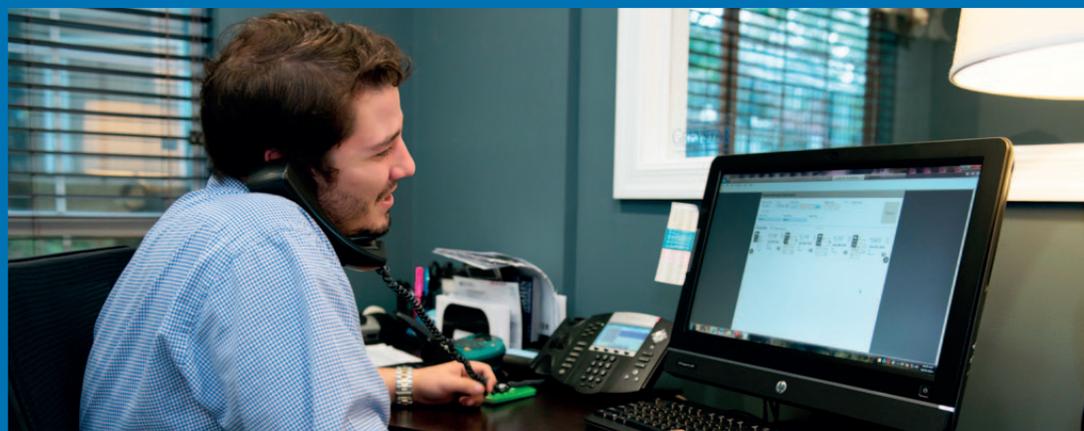


# THE MARKET SURVEY PRESENTATION

## Instructor Guide





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# Acknowledgments

## SUBJECT MATTER EXPERTS

The NAA Education Institute wishes to thank the following apartment industry professionals for contributing their time and expertise to the rewrite of the National Apartment Leasing Professional course:

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## **Further Acknowledgments**

The National Apartment Association Education Institute acknowledges the contributions of countless volunteers who made this program possible. We extend our thanks to all and pledge to maintain the NALP designation as the premier standard apartment industry training program for all Leasing Professionals.

## Just for Instructors

The National Apartment Association Education Institute thanks you for your time, talent and expertise in training and developing the next generation of Leasing Professionals.

Whether you are a subject matter expert...a seasoned instructor or new to training... this guide will help you become an even more engaging and effective instructor.

The National Apartment Leasing Professional (NALP) program is designed to teach leasing skills to multifamily residential management professionals. It has been recently enhanced to reflect the changing dynamic of techniques, technology and sales demanded by the responsibilities of this position.

This course is targeted for people with at least six months of leasing experience.

For more information about this program or any of NAAEI's education programs, contact your local apartment association or contact NAAEI at **(703) 518-6141** or **education@naahq.org**.

## Using this Guide

This Instructor Guide is identical to the Participant Guide that your class participants have, with the following exceptions:

- The Course Schedule page for instructors provides suggested timing for each component of each module. The participants' version shows only the timing for each module.
- In the left-hand margins of this guide, you'll see a Slide icon [  ], which tells you what slide to show at that point in the course.
- Also in the left-hand margins, you will occasionally see an “instructor’s note” to suggest something you might want to do.
- This guide includes answers to all questions that the participants will be asked in this course.

Other than the above, the participant and instructor guides are identical and all page numbers are the same for you as they are for the participants.

# Preparing to Teach the Course

To give course participants a first-rate learning experience, plan to spend several hours preparing to teach this class.

## When to Prepare

Depending on your experience with this course, begin preparing one to two weeks before the scheduled course date. That is enough time to absorb the material without feeling rushed.

## How to Prepare

- **Read the Participant's Guide carefully.** Material matches your Instructor Guide, but look for occasions when the students will need to write down slide content or answers. Plan to allow extra time as you present. Note how Participant Guide page numbers align with Instructor Guide numbers.
- **Review the Course Table of Contents.** See yourself as a guide. Knowing and recalling the entire course outline will help you to help students understand where they are at in the program.
- **Read the Instructor's Guide carefully.** Get familiar with the organization and flow of the course, as well as the content itself.
- **Mark up this guide.** Write notes throughout. Highlight passages you want to emphasize. Add prompts for your examples and explanations.
- **Practice.** Do a dry run of the material (or at least some of it) in front of willing colleagues or family members. Get their feedback. Find out: What are you doing well? What is one thing you could improve?
- **Preview and practice the PowerPoint slides and videos.**

## When it is Time to Teach the Course

- **Do not Read the Slides.** Students have copies of the slides in their handouts. Slide content typically paraphrases what is in the text. Reading it is not helpful and actually might bore your students! Paraphrase or simply refer to the slide.
- **Do not have Students read from the Text.** Not only are students uncomfortable with this but it turns the text into the presentation, instead of your comments and student discussion. Again, retention and engagement plummet!

- **Link Module to Module.** Help the student move from one topic within a course to another. Students like to know where they are at in the program and how the subject you are just finishing relates to the next area of learning. Use a simple connector like, “So now that we have learned the basics of the relationship sales process, let’s move now to applying this process in real situations.”
- **Use this guide.** Refer to it often to keep the class on track. Using notes will make you look natural, relaxed and yes, even confident.
- **Approach the course as a conversation, not as a presentation.** Keep things open and easygoing. Pick yourself up if you make a “mistake.” Answer the questions you can. Most important, avoid the temptation to be the expert—simply share what you have learned.
- **Keep participants actively involved.** Allow participants to ask questions, share ideas with one another and get as much hands-on experience as possible. Remember: telling is not training.
- **Be yourself.** Participants appreciate (and learn more from) instructors who are not only knowledgeable, but also approachable, personable and dedicated.

## Preparing the Classroom

To complete your final preparations, arrive at the training site at least one hour before class begins.

### Find the Location of these Public Facilities or Services

Restrooms / Kitchen facilities or vending machines / Emergency exits

### Prepare Materials

This Instructor’s Guide (with all your preparation notes in it) / The Participant Guide (one for each participant) / The PowerPoint / Evaluation Forms / Sign-in form (to be turned in to the affiliate office after class)

### Prepare and Test Equipment

Flipchart with stand or whiteboard / Markers / Microphone or sound system (if needed) / Laptop computer with LCD projector

### Find the Location of these Public Facilities or Services

Arrange the tables and chairs in the room so that participants will be able to talk with one another, work in small groups and take notes / Make sure the room is not too hot or cold / Ensure that there is adequate lighting / Write the course agenda on the flipchart or whiteboard

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## Message to Apartment Leasing Professionals

The National Apartment Leasing Professional (NALP) program is designed to teach leasing skills to multi family residential management professionals. It has been recently enhanced to reflect the changing dynamic of techniques, technology and sales demanded by the responsibilities of this position. Your managers, supervisors and executives understand your importance to the industry. They recognize you as the key to leasing, renewing and serving future and current residents of your communities.



Slide 3

**The Market Survey Presentation** is one course in the NALP series.

The complete set of NALP courses is:

- 1. Bringing in New Residents: Be Prepared**
- 2. Marketing and Maintaining your Community**
- 3. Why Your Competition Matters**
- 4. Relevant Laws and How to Apply Them**
- 5. The Sales Process and Building Relationships**
- 6. Effectively Meeting the Needs of Current Residents**
- 7. The Market Survey Presentation**

For more information about this program or any of NAAEI's education programs, ask your instructor, contact your local apartment association, or contact **NAAEI** at **(703) 518-6141** or **education@naahq.org**.



## Course Schedule

The Market Survey Presentation is the final part of the NALP program. After all of the classes have been delivered and tests taken, participants prepare a 15-20 minute oral presentation to be given to the class.

The time structure of the course will be:

<b>Component</b>	<b>Time</b>
<b>Module 1 - The Market Survey Assignment</b>	<b>20 minutes</b>
<b>Module 2 - The Market Survey Presentation</b>	<b>1 hour</b>
<b>Module 3 - Completing your NALP Designation</b>	<b>30 minutes</b>
<b>Module 4 - Welcome to the World of NALP. Program Conclusion</b>	<b>10 minutes</b>

# Introductions

Welcome to the **The Market Survey Presentation**, part of the National Apartment Association Education Institute's National Apartment Leasing Professional program!



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## Learning Goals

By the end of this course, you will:

- **Evaluate your community in comparison to the competition.**
- **Offer recommendations for improved results at your community.**
- **Gain vital speaking experience.**
- **Be prepared to complete the NALP online exam.**



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## Module 1 - The Market Survey Assignment



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### ***The Market Survey Assignment Description***

The market survey assignment is an exercise that is designed to place you in the role of a prospective resident. It takes the information learned in the class and gives you the chance to apply it to three “real world” situations. You put on the prospective resident’s shoes and experience what they experience. Using the “mystery shopping” approach, you will:



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1. Identify a subject property – this is the property to which the other three properties will be compared. Many NALP candidates use the location where they work as their subject property.
2. Select three competing or comparable properties to “shop.”
3. Complete required reports that detail the shopping experience.
4. Prepare a formal written presentation to be submitted for evaluation.
5. Present an overview of findings and answer questions about the experience.

### ***Where Does it Fit in the NALP Program?***

The market survey assignment and presentation are parts of the second required component in achieving the NALP designation. All three components must be successfully completed within the candidacy period of one year from the date of student registration. These components are:



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1. Attendance and participation in the NALP 7 Course curriculum.
2. Successful completion of the market survey assignment.
3. Successful completion of the NALP online final exam.

