

CALP Knowledge Checks

Course 1: Bringing in New Residents - Be Prepared

1. How would you define teamwork?
2. Why is the Leasing Professional critical to the success of a community?
3. List at least five typical responsibilities of a Leasing Professional:
4. How does a Leasing Professional project a positive image?
5. What three areas of specialized knowledge are essential for the Leasing Professional? Define each.
6. The role of a Leasing Professional has what two value components?
7. List the critical components of site teamwork.
8. What are the “Big Rocks” in your life?

9. What are the “little rocks” in your life?

10. List the seven-step process to create a plan for your work.

11. List some of the practical tips that help with time management.

12. List examples of time consumers.

13. List examples of time savers.

14. List the kinds of services that integrate with property management software and assist in leasing and resident retention.

15. List several sources where prospective residents may get information about your community online.

16. What is a lead generation system?

17. What is an automated revenue management system?

18. List some tips for communicating via email with your residents.

19. List some tips for communicating via text with your residents.

20. What is a resident portal?

21. Describe the different options and technologies for virtual leasing.

CALP Skill Checks

Course 2: Marketing and Maintaining your Community

1. In the video entitled Market Trust, what did Johnson & Johnson do to maintain customer loyalty to their brand?
2. Describe four key concepts in how Johnson & Johnson responded to their crisis.
3. What evidence might you have that your property is a “trusted brand”?
4. What typically makes a customer connect with a company emotionally?
5. What is “branding” in the apartment industry?
6. Explain the difference between monitoring your online reputation and managing your online reputation.
7. List ways that you can actively manage your reputation.
8. List the components that contribute to a community’s appearance.

9. Define the term “curb appeal.” How does it differ from “online curb appeal”?

10. Describe the differences among monument, directional and amenity signs:

11. What is meant by saying that the community office should appeal to the five senses?

12. What is the “tour route”?

13. Describe the difference between outreach and inbound marketing.

14. What is “relationship outreach”?

15. What are examples of outreach marketing?

16. Why are inbound leads so important for the Leasing Professional?



17. What is the most important aspect of an inbound lead?

18. What are the most important things a leasing professional needs to know when responding to an inbound lead from a third-party service?

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Course 3: Why Your Competition Matters

1. What is the difference between a competitor and a comparable property?
2. Why should you “shop your competition”?
3. What are two ways to shop the competition in person?
4. When shopping a competitor online what website characteristics should you look for?
5. What are the five key areas to look at when shopping your competition?
6. What should you include when you are calculating the “total cost of renting” at your competition?
7. What is a market survey and why is it useful?
8. What is a target market and what are the benefits of segmenting a market into target markets?



9. What factors impact a particular target market?

10. What are the three steps of the market survey process?

11. What is a trim tab and why is it a good example of inspiring change?

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Course 4: Relevant Laws and How to Apply Them

1. Identify and define two different forms of discrimination.
2. What are the seven classes protected from fair housing discrimination?
3. Fair housing complaints can come from what sources?
4. The definition of disability applies to two impairments. Identify them and give an example of each.
5. What two methods are used to protect the fair housing rights of persons with disabilities? Define them.
6. Who are Fair Housing testers?
7. Why does the ADA (Americans with Disabilities Act) apply to your property?
8. How do the ADA and Fair Housing Act apply differently to a property?

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Course 5: The Sales Process and Building Relationships

1. List the key areas involved in relationship selling.
2. What three duties are part of the leasing professional's relationship with the prospect?
3. Why is it so important to know the "story" that is being told online about your community?
4. Define an "open-ended" question.
5. List some things that you can do to limit distractions while on the telephone with a prospective resident.
6. Describe the sales technique of "emotional appeal."
7. When we talk about how "closing occurs at each step of the sales process," what do we mean?
8. What is the key benefit of empathic listening?

9. List the three key steps in the relationship-sales process.

10. What is a “close-ended” question and why is it important?

11. Explain the difference between a feature and a benefit.

12. What does ABC stand for in relationship selling?

13. List some of the best practices for working with a prospective resident

14. What types of tours can be provided to prospective residents?

15. List the categories of objections. List an effective method to address each.

16. When managing a price objection, how does automated revenue pricing influence that discussion?

17. What is the three-step process to manage objections?

18. What is the Feel/Felt/Found method of resolving an objection?

19. List three tips for helping an applicant complete an application.

20. What are some key steps to follow to avoid potential problems with leases?

21. How can you help insure you are ready for a new resident on move-in day?

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Course 6: Effectively Meeting the Needs of Current Residents

1. What is the best way to approach a variety of service requests from a variety of residents?
2. What is the “silo mentality” and how can it hurt your property team?
3. List three steps to effective collaboration at the property
4. Why is clear communication so important between the maintenance and management teams?
5. List some tips to foster recognition and appreciation with the maintenance team.
6. When a resident has an unpleasant incident on the property and comes to you wanting action, what is the best approach to take?
7. List the correct findings for each of the seven scenarios in module 2:
8. What is the difference between “good profits” and “bad profits”?

9. What is the Net Promoter Score?

10. What is a good net promoter score?

11. What should be your response to a resident who give you notice to vacate after receiving a renewal letter with an increase?

12. To encourage renewals, it is best to have an ongoing relationship with the resident. At renewal time it is important to take the time to talk and reconnect. What typically should you discuss?

13. List four ways you can maintain the value of your community in the eyes of your residents.

14. List four ways you can build a “community feel” at your property.

CALP Skill Checks
Course 7: Market Analysis for Leasing Professionals

1. List the various local area impacts that can affect property and leasing professional performance.

2. The four typical reasons for utilizing a marketing plan include what areas? Be prepared to provide an example of each.

3. Describe the difference between a marketing objective and a marketing strategy.

4. What is achieved with market segmentation?

5. List the factors that affect and help to identify target markets.

6. List the four components of a market analysis.

7. Define the following.
 - Market Rent
 - Effective Rent
 - Concession
 - Unit Mix
 - Rent Schedule
 - Rent per Square Foot

8. Describe each performance calculation.

- New Leases per Traffic
- Cost per Lease
- Cost per Lease by Source
- Closing Ratio
- Preleases to NTV's
- Turnover

9. Give definitions for each of three types of occupancy.