



---

# Apartment Leasing Careers

---



---

- Fast Facts
- Job Descriptions
- Career Paths
- Skill Standards
- NALP Syllabus
- Internship Guide

# Leasing Career Fast Facts

**Current economic data indicates that the need for apartment leasing consultants will only increase in the next decade:**

- Approximately 35% of U.S. households are renter households
- It is predicted that over the next decade the number of renter households is likely to rise by 360,000-470,000 annually
- The apartment industry currently employs nearly 700,000 professionals not including Regional Managers or corporate staff
- The apartment industry will continue to need new employees for the following reasons:
  - Replacement of retiring employees
  - Replacement of employees who leave the industry
  - Expansion of the number of apartment renters and new apartment development and construction (after over three years of no new commercial real estate development, currently, the only commercial real estate segment involved in new development is the apartment industry)
  - Redevelopment of aging apartment communities
  - Smart growth bringing workers closer to places of employment
  - Increase in seniors opting for age-restricted retirement or senior communities

# Leasing Career Fast Facts

## Apartment leasing is a career path with unlimited potential:

- Total compensation for a **leasing consultant** ranges from \$27,100-\$38,900, depending on the region of the country. Median total compensation is \$32,000
- An entry level **leasing consultant** can make \$13-\$19 per hour, depending on the region
- **Leasing consultants** may receive additional compensation for meeting sales goals and lease renewals
- Once promoted to **Leasing Manager** total compensation ranges from \$37,300-\$58,400, depending on the region of the country in which the position is located. Median total compensation is \$45,000
- Most leasing professionals receive benefits such as: medical, dental, vision, life insurance and a 401K plan
- Many companies offer their employees a rent benefit to live at the apartment community where they work or at another apartment community. This rent benefit is a rent discount of 20% or more
- Most companies offer training opportunities to help employees advance in their career to Leasing Manager, Director of Leasing and VP of Sales and Marketing

# Leasing Career Fast Facts

## The profile of the average Apartment Community is:

- 260 apartment homes
- Six on site staff positions
  - Apartment Manager
  - Assistant Manager
  - 1-2 Leasing Consultants
  - 2-3 Maintenance Technicians
- An annual budget of \$2.7 million
- A real estate asset valued at over \$20 million

## An apartment lease is one of the largest transactions a consumer will make in a lifetime!

- Currently, the average monthly rent is \$1,000. Leasing consultants are responsible for routinely closing leasing transactions greater than \$12,000.

# Apartment Management Job Descriptions

## *Sample Job Description*

### **Concierge**

A Concierge is the first point of contact for both residents and visitors. They assist residents with retrieving packages, dry cleaning and other deliveries. In addition, the Concierge is responsible for taking resident complaints and/or service requests, as well as following-up with residents to make sure they are satisfied. This role is also responsible for maintaining the safety of the property by monitoring security cameras and preventing solicitors from entering the building.

### **Skill Set**

- Excellent phone etiquette (Speaks clearly and concisely)
- Organized (Maintains package log, elevator scheduling, etc.)
- Proficient Computer Skills (e-mail correspondence, ability to search the Internet, etc.)
- Ability to multi task (Handle and prioritize various projects)

### **Personality Traits**

- Friendly (Greeting residents and visitors)
- Calm Demeanor (Able to handle difficult situations)
- Good Judgment (Able to respond promptly to resident needs)
- Self-Motivated (Ability to work independently)

### **Previous Job Experience**

- Retail
- Receptionist
- Office Administrator
- Hospitality/Tourism

### **Education**

- Associate's degree desirable
- High school diploma required

# Apartment Management Job Descriptions

## *Sample Job Description*

### **Leasing Consultant**

A Leasing Consultant is the point of contact for all potential customers. When prospects visit, in person, their focus is to greet them and highlight the advantages of living at that property. This includes touring, explaining amenities, reviewing price options and completing lease paperwork. Follow up on customer leads from phone calls and online is also imperative in assisting with marketing efforts. Leasing Consultants will also generate qualified traffic by becoming involved in the local community as well as participating in outreach programs.