---

*Review this information carefully – use a flip chart to be even more clear about these components. Ensure the students are comfortable with these expectations. Before class secure the deadline for students to complete the exercise or ask an affiliate representative to address the class. Many classes are allowed to vote on their preferred dates for presentations.*

Apartment associations that host the NALP classroom program typically complete these components in the above order. In all cases, they will clarify this process before the class begins.



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## Module 2 - The Market Survey Presentation

### HOW TO PREPARE



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#### *The Market Survey Checklist*

*Refer students to the Market Survey Checklist and Statement of Authenticity on page 9 of their guide.*

Complete the top of the Market Survey Checklist. This form will help keep you on track and ensure that you have completed each element of the presentation. Place it aside and initial it as you complete each item. When complete, sign the Statement of Authenticity and submit it to the panel when you give your presentation.



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#### *Identify a Subject Property*

If you are employed at an apartment community, you will likely choose this community as your subject. First, it is easy to get all the necessary information to complete the Comparable Community Information form. Second, once you complete this form for the subject, it will give you a better idea of what will be needed from the other three properties. If you are not employed at a community, or choose not to use your own community, work with a fellow student or ask the instructor for suggestions for a subject. Or you could consider a property at which a friend lives.

*Remind students that they learned about the difference between a comparable and competitive property. Refresh their understanding with a review from the "Why Your Competition Matters" course.*

#### *Identify Three Comparable or Competitive Properties to "Mystery Shop"*

The most important factor in selecting these properties is your ability to "mystery shop" without being identified! The market survey assignment depends on you experiencing a real leasing experience from the prospective resident's point of view. It matters less that the community is comparable or a competitor - it's more important they don't spot you!

Look for communities that your prospective residents are also viewing before making their decision, or those to which your residents are moving. If you are too well known in your immediate neighborhood, you may need to broaden your search and include properties further away from your own subject.



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## REQUIRED FORMS AND DOCUMENTS

### ***Assemble the Required Forms to Complete***

Review and get familiar with the documents that are required as a part of this assignment. They are:

#### **Part I: Market Survey – Telephone and Leasing Evaluation**

Complete three: one for each comparable property.

#### **Part II: Comparable Community Information**

Complete four: one for each comparable property plus one for your subject property.

#### **Part III: Rent Analysis**

Complete one.

#### **Market Survey Checklist**

Complete and sign one.

### ***Make six copies each of Part I: Market Survey – Telephone and Leasing Evaluation and Part II: Comparable Community Information***

One set you will use as you gather information, the other will be used for a neat, final copy for the presentation.

## STEP-BY-STEP COMPLETION OF THE MARKET SURVEY PRESENTATION

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*As you teach this material be sure to refer the students to the sample completed forms in their text on pages 26 - 37. It is helpful for them to see a completed report to get an idea of what is expected of them.*



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### ***Part I - Telephone and Leasing Evaluation - Telephone***

Complete the telephone interview first. Listen carefully and take notes as you talk with the Leasing Professional over the telephone. This process will allow you to complete your evaluation form accurately once the call has ended. Focus on the techniques you learned in class and determine if they were utilized during the call. Resist the urge to prompt the shopped leasing consultant! Remember to act like a prospect! Be careful about calling from your office since the called property might have caller ID. The Telephone portion of the Market Survey asks you to respond to nineteen questions as well as provide comments about the telephone conversation. Complete each box and blank.



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### ***Part I - Telephone and Leasing Evaluation - Property Visit***

Next, visit the communities you have selected to evaluate in person. Pose as a potential customer looking for a new apartment. Be prepared to offer a “story” about your search

and present your photo ID if asked. Don't wear your company uniform or name badge or show your company ID. Remember to ask these questions so you can complete each box and blank on the form, especially 1) offer a minor objection to see how the agent responds (question 64); 2) ask a question about the type of people who live there (question 66) and 3) ask if it is a safe place to live (question 67). Their responses will give you insight into the responses you often give!



Take the forms with you; however it would not be appropriate to take blank forms for both Part I and Part II into the leasing office or on the tour. Complete the forms promptly and completely. Obtain a brochure and any written information to assist you in completing the Comparable Community Information Part II and to include in your presentation binder.



### **Part II - Comparable Community Information**

Complete one Part II form for each comparable community and for your subject property, for a total of four forms. This two-page form asks for specific community details. There is a lot of information to obtain and that may require follow-up phone calls to "fill in" the blanks - but don't blow your cover!

Take blank copies of the forms with you when you visit the communities. You can complete them in writing immediately after your visits, just as you are making handwritten notes on the Part I form. Be sure to complete all boxes and blanks. A detailed description of content for every question follows in this module.

A special word about the Unit Mix at the bottom of page 2. Some communities may be reluctant to give out this information and it typically is not asked by a real prospective resident - so you may have to get creative! Here are some ideas to secure all the unit descriptions and counts for the community:

1. Call back multiple times and ask about a particular type ending with a question about "how many of that type unit is in the entire property?"
2. If your community has a relationship with an Internet Listing Service, call your account representative and ask for this information. They likely have it.
3. If your community uses a third party market company (like ALN Data or ADS or even some apartment associations) for market information, they may have it.
4. If your supervisor knows someone at the other property management company, you may be able to get that information through him/her.

If the community has more than six floor plans (there is only room on the form for six types) include a second form with just the other unit types listed - or combine all on a single attachment.



Don't give up! It is important that as a Leasing Professional you understand what the unit mix does and how rents are priced.

You will complete two forms as a result of your visit: Part I Market Survey - Telephone and Leasing Evaluation and Part II Comparable Community Information. Use the completions tips in your Guide to answer each blank. Make sure to initial the completed sections on the Market Survey Checklist. This approach will help you to remain organized.



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### **Part III - Rent Analysis**

Review  
the sample  
completed  
Rent Analysis

Complete the Rent Analysis grid. You will complete the information you have gathered from each of the Comparable Community Information forms. You will simply transfer all of the information from the Part II Unit Mixes onto this form and copy all the property averages at the bottom. Use the item by item instructions on how to complete the form in your Guide. This single page should contain all rents for all unit types for all four communities - subject and three comparables. Be sure to calculate rent, unit size and rent per square foot for each of the 4 communities. Again, use your Market Survey Checklist to note your work.

This form allows you to view all pricing for all communities on one page. It gives you the ability to spot prices that seem high or low compared to your subject property. This information may be discussed as part of your classroom presentation.



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### **Assembling in binder or folder**

Once you have completed all of your handwritten forms, take the time to neatly key in the set you will present in your folder or binder. You will be submitting this “report” to the reviewer panel on the day that you give your class presentation. You may also choose to use the fillable PDF forms on the NAA website. Log onto the website with your ID and password.

Use this link <http://www.naahq.org/learn/education/candidate-resources>

Items that should be included in your binder or folder are:

1. Completed and signed Market Survey Checklist.
2. Completed Part I - Telephone and Leasing Evaluation Forms - 3 communities.
3. Completed Part II - Comparable Community Information - 4 communities.
4. Completed Part III - Rent Analysis.
5. Brochures, flyers and any marketing information given to you during your shopping visits.

# The Market Survey Checklist and Statement of Authenticity

Candidate Name NAA ID	Company/ Property
Address Street	City State Zip
Local Apt. Association	
Email	Phone

Use this checklist to indicate your completion of each of the required sections of the Market Survey. You will conduct a telephone evaluation and an in-person shopping report at each of the three communities you have selected as comparables. In addition you will complete a Community Comparable and Rent Analysis form for all properties (subject and comparables). Initial the column labeled "Participant Initials" to check off that you have completed and included that information.

	Description	Participant Initials				Affi Use ONLY		
		Subj	Prop 1	Prop 2	Prop 3	SAT	UNSAT	COMMENTS
I.	Telephone and Leasing Evaluation	N/A						
II.	Comparable Community Information							
III.	Rent Analysis:							
<b>Participants must keep a copy of their Market Survey Presentation</b>								

Candidate Statement of Authenticity	
I hereby certify that the material contained herein is my original work and has not been plagiarized in any way.	
Candidate Signature:	Your NAA ID:

-----

Reviewer Use Only

Based on the presentation of this project by (Name) \_\_\_\_\_  
 on (Date) \_\_\_\_\_, I/we rate the market survey notebook as:

Satisfactory                       Unsatisfactory

Reviewer comments: \_\_\_\_\_

Reviewer Printer Name and Title: \_\_\_\_\_

Reviewer Signature: \_\_\_\_\_

# Part I - Telephone and Leasing Evaluation

Apartment Community: \_\_\_\_\_

Telephone Leasing Professional: \_\_\_\_\_ Phone Date: \_\_\_\_\_

Phone Time: \_\_\_\_\_

Onsite Leasing Professional: \_\_\_\_\_ Onsite Date: \_\_\_\_\_

Onsite Time: \_\_\_\_\_

## Shopper Profile

Name Used On Telephone: \_\_\_\_\_ Number of Occupants: \_\_\_\_\_

Name Used Onsite: \_\_\_\_\_ Size Apt. Requested: \_\_\_\_\_

Date Needed: \_\_\_\_\_

### Section One - Telephone Procedures

	<b>Yes</b>	<b>No</b>
1. Did the Leasing Professional answer the telephone promptly and identify the community by name?	<input type="checkbox"/>	<input type="checkbox"/>
2. Did the Leasing Professional convey a pleasant and friendly tone?	<input type="checkbox"/>	<input type="checkbox"/>
3. Did the Leasing Professional introduce her/himself?	<input type="checkbox"/>	<input type="checkbox"/>
4. Did the Leasing Professional request your name?	<input type="checkbox"/>	<input type="checkbox"/>
5. Was your name used effectively during the conversation?	<input type="checkbox"/>	<input type="checkbox"/>
6. Did the Leasing Professional pre-qualify you by inquiring:		
Apartment size required?	<input type="checkbox"/>	<input type="checkbox"/>
Date apartment needed?	<input type="checkbox"/>	<input type="checkbox"/>
How many would occupy the apartment?	<input type="checkbox"/>	<input type="checkbox"/>
If you had a pet?	<input type="checkbox"/>	<input type="checkbox"/>
Price Range?	<input type="checkbox"/>	<input type="checkbox"/>
Special needs (i.e. F/P, Washer/Dryer, Up/Downstairs, other)?	<input type="checkbox"/>	<input type="checkbox"/>
7. Did the Leasing Professional avoid asking if children would be occupying the apartment?	<input type="checkbox"/>	<input type="checkbox"/>

