

Class Type	Description	Classification		Number of Questions
		Code	Percentage	
Domain 1	LEASING ESSENTIALS	10000	26	31
Task	Evaluate property's product, price, place, people and promotion	10100		5
Task	Conduct and/or evaluate an external assessment of competitive products, prices, people, places and promotions.	10200		5
Task	Monitor internal and external market dynamics including brand and reputation management.	10300		4
Task	Understand automated pricing revenue method and impact	10400		4
Task	Network with property leadership and representatives of competing organizations to improve property and personal performance.	10500		3
Task	Calculate various types of occupancy metrics	10600		5
Task	Rent components and related calculations	10700		5
Domain 2	MARKETING	20000	20	24
Task	Execute a marketing strategy	20100		3
Task	Create, implement and revise as needed a viable and effective action plan to achieve	20200		4
Task	measure performance of the property against marketing plan utilizing appropriate marketing	20300		5
Task	implement target marketing and market segmentation	20400		4
Task	Prepare market survey, including components and analysis	20500		4
Task	Interpret lead tracking and lead ratios	20600		4
Domain 3	THE SALES FUNCTION	30000	26	31
Task	Inspect tour routes, vacant and leased homes, and common areas daily.	30100		4
Task	Establish rapport with current and prospective residents	30200		4
Task	Qualify prospective residents in accordance with rental policy.	30300		4
Task	Evaluate customers' wants and needs and articulate how the community meets them.	30400		3
Task	Exhibit Professionalism and teamwork	30500		3
Task	Proactively close prospect customers.	30600		3
Task	Support the transition of the customer from prospect to resident, including follow-up.	30700		3
Task	Evaluate personal sales performance.	30800		3
Task	Use technology to bring in new residents including virtual leasing and texting	30900		4
Domain 4	ADMINISTRATIVE AND LEGAL RESPONSIBILITIES	40000	15	18
Task	Apply fair housing and landlord-tenant laws as they affect all housing issues.	40100		4
Task	Ensure potential residents' understanding of rental criteria	40200		2

Task	Evaluate rental applications in accordance with established screening models and applicable laws.	40300		2
Task	Prepare lease agreements in accordance with established policy and procedure.	40400		2
Task	Execute lease agreements appropriately.	40500		2
Task	Report property incidents, maintain documentation, and take corrective action in compliance with applicable law, regulation, and consumer law.	40600		3
Task	Maximize revenue and operational efficiency consistent with property financial goals.	40700		3
Domain 5	CUSTOMER SATISFACTION AND LOYALTY	50000	13	16
Task	Offer personalized service to customers	50100		3
Task	Actively participate in the lease renewal process.	50200		3
Task	Respond to issues that affect resident satisfaction.	50300		4
Task	Conduct and assist in regular surveys of all customers at all points of service, including proactive handling of brand management.	50400		4
Task	Create an ongoing sense of community.	50500		2