The Market Survey</b></p> <ul style="list-style-type: none"> <li>Module 1 – The Market Survey Assignment</li> <li>Module 2 – The Presentation</li> <li>Module 3 – Completing your NALP Credential</li> <li>Module 4 – Welcome to the World of NALP</li> </ul>	2 hours



# Skill Standards for Leasing Professionals

## 1. Process and Role

Key Activity 1.1 Evaluate property product, price, people and promotion using available and appropriate resources and tools

Key Activity 1.2 Conduct and evaluate an external assessment of competitive products, prices, people, and promotions

Key Activity 1.3 Monitor internal and external market dynamics including brand and reputation management

Key Activity 1.4 Compile and utilize a personalized and comprehensive community resource tool

Key Activity 1.5 Network with property leadership and representatives of competing organizations to improve property and personal performance

Key Activity 1.6 Model understanding of teamwork and shared accountability

## 2. Marketing

Key Activity 2.1 Execute a marketing strategy based on identified strengths, weaknesses, opportunities, and threats

Key Activity 2.2 Work to achieve marketing goals

Key Activity 2.3 Create and use a viable and effective action plan to achieve marketing goals

Key Activity 2.4 Evaluate the marketing plan's effectiveness

Key Activity 2.5 Suggest revisions to the marketing strategy as needed

## 3. The Sales Function

Key Activity 3.1 Inspect tour routes, vacant and leased homes, and common areas daily

Key Activity 3.2 Establish rapport with current and prospective residents

Key Activity 3.3 Qualify prospective residents in accordance with rental policy

Key Activity 3.4 Articulate how the company and product meet the needs of customers

Key Activity 3.5 Evaluate and address customers' wants and needs

Key Activity 3.6 Proactively close prospective customers

Key Activity 3.7 Support the transition of the customer from prospect to resident, including follow-up

Key Activity 3.8 Evaluate personal sales performance

## 4. Administrative and Legal Responsibilities

Key Activity 4.1 Apply fair housing and landlord-tenant laws as they affect all housing issues

Key Activity 4.2 Ensure potential residents' understanding of rental criteria

Key Activity 4.3 Evaluate rental applications in accordance with established screening models and applicable laws

Key Activity 4.4 Prepare lease agreements in accordance with established policy and procedure

Key Activity 4.5 Execute lease agreements appropriately

Key Activity 4.6 Report property incidents, maintain documentation, and take corrective action in compliance with applicable law, regulation, and company policy

Key Activity 4.7 Maximize revenue and operational efficiency consistent with property financial goals

## 5. Customer Satisfaction and Loyalty

Key Activity 5.1 Offer personalized service to customers

Key Activity 5.2 Interact with customers using empathy and warmth

Key Activity 5.3 Respond to issues that affect resident satisfaction

Key Activity 5.4 Conduct and assist in regular surveys of all customers at all points of service, including proactive handling of brand management

Key Activity 5.5 Create an ongoing sense of community

Key Activity 5.6 Actively participate in the lease renewal processes





# Certificate for Apartment Maintenance Technicians (CAMT)

## Program Specifics

- CAMT training includes seven courses, totaling 79 hours and 40 minutes
- Six technical courses consist of hands-on classroom training plus brief online modules
- A 10-module online non-technical course, totaling two hours and 21 minutes, teaches a number of essential soft skills through demonstration and interactive scenarios

## Course Descriptions

### Non-Technical Online Course

The non-technical course is taught entirely online, allowing learners to take the course at their own convenience and at their own pace. After learning the new content in each module, participants will go through a set of scenarios in which they evaluate the performance of maintenance technicians in realistic situations, then rate them on a set of criteria related to course objectives. These scenarios not only allow learners to reflect on what they have learned, so they are more likely to apply these skills on the job, but they also give learners concrete examples of what not to do.

## Online Training Module Descriptions

**Welcome to the Industry** – This course starts with a video introducing “Alex,” an experienced maintenance technician, as he demonstrates and describes key activities from a typical day on the job. The video provides an overview of the type of work a new maintenance technician will be doing.

**Customer Service**—This module explains the benefits of customer service to residents, visitors, team members and the community, as well as to the maintenance technician. Students learn communication and service etiquette skills as the basis for providing good customer service, and then explore more complex topics such as handling upset customers and fair housing laws.

**Teamwork**—This module emphasizes the importance of working with other team members to achieve the same goal. Alex kicks off the module with a video showing good teamwork between himself and a leasing professional. The module continues with an overview of teamwork and an explanation of the different roles that people play in a community.