	<b>Yes</b>	<b>No</b>
8. Were you asked how you knew about the community?	<input type="checkbox"/>	<input type="checkbox"/>
9. Did the Leasing Professional ask why you were moving?	<input type="checkbox"/>	<input type="checkbox"/>
10. Did the Leasing Professional make the apartment sound desirable and/or did the Leasing Professional paint a word picture?	<input type="checkbox"/>	<input type="checkbox"/>
11. Did the Leasing Professional seem focused and interested in assisting you with your needs?	<input type="checkbox"/>	<input type="checkbox"/>
12. Did the Leasing Professional discuss community amenities?	<input type="checkbox"/>	<input type="checkbox"/>
13. Did the Leasing Professional attempt to schedule an appointment?	<input type="checkbox"/>	<input type="checkbox"/>
14. Did the Leasing Professional offer directions to the community?	<input type="checkbox"/>	<input type="checkbox"/>
15. Did the Leasing Professional ask for your telephone number? Did the Leasing Professional ask for additional contact information? Mailing Address <input type="checkbox"/> Email Address <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Did the Leasing Professional discuss deposits and lease rates with confidence?	<input type="checkbox"/>	<input type="checkbox"/>
17. Did the Leasing Professional remain in control and guide the conversation (and not merely respond to questions)?	<input type="checkbox"/>	<input type="checkbox"/>
18. Did the Leasing Professional create a sense of urgency?	<input type="checkbox"/>	<input type="checkbox"/>
19. Was the overall telephone presentation positive?	<input type="checkbox"/>	<input type="checkbox"/>

Telephone Comments:

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**Section Two - Community Appearance**

	<b>Yes</b>	<b>No</b>
20. Did you easily locate the community?	<input type="checkbox"/>	<input type="checkbox"/>
21. Did you easily locate the community center/office?	<input type="checkbox"/>	<input type="checkbox"/>
22. Was your first impression of the community positive?	<input type="checkbox"/>	<input type="checkbox"/>
23. Were the main community signs clearly visible, upright, and well maintained?	<input type="checkbox"/>	<input type="checkbox"/>
24. Was there convenient parking for prospective residents?	<input type="checkbox"/>	<input type="checkbox"/>
25. Were the grounds clean?	<input type="checkbox"/>	<input type="checkbox"/>
26. Were the lawns and landscaping neat?	<input type="checkbox"/>	<input type="checkbox"/>
27. Was the parking lot in good condition?	<input type="checkbox"/>	<input type="checkbox"/>
28. Was the entryway into the information center clean and attractive?	<input type="checkbox"/>	<input type="checkbox"/>
29. Were walkways or common areas clean and free from personal property?	<input type="checkbox"/>	<input type="checkbox"/>

Community Appearance Comments:

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**Section Three - Meeting and Greeting**

**Yes      No**

- 30. Did the office smell fresh, clean and inviting?  Yes  No
- 31. Did the Leasing Professional stand when you entered?  Yes  No
- 32. Did the Leasing Professional greet you with a smile?  Yes  No
- 33. Did the Leasing Professional introduce her/himself?  Yes  No
- 34. Did the Leasing Professional shake your hand when he/she introduced him/herself?  Yes  No
- 35. Did the Leasing Professional offer you a seat?  Yes  No
- 36. Was the Leasing Professional's desk clean and uncluttered?  Yes  No
- 37. Was the Leasing Professional dressed professionally?  Yes  No
- 38. Did the Leasing Professional remember your telephone call?  Yes  No
- 39. Did the Leasing Professional seem aware of the apartments available?  Yes  No
- 40. Did the Leasing Professional make you feel welcome?  Yes  No
- 41. Was the office clean, neat, professional and inviting?  Yes  No
- 42. Were you offered refreshments?  Yes  No
- 43. Did the Leasing Professional seem sincerely interested in helping you?  Yes  No

Greeting Comments:

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**Section Four - Information Gathering**

**Yes No**

44. Was a guest card completed manually or electronically (i.e. information entered on a computer):

By Shopper

By a Leasing Professional

45. Did the Leasing Professional determine any of the following?

Apartment size

Price range or budget

Move-in date

Number of occupants

Pets

Where you live now or mailing address

E-mail address

Telephone (home, work, cell)

Any specific needs/preferences

46. Did the Leasing Professional determine how you knew the community?

47. Did the Leasing Professional ask why you were moving?

48. Did the Leasing Professional create rapport while attempting to determine your needs?

49. Did the Leasing Professional use the company Web site, floor plans and/or a brochure to sell the apartment and/or community?

50. Did the Leasing Professional request proper identification prior to taking you to the apartment and/or community?

Information Gathering Comments

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**Section Five - Leasing Demonstration****Yes****No**

- |   |                          |                          |
|---|--------------------------|--------------------------|
| 51. Did the Leasing Professional seem eager to show you an apartment model?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 52. Did the Leasing Professional take control and lead with enthusiasm?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 53. Did the Leasing Professional take a scenic yet convenient route to the apartment?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 54. Did the Leasing Professional initiate and carry on a friendly conversation as you walked to and from the apartment? Please explain.     | <input type="checkbox"/> | <input type="checkbox"/> |
| <hr/>   |                          |                          |
| 55. Did the Leasing Professional sell the management and maintenance on the way to the apartment/model?                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 56. Did the Leasing Professional discuss and/or point out the amenities and facilities of the community? Please explain.                    | <input type="checkbox"/> | <input type="checkbox"/> |
| <hr/>   |                          |                          |
| 57. Did the Leasing Professional discuss neighborhood attractions (i.e. shopping, restaurants, entertainment) or neighborhood conveniences? | <input type="checkbox"/> | <input type="checkbox"/> |
| 58. Did the Leasing Professional show any of the following?<br>(check all that apply)   | <input type="checkbox"/> | <input type="checkbox"/> |
| Model   | <input type="checkbox"/> | <input type="checkbox"/> |
| Vacant  | <input type="checkbox"/> | <input type="checkbox"/> |
| Occupied  | <input type="checkbox"/> | <input type="checkbox"/> |
| 59. Did the Leasing Professional show an apartment that was clean, made ready, and comfortable in temperature? Please explain.              | <input type="checkbox"/> | <input type="checkbox"/> |

	<b>Yes</b>	<b>No</b>
60. Did the Leasing Professional mention benefits for the apartment features s/he demonstrated? Please explain.	<input type="checkbox"/>	<input type="checkbox"/>

---

61. Did the Leasing Professional encourage you to be actively involved in the apartment demonstration (i.e., open doors, drawers, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

62. Did the Leasing Professional exhibit complete knowledge of the apartment demonstrated?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

63. Did the Leasing Professional point out advantages you said were important?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

64. Did the Leasing Professional effectively overcome your objections? What objection did you offer?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

---

65. Did the Leasing Professional attempt to close the sale while still in the apartment/model? Please explain.	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

---

66. Did the Leasing Professional refrain from discussing what type of people lived within the community? Please explain.	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

---

67. Did the Leasing Professional dutifully refrain from using the word "security" or imply in any fashion that the community was a safe place to live? Please explain.	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

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Demonstrating Comments:

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**Section Six - Closing Techniques**

**Yes      No**

68. Did the Leasing Professional invite you return to the Leasing Center following a tour of the apartment and/or community?

69. Did the Leasing Professional explain rental rates positively and with confidence?

70. Did the Leasing Professional convey a sense of urgency?

71. Did the Leasing Professional ask you to complete an application?

72. Did the Leasing Professional ask you to provide a deposit or other monetary commitment for the apartment?

73. If an apartment was not available, did the Leasing Professional ask you to sign a waiting list.

74. Did the Leasing Professional attempt any other closes? Please explain.

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75. Did the Leasing Professional ask to hold an apartment for you?

76. Did the Leasing Professional attempt to schedule another appointment?

77. Did the Leasing Professional remain interested and enthusiastic throughout your visit?

78. Did the Leasing Professional provide you with any promotional materials?

79. Would you have leased an apartment based upon the Leasing Professional's presentation, not the community itself?

What reason did you give for not leasing? \_\_\_\_\_

Where you offered a special? If so, what was it? \_\_\_\_\_

If your needs were not met, did the Leasing Professional refer you to a locator or another community? Please explain.

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Closing Comments:

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**Follow-Up:**

**Yes**

**No**

81. Did the Leasing Professional follow-up?

Telephone Call\_\_\_\_ Thank You Note\_\_\_\_ E-mail\_\_\_\_

Leasing Professional's overall attitude and impression:

---

Based on Leasing Professional's presentation, would you have leased the apartment?  
Why or why not?

