



# 2015

## **NAA AFFILIATE GUIDE:**

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**Best Practices for Delivering  
the National Apartment Leasing  
Professional (NALP) Program**



PRESENTED BY



## Introduction

This practical resource has been assembled to provide assistance to NAA affiliated associations delivering the National Apartment Leasing Professional (NALP) designation program to their members. Our goal is to provide a detailed set of instructions for administering the program from start to finish.

### **This Guide includes:**

- A timeline that breaks down many tasks into a manageable schedule;
- A step-by-step outline offering suggestions for course scheduling, sponsorships, instructors and more; and
- A Toolbox with forms and templates to help you administer your programs and track your students.

Throughout the document you will find links to NAAEI web pages and resources on the NAA website.

We want you to have a successful experience delivering this quality education program and expanding your association's menu of member benefits!

If you have any questions or need additional help, including mentoring, please contact – Shana Treger at [shana@naahq.org](mailto:shana@naahq.org) • 703.797.0608 or Amy Allen at [amy@naahq.org](mailto:amy@naahq.org) • 703.797.0679.

# National Apartment Leasing Professional (NALP) Program

## Program Specifics

- NALP consists of seven courses which can be completed in full or as stand-alone courses.
- Requirements for completion of the designation include:
  - a. Six months of experience in the apartment industry
  - b. Completion of all seven courses
  - c. Passing grade on Market Survey presentation
  - d. Passing grade on NALP exam
  - e. All components must be completed within a 12-month candidacy period
- Maintenance of the NALP designation requires payment of \$50.00 in annual dues and, beginning at the second renewal, reporting three continuing education credits (CECs) earned during the preceding year.
- Refer to the NAAEI Candidate Handbook ([Toolbox K](#)) for a complete description of policies.

## Course Descriptions

**Bringing in New Residents: Be Prepared** – This course begins by asking participants to think about the leasing process from the prospective resident's and the new resident's point of view. This approach helps conceptualize the idea that everything they learn can be placed within the context of what is important to building a successful leasing relationship. Leasing Professionals learn professionalism, teamwork, organization, time management and technology, all with the goal of developing the skills they need to successfully bring in new residents. Engaging videos and lively discussions help to bring the key points to life. This course serves as an exciting kick-off for the NALP program.

**Marketing and Maintaining your Community** – This module highlights the importance of image, reputation and brand in the apartment industry. Leasing Professionals learn how to make sure their property is in peak showable condition at all times (and are provided with a checklist to help them), along with successful marketing and customer service strategies. Stories from experienced Leasing Professionals and the chance to see sample properties from the prospective resident's point of view allow Leasing Professionals to see the important role they play in marketing and maintaining their own community.

**Why Your Competition Matters** – Leasing Professionals learn how to “shop” their competition and how they can outshine their competitors to bring in new residents and keep the loyalty of current residents. Knowledge of competitors and their offerings is critical, and Leasing Professionals learn how to gain a deeper understanding of their competition and how to bring about changes in their community in order to better compete. Leasing Professionals are asked to think about what is important to them as customers, and then are challenged to consider whether they live up to their own standards for their customers. Leasing Professionals end the course by reflecting on what they have learned and creating a plan for what they want to change so that they can bring their new skills and knowledge back to their community.

**Relevant Laws and How to Apply Them** – This course teaches Leasing Professionals what they need to know in order to adhere to fair housing laws and ADA regulations when working with both prospective and current residents. In addition, the course covers laws applying to prospect screening, application verification, the lease and lease addenda, all covered as they relate to the Leasing Professional's role. Lively discussions and interactive scenarios put the information learned into real-world situations and keep Leasing Professionals actively engaged.

**The Sales Process and Building Relationships** – Leasing Professionals learn the foundations of relationship selling and the importance of problem-solving throughout the sales process. This course covers a number of key sales skills within the context of the Leasing Professional's role. Those skills include: learning to listen and respond specifically to the customer; handling objections; and meaningful ways to close the sale. The course closes with a personal assessment of a Leasing Professional's sales readiness.

