

# HOW NAAEI CREDENTIALS BENEFIT YOUR COMPANY

When the topic of employees earning credentials is brought up to decision makers, the most common response is, “if we pay for employees to earn a credential, they’ll leave our company.” The follow up question is, “What happens if we don’t train our employees and they stay?” Without education and training, employees lack the skills they need to be more productive, to be promotable and to be company assets.

## Four reasons why employees holding professional credentials benefit your company:

### 1. Credentials lead to happier employees and employee retention

When you invest in employees by offering credentials, employees become more engaged and are more likely to seek advancement opportunities within your company.

### 2. Credentials help employees build greater confidence in their performance

Credentialed employees learn the importance of adhering to professional standards and are more likely to meet industry benchmarks and deliver high-quality work.

### 3. Credentials give your clients and residents greater confidence in your company

Clients and residents feel secure in knowing that credentialed employees have demonstrated a standard level of skills, experience and expertise.

### 4. Credentials boost productivity

Credentials prepare employees for day-to-day challenges, positively impact efficiency and improve team productivity.

## Four ways to offer credential programs if your company is unable to offer credentials to all employees:

1. Offer credentials to the high performers that you want to retain and promote.
2. Offer credentials to employees who have met company performance goals.
3. Offer credentials to commemorate years of service.
4. Consider paying 50% or 75% of the cost to earn a credential which allows you to credential more employees.

Ask employees to sign an agreement that if they leave your company within 2 years, they agree to pay your company back for the cost of their credential. After 6 months, 75% of cost, after one year, 50% of cost.

## What supervisors recognized when employees completed NAAEI credential program:



NATIONAL APARTMENT  
LEASING PROFESSIONAL®

- Improved closing ratio
- Improved employee morale/confidence
- Improved ability to overcome objections
- Improved resident retention



CERTIFIED APARTMENT  
MANAGER®

- Enhanced ability to analyze a property’s financial operations
- Enhanced ability to accurately report property performance
- Improved marketing plan and marketing strategies
- Better management of the sales team



CERTIFIED APARTMENT  
PORTFOLIO SUPERVISOR®

- Improved management of the portfolio
- Improved financial management skills
- Improved risk management skills
- Enhanced leadership ability



CERTIFICATE FOR APARTMENT  
MAINTENANCE TECHNICIANS

- Improved diagnosis of maintenance issues
- More cost-effective repair/replace decisions
- Better management of preventive maintenance program
- Improved employee’s morale/confidence