---

Leasing Professional's strongest points:

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Leasing Professional's weakest points:

---

Leasing Professional's primary closing technique:

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Overall comments:

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## Part II - Comparable Community Information

Each community you have selected to shop plus your own community should have a Comparable Community Information form (4 total) to describe the community location, conditions, neighborhood, utilities and other amenities. This form should be completed BEFORE you complete Part III - Rent Analysis.

### Items to complete:

- Top Complete the top portion of the Community Comparable Information Form on each of the four communities.
- #1-3 Rate the general condition of the community and consider location of neighborhood, proximity to school, banks, shopping and transit. When considering the appeal of the community, consider curb appeal, neighborhood, parking of old cars, etc.
- #4 Describe available lease terms.
- #5 Insert number of occupants allowed per unit and any other occupancy restrictions.
- #6 List restrictions on pets and amount of deposits, additional rent or fees.
- #7 Circle parking choices available and any fees.
- #8 Describe how hot water is delivered.
- #9 Describe how electricity/gas is provided for heating and air conditioning.
- #10 Describe how utilities are billed to the resident.
- #11 Check what resident pays for in addition to rent.
- #12 Insert deposit amounts related to unit size.
- #13 List the amounts for various fees.
- #14 Carefully check off available amenities and unit features.
- #15 Detail all marketing and advertising done by the community. Take the time to research and ask about this.
- #16 List the current specials the community is offering and to what units they apply.

## ***Unit Mix and Rent Schedule***

- Unit Type – List unit types starting with the smallest apartment such as: EFF; 1 BR, 2 BR, 3 BR, etc. Use additional pages so all floor plans are included.
- Number of Units – List how many of each size per plan. The total of this column should be the total number of units in the community.
- Square Footage – List the square footage of each apartment type. The bottom box should reflect the average square feet per unit. Use total square feet divided by total units.
- Total Sq. Ft. – List the total square footage for each unit type (for example, 24 units that each measure 840 square feet would total 20,160 square feet for that unit type). The bottom line for this column should be the total square feet of the community.
- Rent per Month – List the monthly rent for each apartment type. The bottom box should reflect the average monthly rent per unit. Use the total monthly rent divided by the total units.
- Total Mo. Rent – List the total monthly rent for each unit type (for example 24 units at \$700 per month would total \$16,800 for that unit type). The bottom line for this column should be the total monthly rent for the community.
- Rent per Sq. Ft. – List the monthly rent amount divided by the square footage for each unit type. The answer should be expressed as “\$.xx.” The average for this column is the total of all rents divided by the total of all square feet. The answer should be expressed as “\$.xx.”
- Net Rent – List which apartment types receive a concession and the monthly rent minus the value of the concession. (For example, two months free rent on a 12-month lease for a \$700 a month unit would be a total concession of \$1,400 or \$117 per month over the year. Deducting the \$117 from the \$700 rent would equal a net rent of \$583). This figure would go in the column.
- Comments – record any pertinent information (i.e. remodeling some units, down units, weekend special only).

	UNIT TYPE	# OF UNITS	SQUARE FEET	TOTAL SQ. FT.	RENT/MO.	TOTAL MO. RENT	RENT/SQ. FEET	NET RENT	COMMENTS
		A	B	C	D	E	F	G	
LIST FROM SMALLEST TO LARGEST UNIT TYPE	1 br	20	690	13,800	\$550	\$11,000	.80	\$525	
	2 br	80	1010	80,800	\$890	\$71,200	.88	\$865	
	3 br	60	1340	80,400	\$1120	\$67,200	.84	\$1095	
			AVG		AVG		AVG		
GRAND TOTALS		160	1094	175,000	\$934	\$149,400	.85		

### How do you do the Math?

Computations for "UNIT TYPES"

- A= total # of units.
- B= square feet for each unit type.
- C= total square feet for each unit type.
- D= amount of market rent for each unit type.
- E= A x D (# of units for each unit type multiplied by the market rent for each unit type).
- F= D / B (monthly market rent divided by square feet of unit type).
- G= monthly market rent less monthly concession being offered (insert n/a if there are no concessions for each respective unit type) In example above, community was offering \$25 off monthly market rent.

Computations for "UNIT TYPES"

(compute in the order listed below)

- A= add the total number of units for each unit type and place grand total here.
- C= add the total square footage for each unit type and place grand total here.
- B= GRAND TOTAL of C / GRAND TOTAL of A (compute average square feet by taking grand total square feet and divide it by grand total number of units).
- D= GRAND TOTAL OF E / GRAND TOTAL OF A (compute average rent per month by taking grand total of total monthly rent and divide it by grand total number of units).
- E= add the total monthly rent for each unit type and place grand total here.
- F= GRAND TOTAL OF E / GRAND TOTAL OF C (compute average rent per square feet by taking grand total of total monthly rent and divide it by grand total of total square feet).

This information is now transferred to Part III - Rent Analysis

## Part II - Comparable Community Information

Date: \_\_\_\_\_ Subject Property: \_\_\_\_\_  
 Comparable Community: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_  
 Mgmt Co /Owner: \_\_\_\_\_ Person Contacted: \_\_\_\_\_

No. of Units: \_\_\_\_\_ How Close to Subject? \_\_\_\_\_

Community Age: \_\_\_\_\_ Current Occupancy: \_\_\_\_\_

1. Location:       Excellent       Good       Fair       Poor
2. Condition/Appeal       Excellent       Good       Fair       Poor
3. Neighborhood       Excellent       Good       Fair       Poor

4. Lease Terms Available: \_\_\_\_\_

No of      Other  
 5. Occupants:      1 BR \_\_\_\_\_      2 BR \_\_\_\_\_      3 BR \_\_\_\_\_, Restrictions: \_\_\_\_\_

6. Pets OK? \_\_\_\_\_N \_\_\_\_\_Yes      Restrictions \_\_\_\_\_ Dep \_\_\_\_\_ Fees \_\_\_\_\_

7. Parking Options:      Open      Covered      Assigned      Garages

8. Hot Water:       Boiler       Indiv. Hot Water Heater

9. Heat/AC:       Central       Individual Control

10. Utilities:       Individual       Submeter       RUBS       All Bills Paid

11. Resident Pays for:       Electricity       Gas       Water       Trash       Other

12. Deposit Amounts: 1 BR \$ \_\_\_\_\_      2 BR \$ \_\_\_\_\_      3 BR \$ \_\_\_\_\_

13. Standard Fees: \$ \_\_\_\_\_ Application \$ \_\_\_\_\_ Administrative \$ \_\_\_\_\_ Cleaning/  
 Damage

\$ \_\_\_\_\_ Other \_\_\_\_\_

14. Amenities:

**UNIT AMENITIES – available in some or all units**

- |  |   |  |                                      |
|--|---|--|--------------------------------------|
| <input type="checkbox"/> Microwave       | <input type="checkbox"/> Self-Cleaning Oven | <input type="checkbox"/> Trash Compactor | <input type="checkbox"/> Fireplace   |
| <input type="checkbox"/> Icemaker        | <input type="checkbox"/> Mini Blinds        | <input type="checkbox"/> Vertical Blinds | <input type="checkbox"/> Ceiling Fan |
| <input type="checkbox"/> Intrusion Alarm | <input type="checkbox"/> Vaulted Ceiling    | <input type="checkbox"/> W/D Included    | <input type="checkbox"/> W/D Conn    |
| <input type="checkbox"/> Cable Provided  | <input type="checkbox"/> Cable Available    | <input type="checkbox"/> Patio/Balcony   | <input type="checkbox"/> Sun Room    |

**PROPERTY AMENITIES**

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> Pool - # _____   | <input type="checkbox"/> Fitness Room       | <input type="checkbox"/> Spa/Jacuzzi     | <input type="checkbox"/> Sauna           |
| <input type="checkbox"/> Tanning Bed      | <input type="checkbox"/> Tennis/Sport Court | <input type="checkbox"/> Racquetball     | <input type="checkbox"/> Clubroom        |
| <input type="checkbox"/> Coffee Bar       | <input type="checkbox"/> Conference Room    | <input type="checkbox"/> Business Center | <input type="checkbox"/> Picnic Areas    |
| <input type="checkbox"/> Community Garden | <input type="checkbox"/> Barbecue Grills    | <input type="checkbox"/> Jogging Trail   | <input type="checkbox"/> Car Wash Area   |
| <input type="checkbox"/> Covered Parking  | <input type="checkbox"/> Garages            | <input type="checkbox"/> Access Gates    | <input type="checkbox"/> On-site laundry |
| <input type="checkbox"/> Manned Gate      | <input type="checkbox"/> Extra Storage      | <input type="checkbox"/> Pet Stations    | <input type="checkbox"/> Pet Park        |

**PROPERTY SERVICES**

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Wireless Availability | <input type="checkbox"/> Trash Pick-Up @ Door | <input type="checkbox"/> Patrol Service | <input type="checkbox"/> Courtesy Officer |
| <input type="checkbox"/> Notary Service        | <input type="checkbox"/> Copier Access        | <input type="checkbox"/> Recycling      |   |

15. Marketing and Advertising: \_\_\_\_\_

\_\_\_\_\_

16. Current Specials: \_\_\_\_\_

\_\_\_\_\_

	UNIT TYPE	# OF UNITS	SQ. FT./ UNIT	TOTAL SQ. FT.	RENT/MO.	TOTAL MO. RENT	RENT/SQ. FEET	NET RENT	COMMENTS
<i>LIST FROM SMALLEST TO LARGEST UNIT TYPE</i>									
			<b>TOTAL</b>	<b>AVG</b>	<b>TOTAL</b>	<b>AVG</b>	<b>TOTAL</b>	<b>AVG</b>	<b>AVG</b>
<b>GRAND TOTALS</b>									

## Part III - Rent Analysis

Compare the subject community to the three communities previously visited.

