

National Apartment Association Education Institute Practice Test - Certified Apartment Leasing Professional (CALP)

1. The implementation and use of a resident portal can increase the effectiveness of the staff's:
 - A. Adherence to fair housing laws.
 - B. Lead response time and closing rates.
 - C. Communication with the apartment community.
 - D. Social media use and relationship marketing efforts.

2. Which focus in a sales presentation is **MOST** likely to increase a leasing professional's effectiveness?
 - A. Online presence
 - B. Emotional appeal
 - C. Financial promotions
 - D. Fair housing compliance

3. What are the physical changes made to an apartment home or common area to protect the fair housing rights of persons with disabilities?
 - A. Accommodations
 - B. Considerations
 - C. Modifications
 - D. Regulations

4. Who is responsible for the accuracy of data collected on a resident application?
 - A. Applicant
 - B. Property manager
 - C. Leasing professional
 - D. Credit reporting agency

5. Residential properties are permitted to use which screening criteria to legally discriminate?
 - A. Handicap
 - B. Family status
 - C. Rental history
 - D. Employment status

6. Which term **BEST** describes a situation in which a leasing professional takes prospects through the community in a pre-planned or personalized manner to show off the office, amenities, common areas, and/or model homes?
- A. Tour route
 - B. Relationship sale
 - C. Branding promotion
 - D. External assessment
7. Which technique is **MOST** appropriate for limiting distractions while on the telephone with a prospective resident?
- A. Use multitasking techniques that allow for increased performance.
 - B. Position the desk chair to face the wall rather than nearby coworkers.
 - C. Request that the prospective resident call back at an appointed time.
 - D. Prohibit other residents from entering the office by locking the door.
8. When a resident reports an unpleasant incident on the community's property, what is the **FIRST** action the leasing professional should take?
- A. Express concern and/or sympathy for the resident.
 - B. Investigate the incident and those involved.
 - C. Ask the community manager to intervene.
 - D. Explain to the resident that he/she should stay calm.
9. Which method is **BEST** for maintaining an effective and reliable maintenance team?
- A. Establish hefty consequences for inadequate work.
 - B. Provide feedback and recognition for all work performed.
 - C. Maintain records of service requests that are closed successfully.
 - D. Demonstrate examples of good and bad service performance.
10. Discrimination due to disparate impact means that a policy or procedure:
- A. Negatively affects persons of a particular age group.
 - B. Has different impacts on persons of certain protected classes.
 - C. Adversely affects persons who do not have the capacity to legally abide.
 - D. Violates the rights of persons as given in the Fair Credit Reporting Act.

11. All of the following are part of an apartment community's curb appeal **EXCEPT** the:
- A. Website.
 - B. Leasing center.
 - C. Model apartment(s).
 - D. Maintenance office.
12. The key to a good sales presentation is to match the prospect's wants and needs to the community's:
- A. Price and location.
 - B. Demographics and lifestyle.
 - C. Expectations and availability.
 - D. Features and benefits.
13. Which piece of information is critical for the leasing professional to inquire about when meeting a prospective resident?
- A. The source of the lead
 - B. The prospect's ethnicity
 - C. The prospect's budget range
 - D. The prospect's credit rating
14. Which is the **BEST** way for leasing professionals to learn what their community's competing properties are offering?
- A. Ask their own community managers.
 - B. Call the property managers of competing properties.
 - C. Review the promotional materials of competing properties.
 - D. Engage in mystery shopping at competing properties.
15. An emotionally appealing sales technique typically involves connecting the features and qualities of the apartment community with the:
- A. Sales goals of the leasing professional.
 - B. Needs and interests of the prospective residents.
 - C. Feedback and praise provided by current residents.
 - D. Personal experience of the community staff members.