### **Skill Set**

- Adaptability (Able to understand and meet the needs of clientele with different backgrounds)
- Organization (Manage property rental availability and organize lease files)
- Proficient Computer Skills (Run applications, print leases, etc.)
- Ability to multitask (Handle and prioritize various projects)

### **Personality Traits**

- Friendly (Welcomes prospects and new residents)
- Energetic (Ability to remain active within the sales process)
- Engaging (Ability to draw attention and interest to the Property/Product)
- Self-Motivated (Ability to be resourceful and creative to drive traffic during slow periods)

### **Previous Job Experience**

- Restaurant Wait Staff/Servers
- Retail Sales
- Auto Sales

### **Education**

- Associate's or Bachelor's degree desirable
- High school diploma required

# Concierge Career Path

Retail

Receptionist

Office Administrator



Concierge

\$29,700-\$42,700\*



Leasing Consultant

\$27,100-\$38,900



Leasing Manager

\$37,200-\$58,400



Assistant Property Manager

\$33,900-\$47,400



Property Manager

\$49,100-\$68,700

*\*This position is most typically available in major metropolitan areas and luxury apartment communities*

# Leasing Career Path

Restaurant Server

Auto Sales

Hospitality/Resort



**Leasing Consultant**

*\$27,100-\$38,900*



**Leasing Manager**

*\$37,200-\$58,400*



**Training  
Manager**

*Assist with  
New Employees  
\$60,000-\$75,000*

**Assistant Property  
Manager**

*Under 400 Units  
\$33,700-\$45,500*

**Regional  
Marketing  
Manager**

*Develop New  
Marketing Strategies  
\$73,900-\$105,700*



**Assistant Property  
Manager**

*Over 400 Units  
\$34,800-\$47,900*



**Property  
Manager**

*\$49,100-\$68,700*





# Skill Standards for Leasing Professionals

1. Compliance	<i>Performance Indicators</i>
<p><i>Key Activity 1.1</i>  <i>Conduct an internal assessment of product, price, people, and promotion</i></p>	<ul style="list-style-type: none"> <li>• Internal assessment reports indicate understanding of the purpose of an internal assessment and relevant principles (e.g., supply and demand)</li> <li>• Internal assessment reports indicate the use of appropriate resources and tools</li> <li>• Internal assessment reports indicate the use of appropriate strategies for gathering and analyzing data and drawing conclusions</li> <li>• Internal reports indicate the use of appropriate technology</li> </ul>
<p><i>Key Activity 1.2</i>  <i>Conduct an external assessment of competitive products, prices, people, and promotions</i></p>	<ul style="list-style-type: none"> <li>• External assessment reports indicate understanding of the purpose of an external assessment and relevant principles (e.g., supply and demand)</li> <li>• External assessment reports indicate the use of appropriate resources and tools</li> <li>• External assessment reports indicate the use of appropriate strategies for gathering and analyzing data and drawing conclusions</li> <li>• External reports indicate the use of appropriate technology</li> </ul>
<p><i>Key Activity 1.3</i>  <i>Monitor internal and external market dynamics</i></p>	<ul style="list-style-type: none"> <li>• Marketing tools indicate understanding of factors that impact financial performance</li> <li>• Marketing tools indicate the use of appropriate market data and strategies for its interpretation</li> </ul>
<p><i>Key Activity 1.4</i>  <i>Compile a personalized and comprehensive community resource tool</i></p>	<ul style="list-style-type: none"> <li>• Resource tool(s) include floor plans, prices, availability and other appropriate information</li> <li>• Resource tool(s) are effective and efficient</li> <li>• Resource tool(s) are maintained on an ongoing basis to ensure accuracy</li> <li>• Resource tool(s) indicate use of appropriate technology</li> </ul>
<p><i>Key Activity 1.5</i>  <i>Network with representatives of competing organizations to improve business decision making</i></p>	<ul style="list-style-type: none"> <li>• Networking indicates the use of interpersonal communication and networking strategies</li> <li>• Networking indicates understanding of confidentiality obligations</li> <li>• Calendars indicate participation in networking opportunities (e.g., apartment association, events, attending open houses)</li> </ul>