**Time & Project Management**—This module prepares students for the daily juggling act they face on the job: how to balance long-term projects with day-to-day maintenance and emergencies, and get everything done in a timely manner. Students see Alex skillfully balance competing demands and then get an overview of time management and project management concepts.

**Money Matters**—Maintenance technicians frequently think that they have nothing to do with the financial health of their community. Students learn practical information about budgeting, planning, purchasing and working with vendors.

**Documentation & Paperwork**—Paperwork isn't anyone's favorite part of the job, but we all have to do it. This module helps by giving students practical information about what documentation needs to be completed and how to do it effectively and efficiently, as well as by providing the context for why documentation is important.

**Maintenance & Emergencies**—This module explores the wide range of activities that a maintenance technician performs on the job. In the video, Alex shows how his performance makes a real difference to the quality of life and even the safety of the residents in his community.

**Safety First**—Students gain an understanding of the importance of safety, and then learn specifics for staying safe around common workplace dangers such as hazardous materials and physical hazards. They learn how to stay safe and keep others safe in emergency situations and how to stay out of situations that may risk their own personal safety.

**Compliance**—Maintenance technicians follow a lot of rules on the job. They must comply with documentation requirements, fair housing laws, environmental regulations, building codes, permits and licenses. This module provides an understanding of why these regulations exist and demonstrate why it is important to adhere to all rules and regulations.

**Wrap Up**—The course wraps up with Alex heading home at the end of his day. In the video, he reminds students of the importance of “soft,” or non-technical, skills and congratulates them for finishing the course.

## Technical Courses

The six technical courses take place in the classroom, with an Instructor presenting core concepts and procedures as well as leading course participants through reinforcing learning activities. These activities will range from discussions to solving “what if” scenarios to hands-on activities. Instructors will have written guides to help them deliver the class; participants will have guides to help them absorb the material.

## Course Sequence

The technical CAMT courses should be offered in the following sequence. Each course builds on concepts learned in previous classes. The only exception is Interior and Exterior Maintenance & Repair, which can be offered at any time.

1. Interior and Exterior Maintenance & Repair (may be offered at any time)
2. Electrical Maintenance and Repair
3. Plumbing Maintenance and Repair
4. Heating Maintenance and Repair
5. Air Conditioning Maintenance and Repair
6. Appliance Maintenance and Repair

**Interior / Exterior Maintenance and Repair** — This course gives learners what they need to know to keep the interior and exterior of the buildings at their community in excellent shape, both through repair and preventive maintenance. This course also teaches students how to perform “make-ready” activities, and gives them helpful checklists to use on the job.

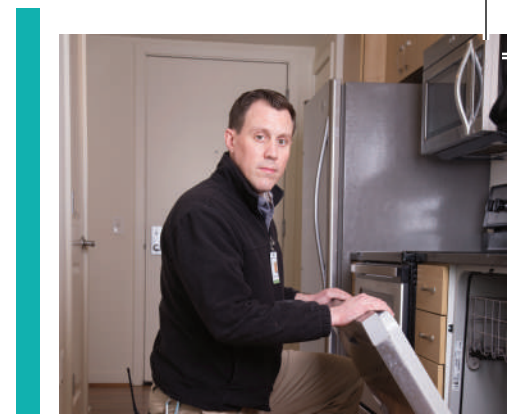
**Electrical Maintenance and Repair** — This course provides the solid foundation in electrical work that learners must have to be successful on the job, especially when working with appliances and HVAC. Content includes understanding systems and circuits; switches, receptacles and fixtures; using meters; making diagnoses and repairs; following regulations; and safety issues.

**Plumbing Maintenance and Repair** — This course teaches students how to maintain and repair plumbing systems and fixtures. Content includes an overview of systems; key materials and equipment; pipes, fittings, and valves; and fixtures and appliances.

**Heating Maintenance and Repair** — This course teaches students how to maintain and repair heating systems.

**Air Conditioning Maintenance and Repair** — This course teaches students how to maintain and repair air conditioning systems.

**Appliance Maintenance and Repair** — This course teaches students how to maintain and repair appliances.



Course	Total Estimated Time
<p><b>Course 1</b> Interior / Exterior Maintenance and Repair</p>	<p>6 hours and 40 minutes in the classroom, plus 30 minutes of online practice scenarios</p>
<p><b>Course 2</b> Electrical Maintenance and Repair</p>	<p>16 hours and 15 minutes in the classroom, plus 30 minutes of online practice scenarios</p>
<p><b>Course 3</b> Plumbing Maintenance and Repair</p>	<p>16 hours of classroom training with 30 minutes of online practice scenarios, typically delivered over two full-day sessions</p>
<p><b>Course 4</b> Heating Maintenance and Repair</p>	<p>8 hours and 30 minutes of classroom training with 30 minutes of online practice scenarios, typically delivered in two half-day sessions</p>
<p><b>Course 5</b> Air Conditioning Maintenance and Repair</p>	<p>15 hours of classroom training with one hour of online practice scenarios, typically delivered over three or four sessions</p>
<p><b>Course 6</b> Appliance Maintenance and Repair</p>	<p>15 hours of classroom training with one hour of online practice scenarios, typically delivered over three or four sessions</p>