16. Which aspect of an apartment community typically offers the residents the greatest continuing value?
- A. A diverse resident population
 - B. Homes that contain modern amenities
 - C. High-quality preventive maintenance services
 - D. A pool or a skating rink
17. Which two types of impairments are generally considered disabilities?
- A. Physical and mental
 - B. Physical and economic
 - C. Social and economic
 - D. Social and mental
18. Which of the following classes is protected from discrimination by federal fair housing laws?
- A. Economic status
 - B. Employment status
 - C. National origin
 - D. Age
19. Which question is open-ended?
- A. "What brought you in to our community today?"
 - B. "Are you looking for a one-, two-, or three-bedroom home?"
 - C. "Will you be completing the application with a co-signer?"
 - D. "Do you have more than one vehicle you'll be parking here?"
20. What is the difference between a feature and a benefit?
- A. A benefit is what a resident needs; a feature is what a resident wants.
 - B. A benefit is what a resident wants; a feature is why the resident wants the benefit.
 - C. A feature is what a resident needs; a benefit is why the resident needs the feature.
 - D. A feature is an item or an amenity; a benefit is what the feature does for a resident.

21. What are the changes made to community policies and/or procedures to protect the fair housing rights of persons with disabilities?
- A. Accommodations
 - B. Considerations
 - C. Modifications
 - D. Regulations
22. Which is the **BEST** description of *relationship selling*?
- A. Aggressive sales and quick closings
 - B. Consistent tactics and passionate presentations
 - C. Personalized approaches and emotional appeals
 - D. Predefined tours and friendly conversations
23. Which strategy is **MOST** appropriate for managing an apartment community's online reputation?
- A. Allow posting of positive comments only.
 - B. Ask residents to remove negative comments.
 - C. Allow only community staff to leave comments.
 - D. Respond to all comments.
24. Which question is close-ended?
- A. "What makes you attracted to this area?"
 - B. "What prompted you to stop in today?"
 - C. "What date are you hoping to move in?"
 - D. "Why are you moving from your previous home?"
25. It is **MOST** appropriate for a leasing professional to ask close-ended questions when trying to:
- A. Gauge a person's interest.
 - B. Make a person feel at ease.
 - C. Understand how a person feels.
 - D. Obtain factual information from a person.

26. What are the three **KEY** steps in the relationship-sales process?
- A. Assess, present, and close
 - B. Contact, collaborate, and listen
 - C. Introduce, assess, and persuade
 - D. Present, persuade, and close
27. What is the three-step process to manage objections?
- A. State it, accept it, and fix it.
 - B. Hear it, describe it, and deny it.
 - C. Admit it, explain it, and resolve it.
 - D. Understand it, counter it, and overcome it.
28. How can a leasing professional **BEST** increase the chances of turning an inbound lead into a successful visit?
- A. Find the source of the lead.
 - B. Respond to the lead immediately.
 - C. Send the lead a promotional flyer.
 - D. Add the lead to a direct mailing list.
29. All of the following tasks are key functions of the leasing professional's role **EXCEPT**:
- A. Increasing the revenue of the property.
 - B. Adhering to regulations to minimize liability.
 - C. Showing model apartments to prospective residents.
 - D. Ensuring that information provided by applicants is truthful.
30. What should be a leasing professional's **FIRST** response after receiving a notice to vacate from a community resident?
- A. Schedule a move-out inspection and walkthrough.
 - B. Send a final account-due notice to the resident.
 - C. Ask the community manager to persuade the resident to stay.
 - D. Personally contact the resident and attempt to retract the notice.

31. Community staff members who exhibit which characteristic are **MOST** likely to ensure that residents are provided the best possible service with the fewest misunderstandings?
- A. Goal-oriented attitudes
 - B. Effective communication
 - C. Flexibility
 - D. Ability to multitask
32. A leasing professional who has a firm understanding of the community's *resident profile* will be able to conclude which information about the typical resident?
- A. Financial and occupational status
 - B. Quantity and frequency of service requests
 - C. Needs, wants, and qualifying characteristics
 - D. Risk for nonpayment or delinquent rent
33. When engaging residents in discussion while persuading them to renew, which topic would be **MOST** useful to discuss?
- A. The need of the community to stay fully occupied
 - B. The services at the property that they have used and valued
 - C. The number of maintenance or service calls the resident made
 - D. The aspects of the property that were inadequate or not utilized
34. How can a leasing professional **BEST** persuade prospective residents that the apartment community is a trusted brand?
- A. Match the prospective residents' needs to the community's features.
 - B. Welcome prospective residents with healthy beverages and/or snacks.
 - C. Ask the maintenance team to provide testimonials of excellent service.
 - D. Display positive feedback from past, prospective, and current residents.
35. Why should "closing" occur at each step of the sales process?
- A. To provide time for the prospective resident to consider his/her options
 - B. To give the prospective resident an opportunity to review competitors' offers
 - C. To gain a firm commitment from the prospective resident before moving to the next step
 - D. To ensure that the sales process and steps are understood by the prospective resident