## 2. Outreach Marketing

## Performance Indicators

<p><i>Key Activity 2.1</i> <i>Develop a marketing strategy based on identified strengths, weaknesses, opportunities, and threats</i></p>	<ul style="list-style-type: none"> <li>• Marketing strategy indicates understanding of strategic analysis and use of appropriate sources of data (e.g., SWOT, marketing surveys)</li> <li>• Marketing strategy indicates use of appropriate marketing and industry terminology</li> <li>• Marketing strategy includes an accurate understanding of the competition</li> <li>• Marketing strategy indicates the use of appropriate technology and hardware</li> </ul>
<p><i>Key Activity 2.2</i> <i>Work to achieve marketing goals</i></p>	<ul style="list-style-type: none"> <li>• Activity logs indicate understanding of the marketing goals and strategies of the community</li> <li>• Observation indicates commitment to goals</li> <li>• Marketing strategies are consistent with available resources and budget</li> </ul>
<p><i>Key Activity 2.3</i> <i>Create a viable and effective action plan to achieve marketing goals</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates knowledge of the surrounding area (e.g., preferred employers, current and targeted resident demographics, amenities, resources of the region, regional economic development plans and materials)</li> <li>• Observation indicates effective networking with organizations in the region</li> <li>• Activity logs indicate effective planning (e.g., use of marketing collateral, organization and documentation of marketing calls)</li> </ul>
<p><i>Key Activity 2.4</i> <i>Evaluate the marketing plan's effectiveness</i></p>	<ul style="list-style-type: none"> <li>• Periodic reports indicate understanding of marketing goals and strategies</li> <li>• Observation and periodic reports indicate effective use of an appropriate prospect management system</li> <li>• Periodic reports indicate understanding of statistical data related to site traffic trends, existing marketing campaigns and tools</li> <li>• Periodic reports indicate the use of appropriate technology</li> </ul>
<p><i>Key Activity 2.5</i> <i>Refine the marketing strategy</i></p>	<ul style="list-style-type: none"> <li>• Marketing goals are consistent with ongoing analysis and trends</li> <li>• Observation indicates effective brainstorming and testing of new strategies</li> <li>• Marketing strategies are consistent with current goals and trends</li> <li>• Marketing strategies are consistent with available resources and budget</li> </ul>

3. Sales	Performance Indicators
<p><i>Key Activity 3.1</i> <i>Inspect tour routes, vacant and leased homes, and common areas daily</i></p>	<ul style="list-style-type: none"> <li>• Work orders filed with the maintenance department indicate daily monitoring</li> <li>• Work orders indicate understanding of curb appeal, company policy and procedure, community standards, and the importance of details</li> </ul>
<p><i>Key Activity 3.2</i> <i>Establish rapport with current and prospective residents</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates effective knowledge of the product, confidentiality requirements, and Fair Housing regulations</li> <li>• Observation indicates effective use of interpersonal communication (e.g., personal appearance and demeanor, techniques for gathering information, cultural competence, effective listening)</li> <li>• Sales logs indicate effective use of documentation strategies</li> </ul>
<p><i>Key Activity 3.3</i> <i>Qualify prospective residents in accordance with rental policy</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates understanding of qualifying criteria, company policy, and relevant laws and regulations (e.g., Fair Credit Reporting Act (FCRA), Fair Employment and Housing Act (FEHA))</li> <li>• Documentation indicates use of appropriate sources of information (e.g., credit reports, criminal history, tax records)</li> <li>• Documentation indicates appropriate communication</li> <li>• Documentation indicates the use of appropriate technology</li> </ul>
<p><i>Key Activity 3.4</i> <i>Articulate how the company and product meet the needs of customers</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates the use of appropriate demonstration techniques and product knowledge</li> <li>• Observation indicates reference to known needs of the customer</li> </ul>
<p><i>Key Activity 3.5</i> <i>Evaluate customers' commitment level</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates a request for feedback from the customer</li> <li>• Observation indicates effective interpretation of customers' verbal and nonverbal cues</li> <li>• Observation indicates recognition of typical buying signals</li> </ul>
<p><i>Key Activity 3.6</i> <i>Address customers' stalls and/or objections</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates understanding of typical stalls and objections as well as the difference between stalls and objections</li> <li>• Observation indicates the use of problem solving techniques and other strategies for overcoming stalls and objections</li> <li>• Observation indicates appropriate empathy with customers</li> </ul>

