

CAM EXAM BLUEPRINT

Domain/Task	Description	Number of questions on the exam
Domain I	Managing the Sales Process	17
Task 1	Develop a marketing plan by analyzing relevant data in order to maximize occupancy and revenue.	
Task 2	Monitor the marketing plan by evaluating progress and making necessary adjustments in order to maximize success.	
Task 3	Manage the sales team by monitoring and coaching performance in order to achieve sales goals.	
Task 4	Maintain product readiness by inspecting all of its marketing aspects on a daily basis in order to ensure desirability and maximize the customer's experience.	
Task 5	Comply with local, state, and federal regulations that impact sales and marketing by training and monitoring sales employees in order to ensure equitable treatment and mitigate risk.	
Domain II	Managing Resident Relations	26
Task 1	Present the company image by drawing on knowledge of its policies and procedures and behaving professionally in order to establish a positive reputation and encourage resident retention.	
Task 2	Maintain ongoing and consistent communication with residents using established channels and appropriate media in order to encourage resident retention.	
Task 3	Create a positive resident service atmosphere using effective customer service techniques in order to encourage resident retention.	
Task 4	Resolve issues using established conflict resolution techniques in order to encourage resident satisfaction.	
Task 5	Provide fair and equitable treatment for all applicants and residents consistent with local, state, and federal fair housing regulations in order to maintain equal housing opportunities.	
Task 6	Enforce company policies consistent with landlord/tenant and contract law in order to promote and protect the interests of residents and owners.	
Domain III	Managing the Physical Property	15
Task 1	Conduct physical inspections of the property on a systematic basis in order to comply with local, state, and federal regulations, minimize risk, and maintain curb appeal.	
Task 2	Perform preventive maintenance on a continual basis in order to preserve the property and reduce operating expenses.	
Task 3	Monitor the service request process by tracking completions and conducting follow-up in order to improve resident satisfaction and optimize property performance.	

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Task 4	Manage the apartment turnover process by establishing and enforcing quality standards in order to improve marketability and optimize property performance.	
Task 5	Manage the use of contractors by evaluating property needs and capacity in order to maximize property resources.	
Domain IV	Managing Personnel	26
Task 1	Comply with employment regulations using a thorough understanding of the laws in order to ensure that applicants and employees are treated equitably.	
Task 2	Recruit high caliber talent using fair practices in order to secure a well-qualified pool of applicants.	
Task 3	Hire high caliber employees using consistent and proven practices in order to develop a well-qualified and engaged team and reduce the number of mistakes in hiring.	
Task 4	Orient new employees using thorough and consistent processes in order to promote a successful start with the company.	
Task 5	Train employees using appropriate methods in order to promote optimal performance.	
Task 6	Evaluate the performance of employees using a systematic process in order to establish goals for professional development.	
Task 7	Coach employees proactively in order to encourage their professional development.	
Task 8	Counsel employees in a clear and timely manner in accordance with the company's requirements for documentation in order to improve performance.	
Task 9	Terminate employment in accordance with company policy and pertinent law in order to preserve and enhance the performance of the team.	
Task 10	Maintain employment records in accordance with legal requirements in order to protect the employer and employees.	
Domain V	Managing and Analyzing Financial Performance	16
Task 1	Analyze the financial operations of the property recognizing operating and financial interdependencies in order to maximize financial results.	
Task 2	Manage the property using the strategies defined in the business plan in order to achieve the owner's investment goals.	
Task 3	Record financial activity using appropriate accounting principles in order to deliver accurate and timely financial reports.	
Task 4	Maximize net operating income by increasing revenue and reducing expenses in order to enhance the value of the property.	
Task 5	Report the property's performance in an honest and accurate manner by adhering to prevailing ethical standards in order to demonstrate integrity and professionalism and influence the future of the property.	
Domain VI	Evaluating the Property	23
Task 1	Identify and understand physical asset building and land components, including construction and condition analysis.	

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Task 2	Identify and discuss operating activity reflected in occupancy, leased position, turnover, unit transitions from vacant, through make-ready, occupancy, notice, and vacate.	
Task 3	Detail property amenities and features and impact on leasing and resident satisfaction.	
Task 4	Describe and align resident profile with property features and marketing initiatives, offering any opportunities for improvement.	
Task 5	Identify rental rate and fee pricing, impact of applicant and resident policies on income.	
Task 6	Calculate and understand the rental matrix, floor plan analysis, and unit amenity impact in supply and demand.	
Task 7	Present and evaluate property marketing tools and techniques, identifying and calculating the most effective methods.	
Domain VII	Evaluating Market Analysis Data	14
Task 1	Identify and locate the property within a expanded region (i.e. major metro MSA or similar).	
Task 2	Analyze the impact of the regional economic climate, major employers, identified industries, population size/demographics and geographic features on the property.	
Task 3	Understand and describe housing demand, supply and absorption in the region and neighborhood and relate back to the property.	
Task 4	Identify and specifically locate the property within a neighborhood area (i.e. 5 mile radius).	
Task 5	Identify the presence of and impact to the property of surrounding streets, housing options in the area, improvements, access to services, shopping, parks, medical, entertainment and work centers.	
Task 6	Identify and demonstrate use of third-party resources in providing statistics and data.	
Task 7	Evaluate the property versus two to four competing properties. Include a detailed overview comparing rent schedules, vacancy rates, policies, marketing strategies, resident profiles, etc.	
Task 8	Deduce competitive advantages and challenges relative to competing housing in the local area. Make recommendations to improve market share.	
Domain VIII	Evaluating Financial Data	16
Task 1	Demonstrate understanding/application of basic property management financial concepts and techniques, including cash/accrual accounting; rent roll reports; annualization and extrapolation and returns on investments.	
Task 2	Identify and understand key financial records for the property (cash flow statements, property financials for actual income and budget).	
Task 3	Analyze and identify property financial performance to budget using both property and NAA-sanctioned templates. Articulate detailed causes of and projections for variances.	

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Task 4	Analyze and identify property financial performance to NAA region and/or metro current survey of income and expenses.	
Task 5	Understand, calculate and articulate key financial performance indicators for the property, i.e. Rent revenue, collections and concessions loss and vacancy loss as percent of GPR. Identify operating expense ratio and economic vacancy.	
Task 6	Identify and recommend operating changes that will positively impact net operating income for the property.	
Task 7	Describe staffing at the property, including roles and duties and pay scales relative to industry standard. Offer review and recommendations as needed.	
Task 8	Describe current property financial performance to the capital budget. Analyze variances and evaluate capital projects completed, underway and still needed.	
Domain IX	Evaluating Potential Economic Benefits Through Alternatives	7
Task 1	Define and understand four alternatives for adding property value (modernization, rehabilitation, improvement, and conversion).	
Task 2	Define and recommend potential benefits for the property. Consider income-build; expense reduction; asset preservation; time savings, reputation, and market share or penetration.	
Task 3	Analyze each alternative and its potential for adding value to the property, describing specific recommendations and using a cost-benefit analysis.	
Task 4	Research and apply third party data to support selected alternative(s)	
Task 5	Apply alternatives based on specific owner strategies, i.e. 12- month buy and sell, long term legacy hold, foreclosure operation, etc.	
Task 6	Demonstrate deductive analysis of selected alternative(s) applying specific implementation schedule and steps and including specific economic benefits.	
Task 7	Calculate the projected property value as a result of the applied alternative(s).	