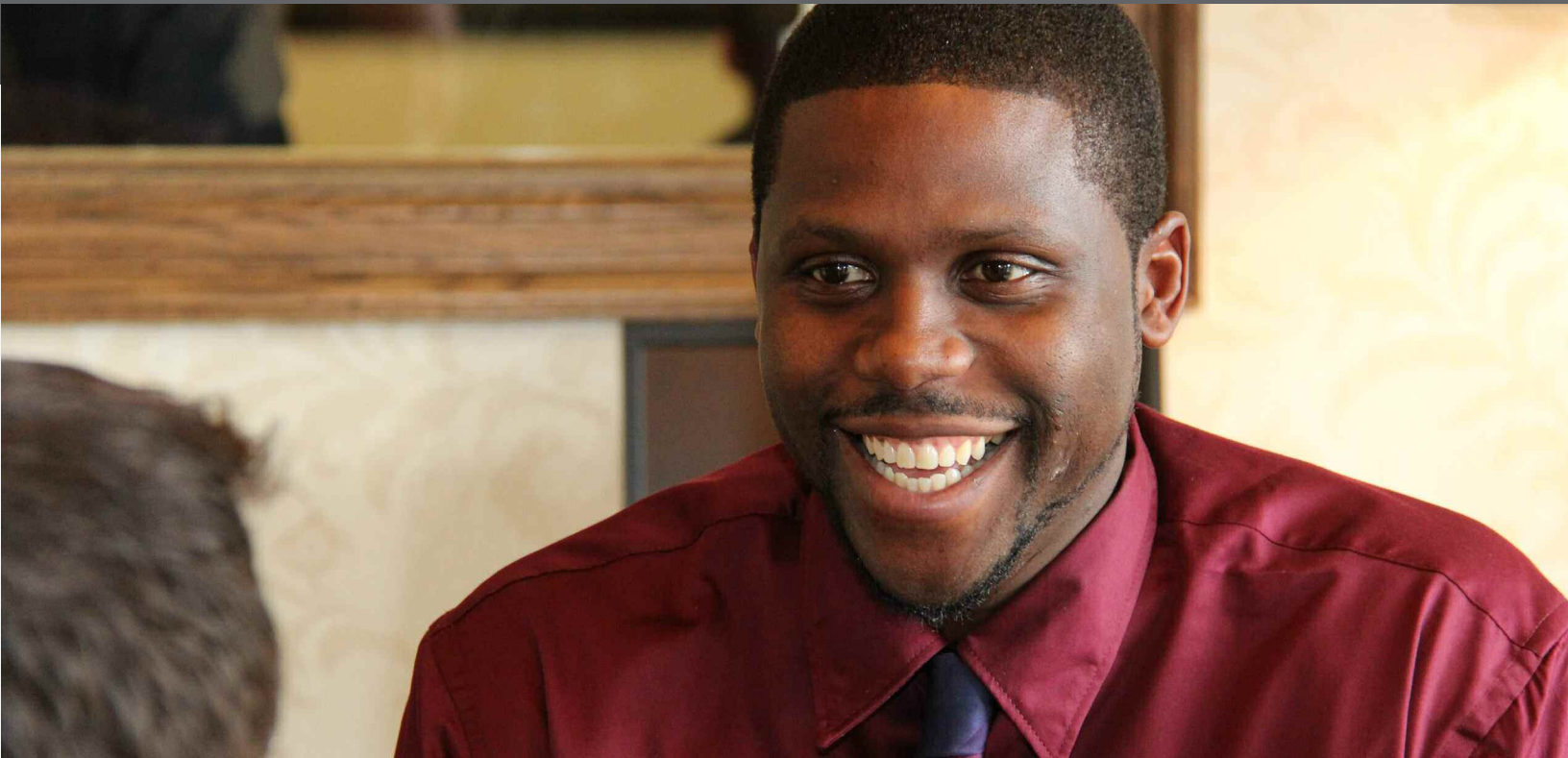


Single most important thing...

EDUCATION



How can you improve your sales and closing skills, increase occupancy and enhance resident satisfaction?

Take advantage of National Apartment Leasing Professional (NALP) training that improves these critical skills:

- Developing and executing an effective marketing strategy
- Qualifying prospective residents according to rental policy
- Overcoming objections and closing sales
- Preparing and executing lease agreements that comply with established policies and procedures
- Reporting service requests accurately with appropriate follow up
- Responding to issues that impact resident satisfaction
- Creating an ongoing sense of community
- Understanding the lease renewal process and effectively communicating lease renewals with residents



NATIONAL APARTMENT
LEASING PROFESSIONAL®



NALP MODULES

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Leasing Demonstration and Resolving Objections
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

NALP RESULTS

According to a survey conducted in 2011 among supervisors of NALP designates:

- 81% - Improved closing ratio
- 77% - Improved employee morale/confidence
- 54% - Improved ability to overcome objections
- 54% - Improved resident retention

EMPLOYER BENEFITS

What do supervisors who enroll their employees in NALP have to say?

- 96% of supervisors agreed or strongly agreed that the NALP designation course is a good use of employee's time and company's money
- 100% of supervisors said that they would enroll employees in the NALP course in the future
- 97% of supervisors noticed an improvement in their employee's work performance

"NAAEI's designations have improved the quality of individual performance across the board!"

"As a company, we want to equip all of our employees to be the best in their field. Obtaining NAAEI designations shows our commitment to the employee and their commitment to our industry."

www.SingleMostImportantThing.com

NAAEI National Apartment Leasing Professional (NALP) Requirements

To receive an NALP certificate you must have: six months of apartment industry experience; successfully completed the eight modules (which total 25 hours) including the Market Survey Presentation; and met all examination requirements within 12 months of declaring your candidacy for NALP.



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