<p><i>Key Activity 3.7</i> <i>Ask customers to hold an apartment</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates appropriate timing and strategy in closing sales</li> <li>• Observation indicates appropriate timing and strategy in managing rejection</li> <li>• Documents and financial records indicate understanding of policies related to handling various forms of payment</li> </ul>
<p><i>Key Activity 3.8</i> <i>Discuss the next steps in the sales process to set customer expectations</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates understanding of company policy, process for preparing apartment for move-in, and follow-up activities</li> <li>• Documentation indicates communication of a realistic and appropriate timeline for essential events and move-in</li> <li>• Documentation indicates effective coordination of move-in resources, as well as essential forms and information packets</li> </ul>
<p><i>Key Activity 3.9</i> <i>Evaluate personal sales performance</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates measurement of closing ratios and/or conversion ratios</li> <li>• Documentation indicates the use of feedback from prospects, company expectations, and experience with customers in evaluating personal performance</li> <li>• Documentation includes appropriate goals for improvement and action plans</li> <li>• Observation indicates implementation of appropriate change in sales strategy</li> </ul>
<p><b>4. Administrative and Legal Responsibilities</b></p>	<p><i>Performance Indicators</i></p>
<p><i>Key Activity 4.1</i> <i>Apply fair housing law as it affects rental transactions</i></p>	<ul style="list-style-type: none"> <li>• Documentation of interaction with current and prospective residents indicates knowledge and consistent application of the law</li> <li>• Observation of interaction with current and prospective residents indicates consistent application of the law</li> </ul>
<p><i>Key Activity 4.2</i> <i>Ensure potential residents' understanding of rental criteria</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates compliance with Fair Housing and consistent qualifying standards as well as company policy and procedure</li> <li>• Observation indicates clear and consistent communication about qualifying standards, the rental process, and company policy and procedure</li> </ul>

<p><i>Key Activity 4.3</i> <i>Evaluate rental applications in accordance with established screening models</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates implementation of company credit screening policy and procedure</li> <li>• Documentation indicates understanding and application of community standards and FCRA requirements</li> <li>• Documentation indicates the use of established screening models</li> <li>• Documentation and observation indicate appropriate communication of approval or denial decisions</li> <li>• Documentation and observation indicate the use of appropriate hardware and software</li> </ul>
<p><i>Key Activity 4.4</i> <i>Prepare lease agreements in accordance with established policy and procedure</i></p>	<ul style="list-style-type: none"> <li>• Lease agreements comply with laws pertaining to the execution of contracts</li> <li>• Lease agreements include essential components</li> <li>• Lease agreements comply with standards and company policy and procedure</li> <li>• Observation indicates clear and accurate communication about the components of lease agreements</li> <li>• Lease agreements indicate the use of appropriate hardware and software</li> </ul>
<p><i>Key Activity 4.5</i> <i>Execute lease agreements appropriately</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates that appointments are made with customers for the execution of lease agreements</li> <li>• Observation indicates understanding of the components of lease agreements and laws related to their execution</li> <li>• Observation indicates clear and consistent communication with customers about lease agreements</li> </ul>
<p><i>Key Activity 4.6</i> <i>Report incidents, maintain documentation, and take corrective action in compliance with applicable law, regulation, and company policy</i></p>	<ul style="list-style-type: none"> <li>• Documentation and observation indicate recognition of potential liability exposure (e.g., risk events, privacy)</li> <li>• Documentation indicates compliance with reporting requirements</li> <li>• Documentation indicates cooperation with others as required to address exposure and resolve identified issues</li> <li>• Documentation indicates clear and consistent communication related to the exposure</li> <li>• Documentation indicates the use of appropriate hardware and software</li> </ul>

