

## NALP Internship Checklist

This document records the intern's completion of specific learning and functional goals.

Intern Name:		ID Number:		
Internship Location:		Internship Supervisor:		
Corporate Sponsor:		Internship Dates:		
Day 1 Complete:		Day 2 Complete:		
Day 3 Complete:		Day 4 Complete:		
Day 5 Complete:		Rating: <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory		
<b>Authorizations</b>				
Supervisor:		Intern:		
Function/ Area	Learning Goals	Recommend Day	Actual Day	Comments
Office Administration	Basic office functions and daily processes	1		
	Fair housing and other compliance requirements	1		
	Lease contract and addenda, file management	1		
	Basic payables and receivables processing	1		
	Navigate property website	1		
	Shadow Manager	1		
	Shadow Assistant Manager	1		
Physical Property	Walk the entire property	1		
	Learn and evaluate curb appeal	1		
	Learn and evaluate marketing corridor	1		
Teamwork	Meet and interact with each staff member,	1		
Telephone Skills	Perform daily phone service – all callers,	2		
	Record and report calls as needed.	2		
	If available, listen and evaluate call recordings	2		
	Shop comps by phone, complete NALP shop form	2		

Function/ Area	Learning Goals	Recommend Day	Actual Day	Comments
Greeting and Qualifying	Practice in person greeting	2		
	Complete guest cards	2		
	Learn to select unit to tour based on prospect's needs and availability	2		
Creative Demonstration	Shadow Leasing Consultant demonstration	2		
	Assess effectiveness using NALP shop form	2		
	Provide one complete accompanied demonstration	2		
Closing the Sale	Shadow Leasing Consultant closing process	2		
	Assess effectiveness with Leasing Consultant	2		
	Identify personal preferred closing techniques	2		
	Practice closing techniques with staff	2		
	Provide accompanied close in actual visit	2		
Prospect Follow-Up	Review the current follow-up processes in place	2		
	Conduct follow-up with prospects.	2		
Processing and Screening Applications	Become familiar with the lease application,	2		
	Understand prospect criteria and screening models	2		
	Be able to articulate criteria in role play with Leasing Consultant	2		
	Work with employee while screening applicants	2		
Marketing and Sales – Generating Traffic	Learn property market and leasing goals	3		
	Review Weekly Traffic Report; Traffic Sources, Traffic Tracking	3		
	Discuss Traffic Analysis with Leasing Consultant	3		

	Review all ads, all media, discuss response	3		
Function/ Area	Learning Goals	Recommend Day	Actual Day	Comments
Electronic Outreach and Response	Learn electronic messaging and branding	3		
	Evaluate value for qualified traffic	3		
	Respond to electronic traffic to office, perform email/text reply	3		
Competitive Marketing	Learn and evaluate competitors, compare pricing, units, property features, policies.	3		
	Identify competitive advantages and challenges	3		
	Make recommendations for positive change.	3		
Off Site Marketing and Outreach	Learn to identify local sources for prospects using software reports and guest cards.	3		
	Explore the area's businesses, employers and partners by discussion and drive-by	3		
	Evaluate previous outreach with Leasing Consultant	3		
	Make recommendations for new outreach ideas	3		
Customer Service – Move Ins	Pre-walk move-ins with Leasing Consultant	4		
	Prepare move-in packets, gifts, materials	4		
	Learn move-in protocol	4		
	If possible, observe new resident contract signing and move-in.	4		
Customer Service – Residents	Learn all details of the property customer service program	4		
	Review all resident communications	4		

	Take resident calls and handle resident visits	4		
Function/ Area	Learning Goals	Recommend Day	Actual Day	Comments
Renewals and Resident Retention	Review current renewal process	4		
	View renewal reports and communication tools	4		
	Assist with securing renewals through resident contact, reporting	4		
	If possible, assist in response to new NTV	4		
	If possible, walk newly vacated units for unit condition assessment	4		
Work Order Management and Service	Shadow maintenance technicians	5		
	Learn the work order process from incoming order to follow-up and recording	5		
	Learn proper questioning technique to identify issues	5		
	Take and write orders, give to staff, post completions	5		
	Make follow-up calls to residents	5		
Technology and Software	Learn basic functions of property management software	5		
	Understand value, review reporting	5		
	Learn the leasing functionalities, including automated revenue features	5		
Teamwork	Participate in team meeting	5		
The NALP Value Proposition	Complete the NALP Value Worksheet and review with Internship Sponsor	5		

### NALP Value Proposition *(to be completed by Intern)*

Total Units At Property:	Total Monthly Market Rent: \$	Average Market Rent per Unit: \$	<b>E</b>
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For these calculations you may want to consider year-to-date totals to calculate monthly averages

Average pieces of In Person Traffic per month	
Average net leases per month	<b>A</b>
Average closing ratio per month (Net leases/in person traffic)	%
My most important role with an in person prospect is:	

Average number of Phone Traffic per month	
Average number of Calls that result in visits per month	<b>B</b>
Average ratio of calls that result in visits per month (callers that visit/total callers)	%
My most important role with a prospect call is:	

This community's strongest competitive advantage is:
This community's most significant challenge is:

Total number of resident work orders called in per month	
Total number of resident work orders completed per month	
My most important role with a resident work order is:	

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My most important role with a current resident is	

Average number of move outs per month	<b>C</b>
Average annualized number of move-outs per year	
Average annual turnover percentage (Annual move-outs/total units)	%
My most important role when contacting a resident submitting a notice to vacate is	

<b>My Value Proposition</b>	
If I improve closing ratio by an additional 10% = how many more leases per month (A x 10%)	<b>+</b>
If I improve my phone-to-visit ratio by an additional 10% = How many more visits per month (10% of B)	
If I reduce turnover by an additional 10% = how many fewer move-outs per month (C-10%)	<b>+</b>
My Value added: (see above) More Leases + Saved Move-outs = Added Occupied Units _____ <b>D</b> at Average per Unit Market Rent _____ <b>E</b> equals monthly added income to community (D times E) _____ <b>F</b>	
<b>Additional Annual Income</b> I can add to the community (F times 12) _____	

<b>Date Value Proposition Completed:</b>	
Intern Name:	Signature:
Intern Supervisor Name:	Signature:
Intern Closing Comments:	