36. Leasing professionals should be aware that compliance with the Fair Housing Act is verified through which governmental mechanism?
- A. Staff surveys
 - B. On-site testers
 - C. Random resident audits
 - D. Prospective resident interviews
37. The **BEST** way for an apartment community to continually attract, identify and direct prospective residents is to provide:
- A. A community map at the leasing office.
 - B. Welcome cards and community newsletters.
 - C. Weekly blog entries on a resident portal.
 - D. Monument, directional, and facility signage.
38. Empathetically listening to service requests and responding appropriately is key to improving resident satisfaction because it shows that the community staff members:
- A. Will respond immediately to requests.
 - B. Value clear communication and avoid blame.
 - C. Take full responsibility for issues that arise.
 - D. Seek to understand, not to judge
39. It is **MOST** appropriate for a leasing professional to ask open-ended questions when trying to:
- A. Get a specific answer.
 - B. Make a person feel comfortable.
 - C. Limit a discussion or conversation.
 - D. Gain insight into a person's feelings.
40. What is the term for software that tracks online inquiries from prospective residents about an apartment community?
- A. Lead generation system
 - B. Credit reporting system
 - C. Property management system
 - D. Resident referral system

41. Which of the following documents should be provided to new residents on move-in day?
- A. Welcome letter
 - B. Application results
 - C. Credit report marks
 - D. Fair housing guidelines
42. A leasing professional can **BEST** support a positive image for an apartment community and its brand through which action?
- A. Acting ethically
 - B. Securing new leases
 - C. Setting personal goals
 - D. Responding to service calls
43. In which scenario would it be **MOST** beneficial for a community's leasing professional to know what competing properties offer?
- A. A prospective resident asks for a list of the community's amenities.
 - B. A resident comes into the office and submits a notice to move into a nearby community
 - C. A prospective resident returns to sign a lease.
 - D. The maintenance team needs to make ready several units.
44. A leasing professional **BEST** exemplifies *branding* through which marketing strategy?
- A. Explaining how the apartment community is different from its competition
 - B. Dropping promotional flyers at neighboring apartment communities
 - C. Taking a prospective resident on a tour of the apartment community
 - D. Establishing a business relationship with prospective vendors or competitors
45. Which technique **BEST** exemplifies how a leasing professional should overcome a prospective resident's objection by using the "Feel/Felt/Found" method?
- A. Describe how satisfied residents found that the same concern was resolved.
 - B. Explain that no other residents have found the objection to be a problem.
 - C. Admit that the issue exists and petition management to find a fix.
 - D. Address the objection in a logical manner rather than an emotional one.

46. In contract terms, what is the *consideration* offered to the applicant by the apartment community when closing on a lease?
- A. The monthly rent rate
 - B. A home in the community
 - C. Credit report information
 - D. An application acceptance or rejection
47. Who is responsible for insuring the possessions inside community residences?
- A. Resident
 - B. Community manager
 - C. Management company
 - D. Community property owner
48. In order to successfully process an application that is conditionally accepted, what might a leasing professional require from the applicant?
- A. Credit report
 - B. Proof of disability
 - C. Additional deposits
 - D. Shorter lease terms
49. What are the ABCs of *relationship selling*?
- A. Always Be Closing
 - B. Always Be Considerate
 - C. Aggressive But Compassionate
 - D. Attention Before Compensation
50. Which is the **MOST** important reason for information provided on an application to be accurate?
- A. Application fees are non-refundable.
 - B. Information will be used for screening.
 - C. Rent may vary based on the information.
 - D. Incorrect information can result in fines.