<p><i>Key Activity 4.7</i> <i>Maximize revenue and operational efficiency consistent with financial goals</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates compliance with company fiscal policy and procedure and recognition of the goals financial impact of actions</li> <li>• Documentation and observation indicate commitment to community standards, personal and team goals, and financial expectations</li> <li>• Observation indicates personal initiative in maximizing revenue and efficiency</li> </ul>
<p><b>5. Resident Retention</b></p>	<p><i>Performance Indicators</i></p>
<p><i>Key Activity 5.1</i> <i>Offer personalized service to residents</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates the ongoing assessment of resident concerns as well as an appropriate response</li> <li>• Observation indicates appropriate customer service that complies with community standards and company policy and procedure</li> <li>• Observation indicates that interpersonal verbal and nonverbal communication is accurate and appropriate, and accounts for cultural differences appropriately</li> </ul>
<p><i>Key Activity 5.2</i> <i>Interact with residents using empathy and warmth</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates appropriate customer service that complies with community standards and company policy and procedure</li> <li>• Observation indicates that interpersonal verbal and nonverbal communication is accurate and appropriate, and accounts for cultural differences appropriately</li> <li>• Activity logs indicate appropriate follow through on commitments to residents</li> <li>• Observation indicates creation of “win-win” situations with residents</li> </ul>
<p><i>Key Activity 5.3</i> <i>Respond to issues that affect resident satisfaction</i></p>	<ul style="list-style-type: none"> <li>• Observation indicates appropriate customer service that complies with community standards and company policy and procedure</li> <li>• Activity logs indicate appropriate communication with the maintenance department and vendors as required to resolve residents’ concerns</li> <li>• Activity logs and observation indicate the use of appropriate strategies for resolving conflict</li> <li>• Observation indicates appropriate and empathic communication with residents</li> </ul>

<p><i>Key Activity 5.4</i>  <i>Report service requests accurately and follow up as appropriate to ensure resident satisfaction</i></p>	<ul style="list-style-type: none"> <li>• Activity logs and work orders indicate knowledge of company policy and procedure, community standards, and maintenance terminology</li> <li>• Activity logs and work orders indicate follow through on service requests and commitments to residents</li> </ul>
<p><i>Key Activity 5.5</i>  <i>Create an ongoing sense of community</i></p>	<ul style="list-style-type: none"> <li>• Activity logs indicate promotion of amenities and activities that are meaningful to residents and increase interaction among residents</li> <li>• Activity logs and observation indicate understanding of resources of the property and region, company policy (e.g., alcohol) and budget, and legal requirements</li> <li>• Activity logs and observation indicate understanding of resident preferences</li> <li>• Activity logs and observation indicate clear and effective communication with residents to promote an ongoing sense of community</li> </ul>
<p><i>Key Activity 5.6</i>  <i>Maintain familiarity with lease renewal processes</i></p>	<ul style="list-style-type: none"> <li>• Documentation indicates compliance with company policy and procedure related to the renewal process</li> <li>• Documentation indicates understanding of renewal options and market conditions</li> <li>• Observation indicates clear and effective communication with residents about renewal</li> </ul>

# National Apartment Leasing Professional Course Syllabus

## Keys to Success in Learning

- Career Prospects
- Responsibilities of a Leasing Professional
- Characteristics of a Leasing Professional
- Your Colorful Personality
- Qualities of a Successful Leasing Professional
- Job Responsibilities and Goal Setting
- Time Management
- Teamwork
- Resident Profile
- Market Knowledge
- Product Knowledge

## Leasing and the Internet

- What is the Internet?
- Internet Service Providers
- Internet Listing Services
- Online Marketing and the Apartment Industry
- The Internet Prospect
- Updating the Guest Card
- Tracking Your Internet Traffic Effectively
- Leasing Tools
- Sample Lead Report from an Online Publication
- Maximizing Your Online Advertising
- Promoting Your Web Address
- Phone Prospects and the Internet
- Responding to Internet Leads
- Electronic Leasing
- Electronic Leasing and Fair Housing
- All about E-mail
- E-Mail Etiquette
- E-Mail and the Do Not SPAM Regulations
- Addressing Your E-Mail
- E-Mail Activity
- E-Mail for Follow-Up
- Web Sites of Interest to Property Management Professionals
- NAA National Suppliers Council Web Sites



# National Apartment Leasing Professional Course Syllabus

## Leasing Demonstration and Resolving Objections

- The Leasing Demonstration
- Three Major Areas of Product Knowledge
- Key Elements in Preparing for a Successful Demonstration
- Important Skills in Demonstrating
- Feature-Benefit-Emotional Appeal Selling
- Conducting a Successful Demonstration
- Safety Tips for the Leasing Demonstration
- Fair Housing Implications in Demonstrating
- Resolving Objections Program Objectives
- When does Closing Begin?
- Dynamics of an Effective Leasing Presentation
- Resolving Objections
- Procedures for Resolving Objections
- Leasing Signals
- The Invitation to Lease
- Closing Techniques Reference
- Fair Housing Implications in Closing