- Include the date the Market Survey was conducted.
- The “subject property” is your community; complete information as indicated.
- Complete information at the top of each column for each comparable community (i.e., number of apartments, occupancy percentage and age).
- The information you have gathered on each community on the Comparable Community Information (Part II) forms will list each size unit with square feet, rental amount and rent per square foot. Transfer this information to the Rent Analysis (Part III). List all comparable unit types that match the subject - for example, if the subject has a one bedroom floorplan, list all the one bedroom floorplans at the three comps, even if they have more than one plan.
- Complete each property’s average unit size, rental rate and rent per square foot.



# Part I - Telephone and Leasing Evaluation Completed Samples

## The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

### Part I: Market Survey - Telephone and Leasing Evaluation

Apartment Community: ABC Apartments

Telephone Leasing Professional: Alex

Onsite Leasing Professional: Candice

Phone Date: 10/7/14

Phone Time: 11:00am

Onsite Date: 10/8/14

Onsite Time: 11:30am

#### Shopper Profile

Name Used On Telephone: Prospect

Name Used Onsite: Prospect

Number of Occupants: 2

Size Apt. Requested: 1 bedroom

Date Needed: 60 days

#### Section One - Telephone Procedures

	Yes	No
1. Did the Leasing Professional answer the telephone promptly and identify the community by name?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Did the Leasing Professional convey a pleasant and friendly tone?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Did the Leasing Professional introduce her/himself?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Did the Leasing Professional request your name?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Was your name used effectively during the conversation?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6. Did the Leasing Professional pre-qualify you by inquiring:		
Apartment size required?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Date apartment needed?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
How many would occupy the apartment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If you had a pet?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Price Range?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Special needs (i.e. F/P, Washer/Dryer, Up/Downstairs, other)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7. Did the Leasing Professional avoid asking if children would be occupying the apartment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>



## The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

	Yes	No
8. Were you asked how you knew about the community?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9. Did the Leasing Professional ask why you were moving?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10. Did the Leasing Professional make the apartment sound desirable and/or did the Leasing Professional paint a word picture?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11. Did the Leasing Professional seem focused and interested in assisting you with your needs?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
12. Did the Leasing Professional discuss community amenities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
13. Did the Leasing Professional attempt to schedule an appointment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
14. Did the Leasing Professional offer directions to the community?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
15. Did the Leasing Professional ask for your telephone number? Did the Leasing Professional ask for additional contact information? Mailing Address <input type="checkbox"/> Email Address <input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
16. Did the Leasing Professional discuss deposits and lease rates with confidence?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
17. Did the Leasing Professional remain in control and guide the conversation (and not merely respond to questions)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
18. Did the Leasing Professional create a sense of urgency?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
19. Was the overall telephone presentation positive?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Telephone Comments:

She did not really talk. She did not establish a good rapport with me.

She could not even give me directions to the property.

After asking i finally got some amenity and rent information.



## The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

Section Two - Community Appearance	Yes	No
20. Did you easily locate the community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
21. Did you easily locate the community center/office?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
22. Was your first impression of the community positive?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
23. Were the main community signs clearly visible, upright, and well maintained?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24. Was there convenient parking for prospective residents?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
25. Were the grounds clean?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
26. Were the lawns and landscaping neat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
27. Was the parking lot in good condition?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
28. Was the entryway into the information center clean and attractive?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
29. Were walkways or common areas clean and free from personal property?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Community Appearance Comments:

Excellent looking property. Great curb appeal.

Very expensive as well

very nice staff and exquisite leasing office

## The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

### Section Three - Meeting and Greeting

	Yes	No
30. Did the office smell fresh, clean and inviting?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
31. Did the Leasing Professional stand when you entered?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
32. Did the Leasing Professional greet you with a smile?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
33. Did the Leasing Professional introduce her/himself?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
34. Did the Leasing Professional shake your hand when he/she introduced him/herself?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
35. Did the Leasing Professional offer you a seat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
36. Was the Leasing Professional's desk clean and uncluttered?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
37. Was the Leasing Professional dressed professionally?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
38. Did the Leasing Professional remember your telephone call?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
39. Did the Leasing Professional seem aware of the apartments available?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
40. Did the Leasing Professional make you feel welcome?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
41. Was the office clean, neat, professional and inviting?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
42. Were you offered refreshments?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
43. Did the Leasing Professional seem sincerely interested in helping you?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

#### Greeting Comments:

quickly showed me a model. Features were not really emphasized enough. was not offered refreshments.

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## The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

<b>Section Four - Information Gathering</b>	<b>Yes</b>	<b>No</b>
44. Was a guest card completed manually or electronically (i.e. information entered on a computer):		
By Shopper	<input type="checkbox"/>	<input type="checkbox"/>
By a Leasing Professional	<input checked="" type="checkbox"/>	<input type="checkbox"/>
45. Did the Leasing Professional determine any of the following?		
Apartment size	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Price range or budget	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Move-in date	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Number of occupants	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pets	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Where you live now or mailing address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
E-mail address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Telephone (home, work, cell)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Any specific needs/preferences	<input checked="" type="checkbox"/>	<input type="checkbox"/>
46. Did the Leasing Professional determine how you knew the community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
47. Did the Leasing Professional ask why you were moving?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
48. Did the Leasing Professional create rapport while attempting to determine your needs?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
49. Did the Leasing Professional use the company Web site, floor plans and/or a brochure to sell the apartment and/or community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
50. Did the Leasing Professional request proper identification prior to taking you to the apartment and/or community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Information Gathering Comments:

**Great at information gathering. asked politely on every question.  
had a professional appearance which is good.**

## The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

### Section Five - Leasing Demonstration

Yes No

51. Did the Leasing Professional seem eager to show you an apartment model?
52. Did the Leasing Professional take control and lead with enthusiasm?
53. Did the Leasing Professional take a scenic yet convenient route to the apartment?
54. Did the Leasing Professional initiate and carry on a friendly conversation as you walked to and from the apartment? Please explain.

she established a rapport by asking me what i did for a living.

55. Did the Leasing Professional sell the management and maintenance on the way to the apartment/model?
56. Did the Leasing Professional discuss and/or point out the amenities and facilities of the community? Please explain.

No she did not. We simply viewed a unit and returned to office.

57. Did the Leasing Professional discuss neighborhood attractions (i.e. shopping, restaurants, entertainment) or neighborhood conveniences?
58. Did the Leasing Professional show any of the following? (check all that apply)

Model

Vacant

Occupied

59. Did the Leasing Professional show an apartment that was clean, made ready, and comfortable in temperature? Please explain.

she did not show me all the features like patio/balcony or extra storage space.



## The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

- |  | Yes                                 | No                                  |
|--|-------------------------------------|-------------------------------------|
| 60. Did the Leasing Professional mention benefits for the apartment features s/he demonstrated? Please explain.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| <hr/>  |                                     |                                     |
| 61. Did the Leasing Professional encourage you to be actively involved in the apartment demonstration (i.e., open doors, drawers, etc.)?                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 62. Did the Leasing Professional exhibit complete knowledge of the apartment demonstrated?   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 63. Did the Leasing Professional point out advantages you said were important?   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 64. Did the Leasing Professional effectively overcome your objections? What objection did you offer?   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| <hr/>  |                                     |                                     |
| Maintenance. she responded that an issue would be solved with a 48hr. time period.   |                                     |                                     |
| 65. Did the Leasing Professional attempt to close the sale while still in the apartment/model? Please explain.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| <hr/>  |                                     |                                     |
| No. she knew that I was not renting that day.  |                                     |                                     |
| 66. Did the Leasing Professional refrain from discussing what type of people lived within the community? Please explain.   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| <hr/>  |                                     |                                     |
| She said it was a great group of residents.  |                                     |                                     |
| 67. Did the Leasing Professional dutifully refrain from using the word "security" or imply in any fashion that the community was a safe place to live? Please explain. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| <hr/>  |                                     |                                     |
| Suggested I contact the local precinct website.  |                                     |                                     |

Demonstrating Comments:

Very good rapport. Not good at demonstrating all amenities and features.

## The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

### Section Six - Closing Techniques

	Yes	No
68. Did the Leasing Professional invite you return to the Leasing Center following a tour of the apartment and/or community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
69. Did the Leasing Professional explain rental rates positively and with confidence?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
70. Did the Leasing Professional convey a sense of urgency?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
71. Did the Leasing Professional ask you to complete an application?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
72. Did the Leasing Professional ask you to provide a deposit or other monetary commitment for the apartment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
73. If an apartment was not available, did the Leasing Professional ask you to sign a waiting list.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
74. Did the Leasing Professional attempt any other closes? Please explain. _____	<input type="checkbox"/>	<input checked="" type="checkbox"/>
75. Did the Leasing Professional ask to hold an apartment for you?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
76. Did the Leasing Professional attempt to schedule another appointment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
77. Did the Leasing Professional remain interested and enthusiastic throughout your visit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
78. Did the Leasing Professional provide you with any promotional materials?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
79. Would you have leased an apartment based upon the Leasing Professional's presentation, not the community itself?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

What reason did you give for not leasing? Have not chosen an area yet.

Where you offered a special? If so, what was it? No

If your needs were not met, did the Leasing Professional refer you to a locator or another community? Please explain.