51. What is the **PRIMARY** function of a leasing professional's relationship-building shopping trip to competing properties?
- A. To determine which amenities they are offering
 - B. To observe how they treat prospective residents
 - C. To create a set of rules for market competition
 - D. To establish a business connection with their staff
52. Which is the **MOST** appropriate example of a leasing professional creating a time saver to become more efficient?
- A. Establishing a set time each day to respond to all email and telephone leads
 - B. Asking the supervisor for the same uninterrupted time each day for lunch
 - C. Ensuring a "fresh" feel to the office by rearranging workspaces on a regular basis
 - D. Grouping and making all personal phone calls at the beginning or end of the day
53. Which contractual element is **BEST** described as the legal competence to understand the nature and consequence of entering into a contract?
- A. Consent
 - B. Capacity
 - C. Consideration
 - D. Culpability
54. A **KEY** aspect of creating a high-quality goal is ensuring that the components are:
- A. Concise.
 - B. Flexible.
 - C. Measurable.
 - D. Easily attainable.
55. Empathetic listening by a leasing professional shows the speaker that the leasing professional:
- A. Is in agreement with the topics being discussed.
 - B. Understands the point of view being presented.
 - C. Disagrees with something being said.
 - D. Feels bad about the content of the conversation.

56. Which is the **MOST** common reason for rejecting an application?
- A. An invalid Social Security number
 - B. Incomplete application information
 - C. Lack of community homes ready for move-in
 - D. A problem with the credit score or report
57. Which activity is an example of *outreach marketing*?
- A. Responding to a resident's text message or email
 - B. Performing flyer drops in a nearby neighborhood
 - C. Taking a prospective resident on a walkthrough
 - D. Closing on a lease by offering an upgraded unit
58. Which activity should a leasing professional organize to **BEST** create a "community feel" at the property?
- A. Singles night at the front office
 - B. Daytime childcare for working residents
 - C. Weekend cookout at the neighborhood pool
 - D. Canned food drive to benefit a national charity
59. Which strategy **BEST** prepares a leasing professional to be successful when trying to retain a resident at renewal time?
- A. Implement move-out fees that encourage renewal.
 - B. Establish an ongoing relationship with the resident at move-in.
 - C. Offer incentives when the resident move-out notice is received.
 - D. Distribute marketing materials to the resident prior to renewal time.
60. In which circumstance should an *adverse action notice* be issued?
- A. A community staff member has not met performance standards.
 - B. A maintenance issue has gone unresolved or uncorrected.
 - C. A resident had a physical or verbal dispute with another resident.
 - D. An application does not meet screening criteria and is rejected.

61. Fair housing laws pertain to:

- A. Common areas only.
- B. Community homes only.
- C. Common areas and community homes.
- D. All areas of the property and leasing office.

62. Internal marketing refers to what?

- A. Company marketing to staff
- B. Marketing between residents.
- C. Marketing of management and maintenance expertise.
- D. Marketing of resident events and activities

63. A formal market survey can answer which question?

- A. How do our residents rate our customer service?
- B. What changes are occurring in the neighborhood?
- C. How are the competitors compensating their leasing staff?
- D. What is the level of criminal activity in the area?

64. Why does a Community Comparable form include a place to describe property services?

- A. These services are free add-ons for residents.
- B. They cost extra money to use
- C. They expand the list of features and benefits available.
- D. They indicate a higher level of quality management

65. Which aspect of virtual leasing is MOST important?

- A. It saves money by shortening the demonstration
- B. it is easy to learn and perform skillfully
- C. it adds to the leasing professional's sales toolkit
- D. it requires less of the relationship-building skillsets.

66. The automated revenue model in use at a property may trigger what kind of an objection?

- A. Prejudice
- B. Price
- C. Procrastination
- D. Place

67. Your community has 48 1/1 apartments leasing for a market rent of \$1375. Your manager has approved an incentive of one month free on a 12-month lease. What is the effective monthly rent of the 1/1 in whole dollars?

- A. \$1260
- B. \$1262
- C. \$1490
- D. \$1155

68. Your manager is considering a leasing incentive on 12-month leases. Which would offer the higher effective rent - Two weeks free on a 2/1 leasing for \$1250 or one month free on a 2/1 leasing for \$1275?