## Legal Aspects

- An Overview of Basic Fair Housing Laws
- Filing a Fair Housing Complaint
- Fair Housing Discrimination
- Prohibited Practices
- Familial Status
- Fair Housing and Disability Status
- Fair Housing and Disability Status Prohibited Practices
- Fair Housing Testers
- Additional Leasing Procedures that Avoid Discrimination
- Leasing in the Multicultural Marketplace
- New Fair Housing Issues on the Horizon

# National Apartment Leasing Professional Course Syllabus

## Legal Aspects (Continued)

- Resources for Fair Housing Information
- The Americans with Disabilities Act (ADA)
- Equal Credit Opportunity Act
- Fair Credit Reporting Act
- Fair & Accurate Credit Transaction Act
- Additional Consumer Protections
- Applicant Screening
- Criminal Background Checks
- The Lease and Legal Issues
- Other Occupancy Issues & Possible Lease Violations
- Lead Paint Safe Work Practices
- Resident's Personal Safety
- Safety Hazards
- Resident Safety Practices
- Emergency Contact Situations: Fire and Police/Sheriff

## Rental Policies and Procedures

- Efficient Handling of Rental Policies and Procedures
- Statement of Rental Policy
- Completing the Application
- Application Verification
- Rejecting an Application
- Resident Processing Checklist
- Efficient Lease Preparation and Signing
- The Law of Contracts
- Four Basic Elements of a Contract
- Elements of Lease Agreements
- Avoiding Potential Lease Problems
- Rental Lease Agreement Documents
- The Move-in Process
- Resident Relations
- Fair Housing Implications

# National Apartment Leasing Professional Course Syllabus

## Telephone Presentations

- Skills Self Evaluation
- Telephone Etiquette
- Effective Telephone Skills
- Active Listening
- Preparing for the Telephone Presentation
- Reasons Why People Use the Phone to Shop for an Apartment
- Objectives of the Telephone Contact
- Initial Leasing Questions
- What's Wrong with This Phone Call?
- Key Elements of a Successful Leasing Presentation
- Closing Begins with the Telephone
- Taking Requests for Service
- Identifying Caller Needs
- Effecting Solutions
- Following Up Requests for Service
- Handling Irate Callers
- Fair Housing Implications

## The Leasing Interview and Qualifying Residents

- First Impressions Make a Difference
- Importance of Curb Appeal
- Leasing Center Standards Checklist
- Understanding the Prospective Resident's Reason for Moving
- Be Prepared and Knowledgeable
- The Leasing Notebook
- How Should a Prospective Resident be greeted?
- Fair Housing
- Conducting the Leasing Interview
- Objective of the Leasing Interview

# NALP Internship Program Guidelines

## *Purpose and Scope*

The NALP internship is designed to provide a platform for the NALP Candidate to apply the principles and practices learned in the NALP program. The NALP Intern will have completed the classroom and Market Survey Presentation components of the program. The internship provides the necessary hands-on experience that will drive the student's successful performance in the field.

## *Internship Sponsorship*

The company sponsor is the critical element in the successful internship. While there is an investment of manpower and time - the experience for all participants can be extremely rewarding, often offering the host an opportunity to look at their own operations expertise. The company will offer:

**The Host Internship Location** - a multifamily community

**Intern Supervisor** - an on-site professional who will work closely with the intern on a daily basis and together complete the Internship Checklist.

**Corporate Sponsor** - a company executive who will provide necessary oversight for the week.

The sponsoring community must agree to provide the daily support and attention to complete the Checklist elements - using the community itself, its staff and its daily operations as a "laboratory" for experiential learning. It is recommended that the company review the checklist prior to committing to sponsorship.

# NALP Internship Program Guidelines

## *Timeline*

A week-long timeline has been established with a detailed Checklist. Days of the week are “recommended” to gradually expose the intern to the scope of the work at the community. The days are divided into skills and knowledge areas, with blanks for checks and comments. Midweek days are very full, with more time allowances on days 1 and 5.