**Effectively Meeting the Needs of Current Residents** – The role of a Leasing Professional continues after a prospective resident moves in! In this course, Leasing Professionals learn how to effectively handle maintenance issues and other issues that residents may encounter, all while continuing to reinforce the community's positive brand. The course also covers lease renewals and how a Leasing Professional affects the all-important resident's sense of community.

**The Market Survey** – This exercise is the second component in becoming a National Apartment Leasing Professional. Leasing Professionals are asked to complete undercover shopping experiences and document what they learn. The Leasing Professional must then present his or her findings to a local apartment professional or an online reviewer for evaluation and feedback.

# Suggested Course Outline for Classroom Use

Following is the recommended breakdown of instructional time for each course.

COURSE	TOTAL ESTIMATED TIME – Classroom Version
course 1 <b>Bring in New Residents:</b> <ul style="list-style-type: none"> <li>• Module 1 – The Prospective Resident’s Perspective</li> <li>• Module 2 – Preparation, Professionalism, and Teamwork</li> <li>• Module 3 – Organization, Prioritization, and Multi-Tasking</li> <li>• Module 4 – Using Your Technology</li> </ul>	3 hours
course 2 <b>Marketing and Maintaining Your Community:</b> <ul style="list-style-type: none"> <li>• Module 1 – Your Brand and Reputation</li> <li>• Module 2 – Keeping Your Property Showable</li> <li>• Module 3 – Marketing Your Community</li> </ul>	2 hours and 30 minutes
course 3 <b>Why Your Competition Matters:</b> <ul style="list-style-type: none"> <li>• Module 1 – Gaining Customer Loyalty</li> <li>• Module 2 – Shopping Your Competition</li> <li>• Module 3 – Your Role in Improving Your Community</li> </ul>	2 hours and 30 minutes
course 4 <b>Relevant Laws and How to Apply Them:</b> <ul style="list-style-type: none"> <li>• Module 1 – Fair Housing Laws and Prospective Residents</li> <li>• Module 2 – Fair Housing Laws and Current Residents</li> <li>• Module 3 – Screening of a Prospect’s Qualifications</li> <li>• Module 4 – Working with the Lease/Lease Documents</li> </ul>	3 hours and 45 minutes
course 5 <b>The Sales Process and Building Relationships:</b> <ul style="list-style-type: none"> <li>• Module 1 – Foundations of the Sales Process</li> <li>• Module 2 – Following the Sales Process</li> <li>• Module 3 – The Transition from Prospect to Resident</li> <li>• Module 4 – How Well Are You Doing?</li> </ul>	3 hours
course 6 <b>Effectively Meeting the Needs of Current Residents:</b> <ul style="list-style-type: none"> <li>• Module 1 – Handling Maintenance Issues</li> <li>• Module 2 – Handling Disputes and Incidents</li> <li>• Module 3 – Processing Lease Renewals</li> <li>• Module 4 – Building a Sense of Community</li> </ul>	3 hours
course 7 <b>The Market Survey:</b> <ul style="list-style-type: none"> <li>• Module 1 – The Market Survey Assignment</li> <li>• Module 2 – The Presentation</li> <li>• Module 3 – Completing your NALP Designation</li> <li>• Module 4 – Welcome to the World of NALP</li> </ul>	2 hours
Estimated Total Time:	19 hours and 45 minutes, over 3 days
<b>DAY 1</b> AM course 1 PM courses 2 & 3	<b>DAY 2</b> AM course 4 PM course 5
	<b>DAY 3</b> AM course 6 PM course 7 & close

# Planning Timeline

## 8–12 Months Out (see pages 6 & 7)

- Secure a qualified instructor
- Secure a training facility
- Set course dates – plan for both instruction and market survey presentations
- Set course pricing
- Send course date and registration information to NAA
- Obtain sponsorship, if desired

## 6–8 Months Out (see pages 8 & 9)

- Market the NALP course through print, electronic and association communication vehicles
- Manage participant registration

## 3–6 Months Out (see page 10)

- Obtain instructor course materials and provide materials to instructor(s)
- Continue marketing the course