# Maintenance Technician Job Description

A Maintenance Technician is responsible for keeping the appearance of the property in excellent condition, both inside and out. There are no typical days. Daily responsibilities could include running work orders (electrical, plumbing, HVAC, etc.), appliance repairs, and exterior maintenance. In addition, maintenance technicians often have to respond to after-hours emergencies. Therefore, being on-call is part of the job responsibilities.

## Skill Set

- Ability to use power tools
- Communication (Written follow-up, ability to explain solutions to resident issues, etc.)
- Organization (Keeping track of work orders and keys)
- Ability to multitask (Handle and prioritize everyday work orders and emergencies)
- Computer proficiency

## Previous Job Experience

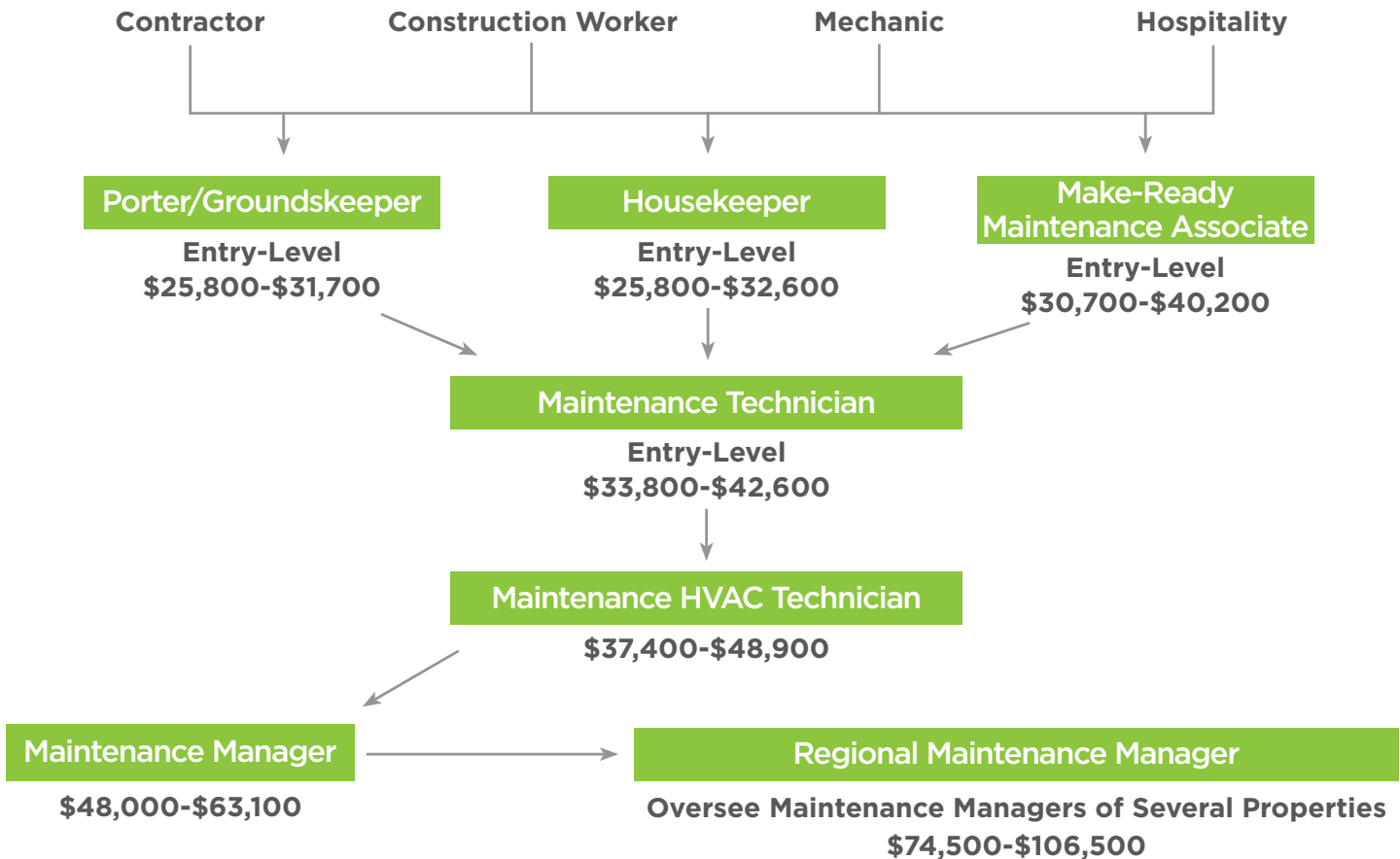
- Contractors (Plumbing, electrical, HVAC, general, painters, etc.)
- Construction workers
- Mechanics
- Hospitality