No



## The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

### Closing Comments:

She did not seem like a strong closer, but she could have been new or simply knew that I would not be leasing there that day.

### Follow-Up:

Yes No

81. Did the Leasing Professional follow-up?

Telephone Call \_\_\_\_ Thank You Note \_\_\_\_ E-mail YES

### Leasing Professional's overall attitude and impression:

Positive attitude, good first impression.

Based on Leasing Professional's presentation, would you have leased the apartment?

Why or why not?

yes, but too expensive.

### Leasing Professional's strongest points:

Ability to create rapport with a prospect.

### Leasing Professional's weakest points:

Closing techniques and feature-benefit selling techniques.

### Leasing Professional's primary closing technique:

Getting a follow up appointment by sending me off with her packet of information.

### Overall comments:

She was good, I would have leased here if I made enough money and could afford it.

## Part II - Comparable Community Information Completed Samples

### The Market Survey Presentation

Participant Guide

National Apartment Leasing Professional

### Part II: Comparable Community Information

Date: 10/8/14 Subject Property: Subject

Comparable Community: Comparable Phone: (123) 456-7890

Address: 32000 Main Street, Somewhere, ST. 45678

Mgmt Co /Owner: Happy Management Person Contacted: Ms. Agent

No. of Units: 800 How Close to Subject? 5 miles

Community Age: 16 years Current Occupancy: 92 %

1. Location:  Excellent  Good  Fair  Poor

2. Condition/Appeal  Excellent  Good  Fair  Poor

3. Neighborhood  Excellent  Good  Fair  Poor

4. Lease Terms Available: 12 month, 6 month,

5. Occupants: No of 1 BR 2 2 BR 4 3 BR 6 Other Restrictions: \_\_\_\_\_

6. Pets OK? N yes Yes Restrictions 2 pets only Dep \$300 Fees \$50 per pet

7. Parking Options:  Open  Covered  Assigned  Garages

8. Hot Water:  Boiler  Indiv. Hot Water Heater

9. Heat/AC:  Central  Individual Control

10. Utilities:  Individual  Submeter  RUBS  All Bills Paid

11. Resident Pays for:  Electricity  Gas  Water  Trash  Other

12. Deposit Amounts: 1 BR \$ 100 2 BR \$ \_\_\_\_\_ 3 BR \$ \_\_\_\_\_

13. Standard Fees: \$ 150 Application \$ 200 Administrative \$ \_\_\_\_\_ Cleaning/Damage  
\$ 100 Other security deposit

## The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

14. Amenities:

UNIT AMENITIES – available in some or all units

- |   |   |   |  |
|---|---|---|--|
| <input checked="" type="checkbox"/> Microwave       | <input type="checkbox"/> Self-Cleaning Oven         | <input type="checkbox"/> Trash Compactor          | <input type="checkbox"/> Fireplace           |
| <input checked="" type="checkbox"/> Icemaker        | <input checked="" type="checkbox"/> Mini Blinds     | <input type="checkbox"/> Vertical Blinds          | <input type="checkbox"/> Ceiling Fan         |
| <input checked="" type="checkbox"/> Intrusion Alarm | <input type="checkbox"/> Vaulted Ceiling            | <input checked="" type="checkbox"/> W/D Included  | <input checked="" type="checkbox"/> W/D Conn |
| <input type="checkbox"/> Cable Provided             | <input checked="" type="checkbox"/> Cable Available | <input checked="" type="checkbox"/> Patio/Balcony | <input type="checkbox"/> Sun Room            |

PROPERTY AMENITIES

- |   |  |  |  |
|---|--|--|--|
| <input checked="" type="checkbox"/> Pool - # <u>3</u> | <input checked="" type="checkbox"/> Fitness Room       | <input type="checkbox"/> Spa/Jacuzzi                     | <input type="checkbox"/> Sauna                   |
| <input type="checkbox"/> Tanning Bed                  | <input checked="" type="checkbox"/> Tennis/Sport Court | <input type="checkbox"/> Racquetball                     | <input checked="" type="checkbox"/> Clubroom     |
| <input checked="" type="checkbox"/> Coffee Bar        | <input type="checkbox"/> Conference Room               | <input checked="" type="checkbox"/> Business Center      | <input checked="" type="checkbox"/> Picnic Areas |
| <input type="checkbox"/> Community Garden             | <input checked="" type="checkbox"/> Barbecue Grills    | <input type="checkbox"/> Jogging Trail                   | <input type="checkbox"/> Car Wash Area           |
| <input type="checkbox"/> Covered Parking              | <input type="checkbox"/> Garages                       | <input checked="" type="checkbox"/> Limited Access Gates |  |
| <input type="checkbox"/> Manned Gate                  | <input type="checkbox"/> Extra Storage                 | <input checked="" type="checkbox"/> Pet Stations         | <input type="checkbox"/> Pet Park                |

PROPERTY SERVICES

- |   |   |   |   |
|---|---|---|---|
| <input checked="" type="checkbox"/> Wireless Availability | <input type="checkbox"/> Trash Pick-Up @ Door | <input type="checkbox"/> Patrol Service | <input type="checkbox"/> Courtesy Officer |
| <input type="checkbox"/> Notary Service                   | <input type="checkbox"/> Copier Access        | <input type="checkbox"/> Recycling      |   |

15. Marketing and Advertising: corporate website , property website, facebook,  
Aptment ratings.com, apartments.com, rent.com; forrent.com, preferred employer flyer

16. Current Specials: none

	UNIT TYPE	# OF UNITS	SQ. FT./ UNIT	TOTAL SQ. FT.	RENT/MO.	TOTAL MO. RENT	RENT/SQ. FEET	NET RENT	COMMENTS
<i>LIST FROM SMALLEST TO LARGEST UNIT TYPE</i>	1	358	952	340,816	\$1,045	\$374,110	\$1.10		
	2	354	1259	445,686	\$1,335	\$472,590	\$1.06		
	3	88	1384	121,792	\$1,525	\$134,200	\$1.10		
		<b>TOTAL</b>	<b>AVG</b>	<b>TOTAL</b>	<b>AVG</b>	<b>TOTAL</b>	<b>AVG</b>	<b>AVG</b>	
GRAND TOTALS		<b>800</b>	<b>1,133</b>	<b>908,294</b>	<b>\$1,226</b>	<b>\$980,900</b>	<b>\$1.08</b>		

## Part III - Rent Analysis Completed Samples

### The Market Survey Presentation

National Apartment Leasing Professional

Participant Guide

### Part III: Rent Analysis

Date		Subject			Date			Date			Date		
October 14th 2014		# Units	461		# Units	800		# Units	292		# Units	636	
		Occupancy	97%		Occupancy	92%		Occupancy	99%		Occupancy	99%	
		Community Age	12		Community Age	16		Community Age	16		Community Age	13	
Unit Type	Unit Style	Sq. Ft.	Rent	\$/ Sq. Ft.	Sq. Ft.	Rent	\$/ Sq. Ft.	Sq. Ft.	Rent	\$/ Sq. Ft.	Sq. Ft.	Rent	\$/ Sq. Ft.
1-1b	Flat	920	\$1,194	\$1.30	696	\$912	\$1.31	823	\$1,114	\$1.35	827	\$965	\$1.16
2-1b	Flat	1,144	\$1,512	\$1.32	1,140	\$1,345	\$1.17	1,011	\$1,189	\$1.17	1,062	\$1,131	\$1.06
3-2b	Flat	-	-	-	1,384	\$1,394	\$1.00	1,456	\$1,489	\$1.02	1,504	\$1,250	\$1.00
2-2b	Flat	-	-	-	1,259	\$1,332	\$1.05	1,348	\$1,429	\$1.06	1,184	\$1,117	\$1.00
3-2.5b	Flat	-	-	-	-	-	-	1,536	\$1,669	\$1.08	-	-	-
Property Averages	Flats	1,032	\$1,353	\$1.31	1,135	\$1,226	1.08	1,258	\$1,297	\$1.08	1,023	\$1,115	\$1.10



# Classroom Presentation



The Market Survey Presentation is the final part of the NALP program. Usually, the presentation is delivered to the class. The presentation demonstrates the participant's understanding of the skills required to be a Leasing Professional.

## Presentation Readiness

- Presentations will reflect the effort involved in producing the product.
- A binder or portfolio is to be used.
- All forms must be typed or neatly written.
- Use complete sentences - grammar and spelling is important.
- Use proper symbols where required, including \$\$\$ and correct notation for measurements.
- Use "N/A" where appropriate - all blanks should be filled with nothing left blank.

## Oral Presentation

- You will provide a 15-20 minute presentation in front of part or all of the class.
- Preparation is the key to your success! Know your material and practice, practice, practice! Practice your oral presentation in front of friends, family, or co-workers. Another idea, as silly as it may sound, is to practice in front of a mirror. You will be pleasantly surprised at the comfort and confidence you gain as you become more familiar with what you want to say!
- Try to relax! You will not be evaluated on your presentation skills. The purpose of the oral presentation is to determine how well you have mastered the curriculum. The quality and attention to detail evident in your market survey presentation will support this conclusion.
- Take your time. Use note cards or an outline to highlight the points you would like to cover in your oral presentation to keep you focused and organized. Be concise and stick to the subject at hand. There is no reason to be nervous! You will turn in your notebook before your presentation so you will not have it to use in class. Make other arrangements. You know the information; remember you have spent many hours conducting the research, preparing the documents and forming your own recommendations and conclusions. You will find that a 15-20 minute presentation will go by quickly. Plus, this time frame allows for questions.
- Dress for success. Professional attire is recommended, as discussed in the “Keys to Success” course.
- Speak to the class as if you were presenting to your Property Manager, Regional Manager and/or owner of the community.
- Incorporate vocabulary and terminology learned throughout the course into your presentation.
- Share your observations from each shopping experience and convey what you would incorporate or modify in your leasing presentation.
- Prepare to answer questions posed by the class and your Reviewer(s).
- Visual aids (i.e., charts, posters, handouts) are an excellent way to communicate and highlight important information.



