

**PROGRAM SYLLABUS**

**Instructor-Led Virtual CALP**

**Instructor:**

**E-mail:**

**Phone:**

**Program Details**

Four 4-hour webinars with an optional review one week after class conclusion. 16 hours total.

**Text**

The text used is the NAAEI Certified Apartment Leasing Professional course. The learner should have access to the e-Book course workbook and may download or print the materials prior to the first session. The learner will be required to use the text for pre-class prework and throughout the webinar programs.

**Program Objectives**

1. The course will provide a thorough review of all aspects of the Certified Apartment Leasing Professional position.
2. Attendance and participation in the program will provide the learner an opportunity to learn and compare operating policies and protocol in place at their workplaces as well as those at other industry management firms.
3. By the end of the program, the learner will have successfully completed the classroom requirement for CALP and will be eligible to take the appropriate qualifying exam.

**Communication**

All communication regarding the program or content should be addressed to the instructor. Communication regarding attendance and participation should be addressed to the learner’s home affiliate who will work in concert with the instructor.

**Small Groups**

A key component of CALP is the opportunity to discuss real-world situations and activities within the confines of a small group. A small group is generally 3 to 6 people, 4 to 5 is best. In the virtual classroom, small groups become even more important. The affiliate – either local or national – will divide the class roster into small groups PRIOR to the class sessions and exchange phone and email contact information to each member. Participation in virtual ILT CALP signals a willingness to work within the group and share contact information.

**Assignments and Participation**

Reading and prework for the day’s sessions must be completed **prior to class**. The learner must come to the session prepared due to this condensed format. Instructor-led sessions will enhance the text and provide an opportunity to participate and contribute to the program’s success. Notes should be taken.

* In-class activities, discussion and polls REQUIRE the learner’s participation.
* Pre-work assignments are to be completed both by individuals and groups.
* Learners may be called upon at random in class to offer their findings or suggestions.

**Attendance**

Attendance is mandatory. Learners are expected to be logged into the webinar platform at the start of class time and stay for the duration of the class. Necessary or emergency absences must be cleared with the affiliate prior to the missed session.

**General Information**

Learning is a two-way street. The instructor takes their job seriously and will provide the learner with timely and practical materials that complement the text. You and the instructor are equally responsible for the knowledge you will acquire during this course. Learning is a personal decision.

**CLASS SCHEDULE**

**PROGRAM ORIENTATION**

A one-hour program orientation is recommended no later than one week before the classes begin. The purpose of the orientation is to familiarize the learners with the webinar platform and the syllabus and course requirements. At this time small groups will be introduced and assigned. Attendance is strongly recommended.

**DAY ONE**

**Courses 1 and 2**

**Program Orientation - .5 hours**

Welcome Students

Review Schedule for the week

Explain about using the platform

Chat box responses

Polls

Group Prework debrief

Discuss need to Register and Enroll

Demonstrate the NAA website

Show Candidate Resources tool

Evaluate the program at the end

Optional Review session the week after class

Testing promptly within 1 month

**Course 1 – Bringing in New Residents – 67 slides – 1.75 hours**

PRE-CLASS PREWORK –1) Group – Review the team scenarios on p. 13. Choose one to answer in class; 2) Group – Watch “COPA Airlines” video slide 33; answer 4 questions in text pp. 14-15; 3) Group - watch “Big Rocks” video slide 40 and prepare answers to 3 questions in text pp 17-18; 4) Group – Complete the list on text p. 21, Groups 1 and 3 list 5 time-consumers and Groups 2 and 4 list 5 time-savers; 5) Group – Draft email response for one of the scenarios slide 62, p.29. Even groups do scenario 2; odd groups do scenario 1 or 3

**Course 2 – Marketing and Maintaining Your Community – 61 slides – 1.25 hours**

PRE-CLASS PREWORK – 1) Group - View video “Market Trust” slide 9, be prepared to discuss the answers to the four questions in text pp 4-5; 2) Group - Complete When Things go Wrong Activity, text p 9, answer each of the elements for your assigned situation - Group 1- a missed service request; Group 2-an amenity out of order; Group 3-a late notice in error; Group 4-a noisy neighbor complaint; Group 5 -a part is on order delaying service

**DAY TWO**

**Courses 3 and 4-(Fair Housing only)**

**Course 3 – Why Your Competition Matters – 43 slides – 1.5 hours**

PRE-CLASS PREWORK –1) Group – each member phone shops a competitor and notes the 3 things that got your attention, p. 8 (20); 2) Group – each member Google searches their own property and notes the 3 things that impressed you – bad or good p. 8 (21); 3) Group – Complete the community comparable form for your property p. 15-16, meet to review differences; 4) Group - View “Trim Tab” video slide 34, be prepared to answer four text questions in class pp 17-18; 5) Indiv – List one thing you’d like to change at work and one idea about how you would make that change p. 19 (40-41)

**Course 4 – Relevant Laws – Modules 1 and 2 only- 54 slides – 2.0 hours**

PRE-CLASS PREWORK – None

**DAY THREE**

**Courses 4 – Leases and Contracts and Course 5**

**Courses 4 – Modules 3-4 and Course 5 – 1.0 hour**

PRE-CLASS PREWORK – 1) Indiv - View “The NAA Lease Overview” video slide 80. Be prepared to answer the three questions on text p 48.

**Course 5 – The Sales Process and Building Relationships – 103 slides – 2.5 hours**

PRE-CLASS PREWORK – 1) Group – give an example of what you teach; how you tailor; and how you take control in a sales presentation text p 4; 2) Group – create two open-ended questions that are NOT in the text p6; 3) Group - View “Empathic Listening” video slide 21. Be prepared to answer the two questions on text p 10;

4) Group – Review the 5 types of objections pp.24-28. Select the one type that the group is most comfortable with. Be prepared to discuss; 5) Indiv - Complete the personal assessment on page 50 of text;

**DAY FOUR**

**Courses 6 and 7**

**Course 6 – Meeting the Needs of Current Residents – 67 slides – 1.5 hours**

PRE-CLASS PREWORK –1) Group – give two examples of how you recognize and appreciate your maintenance team text p 12; 2) Indiv - View “The Ultimate Question” video slide 39. Calculate your Net Promoter Score on p 28, be ready to share in class; 3) Group – Answer the 3 renewal questions on p 29, be prepared to share in class. 4) Group – view “The Current Residents Point of View” video slide 61. Be prepared to give at least two likes and dislikes you heard text p38.

**Course 7 – Market Analysis for Leasing Professionals – 30 slides – 2.0 hours**

PRE-CLASS PREWORK – 1) Group – Complete the Impacts Activity p.4-5 (odd Groups start with Physical Location and complete every other one; even Groups start with Physical Building and complete every other one); 2) Group – Review 4 marketing plan reasons p 6-7 and provide 3 examples for the reason numbered the same as your group; 3) Group – Read the Market on Boston profile and answer the questions as follows p 10-14: (Group 1 – 5 P’s and Media; Group 2 – Partners and Residents; Group 3 – B2B Partners and Operations; 4) Indiv – Read Marketing Math Roundup Part I. Complete both unit mixes for review in class pp. 16-19; 5) Group – Read the Case Study and prepare as many answers on pp 24-25 as possible

Link to CALP Videos

<https://naahq-my.sharepoint.com/personal/aallen_naahq_org/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Faallen%5Fnaahq%5Forg%2FDocuments%2FFrom%20BoxServiceAccount%2FCALP%2FCALP%20Videos>