- A. The \$1250 unit
- B. The \$1275 unit
- C. They are the same
- D. No concession would offer the highest effective rent

69. The term "Effective Rent" means what?

- A. All units at market rent
- B. All units at market rent plus any premiums
- C. Rental rates reduced by any concessions;
- D. Rental rates reduced by bad debt

70. Does a \$100 gift card affect market rent?

- A. Yes, it reduces rent
- B. Yes, but it must be added to market rent
- C. No, it is a marketing expense
- D. No, it only affects NOI

71.

Which of the following communities has the higher total monthly market rent?

Property A - 24 units @\$985; 48 units @\$1345; 36 units @\$2230

Property B - 36 units @\$885; 36 units @\$1265; 24 units @\$2550

Property C - 48 units @\$875; 18 units @\$1385; 22 units @\$2495

- A. Property A
- B. Property B
- C. Property C
- D. Property B and C which are the same

72. What is the rent per square foot for a 1/1 unit of 657 SF priced for \$1015?

- A. \$1.75
- B. \$1.50
- C. 1.36
- D. 1.48

73. A two- bedroom unit measuring 1175 square feet rents for \$1.47 per square foot per month. What is its monthly rent?

- A. \$1575
- B. \$1727
- C. \$1830
- D. \$1600

74. What is the community's average rent per square foot if the community offers the following mix?

24 units at 995 SF and \$1285 per month
36 units at 1272 SF and \$1650 per month
18 units at 1875 SF and \$2450 per month

- A. \$1.88
- B. \$1.44
- C. \$1.62
- D. \$1.78

75. What is the average rent per square foot for these 4 properties in your monthly market survey?

Property A \$1.46/SF;
Property B \$1.37/SF;
Property C \$2.02/SF;
Property D \$1.87/SF

- A. \$1.61
- B. \$1.76
- C. \$1.68
- D. \$1.72

76. What is the average 1- bedroom unit size at your community with 3 one- bedroom plans?

Plan A 24 units @645 SF;
Plan B 12 units @758 SF;
Plan C 36 units @952 SF

- A. 785 SF
- B. 792SF
- C. 817SF
- D. 809Sf

77. Which of three competitors has the largest average unit size?

Property A has 375 units and 275,675 total SF;

Property B has 257 units and 187,455 total SF;

Property C has 304 units and 248,616 SF

- A. Property A
- B. Property B
- C. Property A and B which are the same
- D. Property B and C which are the same

78. If a 457- unit property moves out 18 units per month average and moves in 15 units per month average, what is the properties annual turnover rate?

- A. 47.3%
- B. 45.5%
- C. 7.9%
- D. 9.7%

79. If a 669-unit property has an annual turnover rate of 47.5%, how many units moved out (use whole numbers)

- A. 351
- B. 318
- C. 331
- D. 327

80. Mary closes 13 prospects out of 18 walks; Jody closes 9 prospects out of 13 walks and Latasha closes 8 leases out of 11 walks. Who had the highest closing ratio?

- A. Mary
- B. Jody
- C. Latasha
- D. Mary and Latasha have the same

81. In the above example, what was the property-wide closing ratio? (use who percentages)

- A. 71.3%
- B. 71.4%
- C. 71.5%
- D. 71.1%

82. What is a 412-unit property's leased percentage with 387 units occupied; 12 on notice to vacate; 14 vacants pre-leased and 2 notices preleased?

- A. 93.0%
- B. 94.9%
- C. 98.6%
- D. 92.8%

83. What two factors are needed to calculate physical occupancy?

- A. Total units and occupied units
- B. Total units and leased units
- C. Total units and pre-leased units
- D. Total units and units not delinquent

84. Which property has the highest physical occupancy?

Property A: 365 of 452 units occupied;

Property B: 217 of 302 units occupied;

Property C: 265 of 386 units occupied (use whole percentages)

- A. Property A
- B. Property B
- C. Property C
- D. Property B and C are the same

85. Why does the formula to calculate economic occupancy not include bad debt?

- A. Because you don't have that money;
- B. Because bad debt is for vacated unit write-offs;
- C. Because bad debt includes unpaid security deposits;
- D. Bad debt is included in the formula

86. What is the economic occupancy of a property with:

GPR at \$376,500;

Concessions totaling \$19,500;

Bad Debt at \$2,447

Vacancy of \$13,456?

- A. 95.8%
- B. 90.6%
- C. 96.4%
- D. 94.2%