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## Module 3 - Completing Your NALP Designation

### Scheduling

Once the class has completed their classroom Market Survey Presentations, it is time for the last component to complete your NALP – the online exam. Apartment association affiliates may schedule the NALP exam as follows:

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*It is vital that you clarify at this point what the affiliate wants to do for testing deadlines. Ensure as well that students have their test eligibility code from the affiliate.*

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- Some will set a deadline for students to complete the exam. In order to encourage students to complete this important final component, the affiliate may set a late fee for missing that deadline!
- Some affiliates will leave the test taking date open at the option of the student, reminding them of their one year candidacy period in which to complete.
- Some affiliates may host testing in their facility – reserving computers for test-taking and requiring reservations to come to the office and complete the exam.

### Study Tips

Your text and slides are the very best tools in preparing yourself for the NALP exam! Your attendance and participation in class have also given you insights from other Leasing Professionals and the opportunity to clarify any and all topics presented to you.

Even for experienced Leasing Professionals, studying is important! There are many facts and data in the curriculum. Here are some other study tips:



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- Research shows studying in shorter periods of time rather than cramming provides better retention of material.
- Use your notes taken in class.
- Refresh your memory for all courses but allow extra time in areas where you feel a lack of experience or understanding.
- Consider studying in a study group.
- Use the Candidate Handbook – available in the Candidate Resources section of the NAA website – to look at a couple of sample questions and answers.



## **Testing Protocol**

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The NALP online exam is comprised of 100 multiple choice questions. It covers the content of the entire program, including videos, small group exercises and instructor-led discussions.

The test is timed for 90 minutes. It is a “rolling clock” – once you log on and click the “Begin Test” button, the 90-minute period begins. It cannot be paused or halted.

You will be provided step-by-step testing instructions and the link to the online testing site. You will use your NAA ID, password and the test eligibility code given to you by your apartment association affiliate upon completion of the Market Survey Presentation.

The online test site is very easy to use and allows you to:

1. Use or hide a countdown timer.
2. Know exactly what question you are on – how many you have completed, flagged and have yet to complete.
3. Flag questions to come back to answer later.
4. Use a built-in, easy-to-manipulate calculator.

The platform provides a safety mechanism so you cannot inadvertently submit your exam until you specifically type in that you are ready to do so! Don't worry!



## **Scoring**

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Once you have submitted your online exam, you will know immediately – within two or three seconds – if you have successfully passed the exam. A passing score is 70%. Once you have passed the exam, NAAEI and your local association affiliate will work together to secure your NALP certificate and pin and make plans to present it to you.

If you do not pass the exam, you may take the exam again. You will need a new test code. Work with your local affiliate to accomplish a re-test.

## Module 4 - Welcome to the World of NALP. Program Conclusion



Congratulations on completing the classroom component of the NALP candidacy requirements! Once you complete your market survey presentation and pass your exam – you are entering a new world of recognition and reward.



The NALP designation is a nationally recognized credential. No matter where you lease or work in the residential property management industry – you will be recognized as an informed accredited professional. Plan to keep your credential current with an annual renewal fee and completion of continuing education credits. This information is available in the Candidate Handbook.

Through your NALP learning experience, you are equipped to:



- Prepare for prospective residents through professionalism, teamwork, organization and understanding your customer's perspective.
- Market and maintain your community, offering a dependable brand and reputation and appearing at all times in peak condition.
- Evaluate and assess your competition, using your role to drive change and build resident loyalty.
- Execute your duties in compliance with relevant laws and understanding the role of the lease contract.

- Earn the trust and respect of your prospective and current residents through relationship-building.
- Create and maintain an environment of service and satisfaction, turning difficult or challenging situations into community-building opportunities.



Be confident and proud of your accomplishment! You will bring credibility and success for yourself and your organization as you continue your career in this rewarding industry!

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*Take a few minutes to go around the room and ask each student to identify a “Key Takeaway” – a particular skill or knowledge that they will put to use immediately in their work. Double-check with your affiliate sponsor to see if there are any concluding remarks he/she may wish to add.*

# Market Survey Overview for Reviewers

The purpose of the Market Survey is to have participants use the skills they gain in the NALP course to shop three competitive apartment communities and then contrast their competitors to their own community. The goal is for participants to see how their apartment community measures up to its competition and to develop recommendations on how they and their community can be more competitive in the market.

The following objectives should be accomplished with a 15-20 minute oral presentation.

**The objectives of this exercise are as follows:**

- To enhance the presentation skills of the NALP participant.
- To evaluate the participant's knowledge and understanding of effectively conducting the Market Survey and the value of utilizing this approach to make recommendations and decisions to positively impact the performance of their community.

## ***What is the process for participants to prepare for the Market Survey presentation?***

Participants will conduct three telephone and in-person evaluations. They will use the Market Survey forms to gather information. An oral presentation will also be required to deliver the information.

## ***When is the Market Survey Presentation delivered?***

The Market Survey Presentation is the last program delivered. Participants do not need to have exam results to schedule the presentation.

## ***What is the affiliate role in the NALP Market Survey?***

- At the onset of the course, select a date for the oral presentations and recruit a reviewer(s).
- Help the participants understand there are only marginal differences with the Market Survey conducted at their own communities versus the Market Survey being conducted for this class. In addition, the results of their findings will be presented verbally at the end of the course. The participant must be prepared to answer questions about their shopping experience. In order to protect sister properties and

direct competitors (particularly if the telephone interviews or on site visits did not go well), it is critical that the participants fictionalize the names of the properties they visit and generalize individual names when the oral presentation is given.

- NAA affiliates can set the tone for the Market Survey Presentation. These affiliate representatives can support the instructor's comments and encourage participants to relax about the oral presentations.
- Ensure the participants, instructors and presentation reviewers understand that **participants will not be graded on their presentation skills**. The participants are graded on the content and The Market Survey.
- The environment for the presentations should be relaxed and supportive.
- Keep the participants focused on their presentations and the subject matter.
- Properly manage the time limits for each presentation.
- Ensure the reviewer includes a satisfactory/unsatisfactory rating for every presentation. Use the sign-in form as a check point.

Participants should be able to describe whether they were greeted effectively on their visits. They should be able to describe whether the Leasing Professional had a thorough knowledge of their community and whether the community had good curb appeal. They will recognize when the Leasing Professional uses feature-benefit-emotional appeal in their demonstration and will know whether the Leasing Professional used effective closing techniques to lease the apartment home.

### ***How long should each presentation take?***

The object is for each participant to give a 15-20 minute presentation.

### ***Do the presentations have to be delivered individually and in a public forum?***

- This segment of the course is flexible and at the discretion of the instructor. However, keep in mind the value of information shared in a public forum. This type of environment provides an excellent teaching opportunity, particularly based on feedback from other colleagues in the room.
- The goal of this course is not simply limited to learning how to conduct a Market Survey, but also in verbally communicating information in a professional, informative and concise manner. Business (sales) presentations are a critical component of our industry.

### ***How are the Market Survey Presentations graded?***

NAAEI has developed an instruction sheet for reviewers (attached) directing the reviewer on how to fairly assess the presentation. It is important that the reviewer understand the participants presentation skills (i.e., body language, eye contact, voice tone, etc). do not affect the score of the Market Survey. Rather, the score is based on the content and the participant's understanding and relevance of the information that has been gathered. The reviewer will be required to provide specific details, supporting their assessment of the presentation.

### ***Reviewer Tips***

- Reviewers should set the tone for the presentations, promoting a comfortable and stress free environment. To ease any apprehension about giving an oral presentation, the reviewer can comment that each participant will pass the presentation as long as they have completed the work.
- The environment for the presentations should be informal and flexible. Participants can make their presentations in front of the class or at their seat.
- Reviewers may be required to clarify points. For example, the reviewer may ask a question as follows: "So the Leasing Professional you spoke with by telephone did not attempt to set an appointment to see the apartment? or "Let me make sure I understand, 'The Leasing Professional did not complete a Guest Card, allowing you to talk about your apartment needs?'" or "Although there was a sign indicating proper identification was required to see an apartment, the Leasing Professional did not ask for a form of ID?" Based on the questions the reviewer poses, the participant should provide specific answers.
- Reviewers should offer constructive yet positive feedback (i.e., compliments, applause, etc). after each participant delivers their presentation. The results of sharing this feedback should leave the participant with the impression that their presentation was a success

### ***What constitutes failure on a Market Survey Presentation?***

Remember, reviewers are not grading the participants on their presentation skills. Likely, the reviewer will be able to determine if a participant is struggling because they are nervous or if they are struggling because they did not fully complete the Market Survey. Some participants who complete the work may not be comfortable providing an oral presentation, but can answer questions from the reviewer and should be able to describe their impressions of their competitors in detail.