## *The Value Proposition*

On the final day of the internship, the NALP candidate must complete the two-page Value Proposition form. This is a critical document that identifies for the intern the value in the duties and responsibilities of the leasing professional. The intern will calculate impacts on traffic, closing and turnover as well as critical roles in resident retention, market position and service. The Intern Supervisor should assist the intern in completing the document.

## *NAAEI Support*

The Institute will support all parties involved in the internship and should receive the completed Checklist and Value Proposition. The student’s record will reflect completion of these elements prior to final testing.

# 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		
Authorizations				
Supervisor:		Intern:		
Function/Area	Learning Goals	Recommend Day	Actual Day	Comments
Office Administration	Basic office functions & daily processes	1		
	Fair housing & other compliance requirements	1		
	Lease contract & addenda, file management	1		
	Basic payables and receivables processing	1		
	Navigate property website	1		
	Shadow Manager	1		
Physical Property	Shadow Assistant Manager	1		
	Walk the entire Property	1		
	Learn & evaluate curb appeal	1		
Teamwork	Learn & evaluate marketing corridor	1		
	Meet & interact with each staff member	1		
	Perform daily phone service - all callers	1		
Telephone Skills	Record and report calls as needed	2		
	If available, listen & evaluate call recordings	2		
	Shop comps by phone, complete NALP shop form	2		

Function/Area	Learning Goals	Recommend Day	Actual Day	Comments
Greeting & Qualifying	Practice in person greeting	2		
	Complete guest cards	2		
	Learn to select unit to tour based on prospect's needs & 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		
Prospect Follow-Up	Provide accompanied close in actual visit	2		
	Review the current follow-up processes in place	2		
	Conduct follow-up with prospects	2		
Processing & Screening Applications	Become familiar with the lease application	2		
	Understand prospect criteria & screening models	2		
	Be able to articulate criteria in role play with Leasing Consultant	2		
Marketing & Sales - Generating Traffic	Work with employee while screening applicants	2		
	Learn property market & leasing goals	3		
	Review Weekly Traffic Report; Traffic Sources, Traffic Tracking	3		
	Discuss Traffic Analysis with Leasing Consultant, Review all ads, all media, discuss response	3		

Function/Area	Learning Goals	Recommend Day	Actual Day	Comments
Electronic Outreach & Response	Learn electronic messaging & branding	3		
	Evaluate value for qualified traffic	3		
	Respond to electronic traffic to office, perform email/text reply	3		
Competitive Marketing	Learn & evaluate competitors, compare pricing, units, property features, policies	3		
	Identify competitive advantages & challenges	3		
	Make recommendations for positive change	3		
	Learn to identify local sources for prospects using software reports & guest cards	3		
Off Site Marketing & Outreach	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		
	Pre-walk move-ins with Leasing Consultant	4		
Customer Service - Move Ins	Prepare move-in packets, gifts, materials	4		
	Learn move-in protocol	4		
	If possible, observe new resident contract signing & move-in	4		
Customer Service - Residents	Learn all details of the property customer service program	4		
	Review all resident communications	4		
	Take resident calls & handle resident visits	4		



Function/Area	Learning Goals	Recommend Day	Actual Day	Comments
Renewals & Resident Retention	Review current renewal process	4		
	View renewal reports & 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 & Service	Shadow maintenance technicians	5		
	Learn the work order process from incoming order to follow-up & recording	5		
	Learn proper questioning technique to identify issues	5		
Technology & Software	Take & write orders, give to staff, post completions	5		
	Make follow-up calls to residents	5		
	Learn basic functions of property management software	5		
Teamwork	Understand value, review reporting	5		
	Learn the leasing functionalities, including automated revenue features	5		
The NALP Value Proposition	Participate in team meeting	5		
	Complete the NALP Value Worksheet & 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>
-----------------------------	----------------------------------	-------------------------------------	----------

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:	

## NALP Value Proposition

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:	

### My Value Proposition

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)	_____

### Date Value Proposition Completed:

Intern Name:	Signature:
Intern Supervisor Name:	Signature:
Intern Closing Comments:	



4300 Wilson Blvd., Suite 400  
Arlington, VA 22203  
703/518-6141 FAX 703/248-8370  
[education@naahq.org](mailto:education@naahq.org)  
[www.naahq.org](http://www.naahq.org)