## Education

- Associate's degree from technical college desirable
- Trade certifications desirable
- High school diploma required
- Industry-based training



# Apartment Maintenance Technician Career Path\*



\*Base salaries shown. Bonuses typical.

\*\*Salary data is based on 2018 CEL & Associates Real Estate Compensation Survey and may vary depending on geographic location.

## Skill Standards for Maintenance Technicians

### 1. Essential Trade Skills

Key Activity 1.1 Performs electrical services and repairs correctly and in a timely fashion in order to ensure the safe operation of appliances and devices as well as satisfactory customer service

Key Activity 1.2 Performs plumbing services and repairs correctly and in a timely fashion in order to ensure the safe and proper operation of plumbing fixtures as well as satisfactory customer service

Key Activity 1.3 Performs HVAC services and repairs correctly and in a timely fashion in order to ensure the safe and proper operation of HVAC units as well as satisfactory customer service

Key Activity 1.4 Performs painting services correctly and in a timely fashion in order to ensure longevity and appearance of the asset (buildings and/or apartment units)

Key Activity 1.5 Performs construction services and repairs correctly and in a timely fashion in order to ensure safety as well as satisfactory customer service

Key Activity 1.6 Performs mechanical services and repairs correctly and in a timely fashion in order to ensure the safe operation of appliances and devices as well as satisfactory customer service

Key Activity 1.7 Performs appliance services and repairs correctly and in a timely fashion in order to ensure safe operation of appliances and devices as well as satisfactory customer service

Key Activity 1.8 Performs lock and key services and repairs correctly and in a timely fashion in order to ensure the safety of tenants and staff as well as the protection of property

Key Activity 1.9 Processes work orders correctly and in a timely fashion in order to ensure their proper completion

Key Activity 1.10 Performs customer service tasks according to company policy and procedure in order to ensure satisfactory customer service as well as to accomplish the owner's goals and objectives

### 2. Compliance

Key Activity 2.1 Performs all maintenance activities in a safe and healthful manner in order to minimize damage to person and property

Key Activity 2.2 Performs all maintenance activities in accordance with company policy and procedure and in compliance with fair housing regulations in order to limit liability

Key Activity 2.3 Maintains current knowledge of local, state, and national codes through continuous education and research in order to ensure that all maintenance activities conform to requirements

Key Activity 2.4 Perform all maintenance activities in an environmentally responsible manner in order to ensure compliance with local, state, and federal regulations

Key Activity 2.5 Uses established reporting procedures for documenting maintenance activities in accordance with company policy and local, state, and federal regulations in order to create a detailed record that can be used in the investigation of claims

### 3. Facilities Operations

Key Activity 3.1 Maintains curb appeal and mitigates loss by performing daily property inspections and executing daily maintenance activities in accordance with company procedure in order to address and correct identified concerns

Key Activity 3.2 Prepares recreational facilities and common areas using established procedures in order to maintain all operational components and ensure safety and health

Key Activity 3.3 Helps plan and implement a preventive maintenance program including scheduled service activities and follow-up inspections in order to ensure function and longevity and to minimize downtime and emergencies

Key Activity 3.4 Helps diagnose whether products should be repaired or replaced in order to maximize net operating income

### 4. Professional Development and Collaboration

Key Activity 4.1 Acquires professional and technical skills in compliance with company policies and procedures as well as local, state, and federal laws and regulations in order to perform job duties competently

Key Activity 4.2 Adopts appropriate patterns of behavior, communication, and appearance in accordance with prevailing community standards in order to comply with fair housing and business requirements

Key Activity 4.3 Communicates with internal and external customers in accordance with company policy in order to achieve clear understanding, facilitate daily operations, and promote resident retention

Key Activity 4.4 Communicates with management, team members, contractors and government agencies in a clear and respectful manner in order to ensure understanding, promote team work, foster a positive work environment, and present a professional image

### 5. Financial Management

Key Activity 5.1 Identifies trends, researches new technologies and makes informed recommendations

Key Activity 5.2 Manages the maintenance budget effectively

Key Activity 5.3 Makes cost effective repair/replace decisions





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