***What do we do if a Reviewer is still not sure whether a participant understands the assignment?***

If a reviewer asks some clarifying questions when a participant is struggling and they are still unsure if the participant understood what was taught in class, the reviewer should make every attempt to avoid embarrassing the participant. The best approach is to thank the participant for their presentation and talk with them one-on-one after the class. It is recommended that the reviewer talk to the participant that day and before they leave. If that option is not appropriate, a follow-up phone call afterward is also acceptable. If, after speaking with the participant one-on-one, the reviewer is concerned that the work has not been done in a satisfactory manner, the reviewer should request to review the participant's written survey. If the participant cannot produce the written work, the reviewer should establish another deadline with the participant and reschedule with a second presentation and/or review of their written survey.

# Reviewer Instructions for NALP Market Survey

Begin the presentations by requesting each participant complete the sign-in roster, which is included with the Instructor Guide. Gather the sign-in forms upon completion and indicate whether a participant received a satisfactory review. The sign-in rosters do not need to be sent to NAAEI but should be maintained for record keeping purposes.

Advise participants to not use the actual name(s) of the competitors they shopped. It is possible that one of the competitor's Leasing Professionals or Property Managers could be in the class.

Market Survey Presentations can be conducted in a group, allowing entire class participation or they can be one-on-one interviews. Larger classes can be broken into smaller groups and the participants can conduct discussions of their experiences. You can schedule different times so speakers and "audience" rotate in and out. Make sure everyone participates. If there are any participants who seem to be holding back in the group discussions, be sure and ask them clarifying questions (see suggestions below).

The environment should be informal, relaxed and encouraging. Incorporating humor, particularly at the beginning of the session will set the tone. Help the participants to understand that, if they have done the work they will have no difficulty passing the class.

As each presentation is given, feel free to ask additional questions to clarify. For example, you might ask how effective the Leasing Professional(s) were in setting an appointment during the telephone shop. Discuss the approach used to set an appointment and if one was not attempted, the technique that could have been used to secure a day and time. Also, as part of this exercise, include why it would be important to set an appointment. An additional question could be a discussion on determining a customer's specific needs. Other suggestions to stimulate the discussion are noted below.

Based on the verbal presentations, it should be evident if the participant has completed the work. The participant should easily describe details about their competitors. It is important that reviewers determine (by consensus) whether the participant receives a satisfactory/unsatisfactory grade. Include this rating on the Market Survey Evaluation Form. Reviewers should check with the affiliate to determine how and when to inform the participant of their evaluation.

If, after the presentation, you are unable to confirm that a participant can apply the skills taught in the program, we recommend you ask one or more of the following questions along with questions of your own.

## Questions and Answers

### *Suggested NALP Reviewers Questions for Telephone Interviews*



Would you categorize your telephone interview(s) to be successful? If so, why? If not, why not?

---

*Answers will differ.*



What are the objectives of a telephone contact and did the Leasing Professional you spoke with accomplish those objectives?

---

*Answer could be: Who will be living in the apartment home, what are the needs of the caller, when will the prospective resident move, from where are they moving and where do they work, why are they moving, how much will they consider spending, an appointment (the first opportunity to close).*



What did you learn in these telephone presentations? Would you apply any of these techniques to your presentations? What modifications would you make in your telephone presentation? Please explain.

---

*Answers will differ.*



What did you learn about “active listening”? What constitutes a good listener? How can you ensure you are listening? (Note: Some of responses may include the following):

---

- a) *Work to understand the other person;*
- b) *Pay attention to the speaker’s comments;*
- c) *Listen first and respond second*
- d) *Be attentive;*
- e) *Listen carefully for the main idea*
- f) *Concentrate on the facts and separate them from a speaker’s opinion;*
- g) *Ask good questions, but be careful about interrupting the caller;*
- h) *Do not allow positive or negative reactions to the speaker change your behavior.*

*(Remember to remain professional, summarize to ensure you understand the caller. Take detailed notes during and after the conversation).*



Describe acceptable telephone etiquette skills. Did the Leasing Professional exhibit these skills during the telephone shop? Please explain.

---

*Note: Proper telephone etiquette includes answering promptly and with a professional and clear greeting, smiling while talking to the caller, identifying yourself upon answering the phone and during the conversation, giving the caller your undivided attention, remaining professional at all times and avoiding placing the caller on hold and if so, asking permission to do so.*



What tools should be available when conducting a telephone presentation with a customer?

---

*i.e., calendar, pen, paper, availability list, blank Guest Cards, directions, access to computer).*



How did your community compare to those communities you visited by telephone? Would you make any changes to your company procedures based on the results of your findings? Please explain. Answers will vary.

---

*Answers will vary.*

### ***Suggested NALP Reviewers Questions for Onsite Visits***



How would you define the success or lack thereof for the communities you visited in person? Please explain.

---

*Answers will vary.*



What are some skills you learned in the course, 'The Leasing Interview' that will be instrumental when you greet prospective customers? Did the Leasing Professional(s) who you shopped exhibit any of these skills?

---

*(Note: These skills would include the following: positive facial expressions, a friendly voice tone, standing to greet you, immediately acknowledging your presence upon entry, smiling throughout the presentation, providing their undivided attention, etc).*



Provide examples of what would be considered discriminatory practices during the leasing interview. How can these practices be avoided? Did any of the Leasing Professionals you shopped ask questions or make comments that could be construed as discriminatory?

---

*(Note: The participant should respond by stating that the same courtesies should be extended to every person. The application requirements and policies are applied uniformly. Each person should receive the same facts about the community. Any onsite professional should ensure their presentation is void of steering a potential customer to a particular section or building. All advertising must avoid the implication that certain groups or classes will not be accepted at the community).*



Did the Leasing Professional(s) exhibit strong product knowledge about their community (i.e., apartment, community, neighborhood, pricing, availability)? Was there an area of the Leasing Professional(s) presentation where h/she did not seem familiar? Please explain.

---

*Answers will vary.*



Define the feature/benefit/emotional appeal approach and why it is an important component to the leasing presentation. Provide examples from the Leasing Professionals you shopped on how they successfully or unsuccessfully utilized this technique.

---

*(Note: This technique is most effective when the demonstration of the apartment and community are tailored to the potential customer's needs. Feature/benefit selling is not simply just mentioning the features, but discussing the advantages to the feature and how it would benefit the customer and their needs. Personalizing the presentation to the customer's needs will contribute to helping the customer visualize living in the community).*



How do you define objections? What are some key ways to resolve the objection(s)? What type of objections did you present to the Leasing Professional(s) you shopped? How did the Leasing Professional attempt to overcome these objections? Could a different approach have been more effective?

---

*(Note: The key to resolving objections, which are conversely buying signals, is to anticipate the objection and be prepared with a solution. Three techniques to overcoming objections are as follows: acknowledge it, repeat it (establishing you understand it) and offer a solution).*



What are some safety precautions any Leasing Professional should exercise when meeting with a customer? Did the Leasing Professional(s) you shopped utilize these precautions?

---

*(Note: These precautions should include requesting a government issued identification card, recording the identification number on the Guest Card and/or in the computer and leaving the Guest Card in the office in a desk or with a fellow co-worker. In addition and more importantly, if you are not comfortable with the customer, it is wise to alert another co-worker or the answering service you are going on property with a customer, allow another co-worker to accompany you and the customer on the tour, request a service team member to meet you at the apartment you are to show, reschedule the appointment, avoiding entering the apartment in front of the customer, keep the front door open, allow your customer to enter closets, storage rooms or small, confined areas, turn on all lights, etc. The bottom line is if you are not comfortable with the customer and you fear your safety, then do not take the customer on the property and reschedule the appointment when another colleague is present).*



What persuasive sales techniques can you use to convince the customer to rent an apartment at your community? What are some of the techniques other Leasing Professional(s) you shopped utilized to move the sale forward?

---

*(Note: Remember, people like to do business with people they like and trust, so take time to build rapport and establish a relationship with the customer. Encourage the customer to make a decision, a decision to rent at your community. Ensure your presentation is convincing and personalized toward each customer. Ask for the sale! Do not delay asking for the money; if you do not ask, your competitor will!*

If you are still unable to determine if the participant understands the assignment, thank them for their presentation and go on to the next participant; however, you will need to make contact with the participant in person or by telephone after the program concludes for the day to discuss the outcome. In that discussion, you can approach the situation, explaining you want to ensure you had adequately outlined the expectations and inquire if there were any further points you should clarify before they resubmitted their presentation. If you are still not comfortable that the participant is clear and understands the obstacles within their presentation, review their Market Survey forms and other supporting documentation, providing further guidance.

If the participant cannot produce their Market Survey forms or additional supporting documentation, ask them to be candid about completing the market surveys. If the participant insists that they did complete the Market Survey forms, set a final due date; at that time, they must be prepared to submit their Market Survey forms and conduct another presentation.

*NOTE: The affiliate staff is responsible for entering NALP Market Survey grades online through the Affiliate Education Resources section of the NAA Web site.*

# NALP Sign-In Roster, Market Survey Presentation

Name _____	Please note the student's Market Survey results here (Satisfactory or Unsatisfactory)
Company Name _____	
Street Address _____	
City, State, Zip _____	
Phone _____ Fax _____	
NAA Affiliate _____	

Name _____	Please note the student's Market Survey results here (Satisfactory or Unsatisfactory)
Company Name _____	
Street Address _____	
City, State, Zip _____	
Phone _____ Fax _____	
NAA Affiliate _____	

Name _____	Please note the student's Market Survey results here (Satisfactory or Unsatisfactory)
Company Name _____	
Street Address _____	
City, State, Zip _____	
Phone _____ Fax _____	
NAA Affiliate _____	

Name \_\_\_\_\_

Please note the student's  
Market Survey results here  
(Satisfactory or  
Unsatisfactory)

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

NAA Affiliate \_\_\_\_\_

Name \_\_\_\_\_

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