## 1 Month Out

- Contact members who have indicated an interest in the program but have not yet registered
- Continue to send confirmation information to registered participants

## 2 Weeks Out (see pages 11 & 12)

- Order participant course materials from ViaTech
- Reach out again to members who expressed interest in the program
- Continue to send confirmation information to registered participants

## 1 Week Out

- Contact instructor(s) to confirm details and answer questions
- Assemble classroom materials

## Training Day (see pages 14, 15 & 16)

- Prepare training room
- Distribute course materials to participants
- Conduct participant orientation ([Toolbox J](#))
- Instruct participants to complete online candidacy enrollment with NAAEI
- Send thank you notes to employers ([Toolbox N](#))
- Have a great course!

## Post-Training (see pages 17 & 18)

- Host the market survey presentations
- Post market survey grades on the NAA website
- Manage the exam process
- Distribute certificates and NALP renewal information
- Follow up with thank you notes and evaluation results for instructors

## 8–12 Months Out

### Secure a Qualified Instructor

- You may choose to have one instructor teach all of the NALP courses or use multiple instructors.
- Instructors represent your association and the NAA Education Institute.
- There are several options for securing instructors:
  - Use the NAAEI Faculty list on the NAA website to find an instructor: <http://www.naahq.org/learn/education/find-an-instructor>. (Note that NAAEI Faculty must provide 12 hours of volunteer instruction for a local association annually to remain in good standing.);
  - Request the services of member management company training professionals and ask board members to volunteer their training staff;
  - Consider people who have earned the NALP designation;
  - Check with other affiliated associations for recommendations;
  - Consider local experts, but screen for classroom presentation skills.
- Contact [kimberlymccrossen@naahq.org](mailto:kimberlymccrossen@naahq.org) to consider NAAEI National Training which will assist you with offering this programming:
  - NAAEI provides an experienced instructor;
  - NAAEI markets the designation program;
  - NAAEI handles registration;
  - Net Income is split 50/50 with affiliate.
- Improve the skills of your instructors by recommending that they attend the NAAEI Advanced Instructor Training (AIT) program; email [kimberlymccrossen@naahq.org](mailto:kimberlymccrossen@naahq.org) for more information.
- If you don't have a budget to pay local instructors, offer them incentives such as free tickets to popular association events to thank them for their time and effort. Also consider offering them free or discounted registrations (for their employees) for designation or other training programs.
- If feasible, recruit more than one instructor, a lead instructor and assistant, to team teach and enhance the assistant instructor's training skills.
- Once an instructor has committed to teach the program, send a confirmation letter with details about the training assignment (**Toolbox C**).
  - List equipment that will be provided: laptop, LCD projector, etc.;
  - Include the number of registrants, if known, plus classroom setup;
  - Provide information about access to meals, snacks and copiers;
  - If the instructor is charging a fee, secure a completed W-9 form and use a speaker's agreement;
  - Follow up with instructors the week before an assignment to see if they have questions or additional needs.

## Secure a Training Facility

- Training facilities can be located at the apartment association office or at an offsite facility such as hotel, apartment community club room, local community college or corporate training facility.

## Set Course Dates

- Survey your Board and Education Committee members for their preferred course delivery pattern: course delivered over three consecutive days, one day per week for three consecutive weeks, or one day per month for three consecutive months. The Market Survey Presentations by the participants will require a 4th and separate date scheduled at a suitable time AFTER completion of instruction so participants can prepare their assignment.
- Select dates after you have recruited instructors and checked their availability.
- Avoid the first and last weeks of the month due to increased apartment community activity.
- Once set, post the program dates on your website.

## Set Course Pricing

- Check what other apartment associations in the area are charging. Your pricing should be in line with other associations in your area.
- Review NAAEI Designation Program Pricing ([Toolbox B](#)).
- Consider incentives for early registration.
- Consider member and nonmember rates.
- Offer multiple methods to pay, including payment plans.
- Work with supplier partners to offer scholarships covering 50% or 100% of the registration fee;
- Include late registration penalties because participant texts must be shipped overnight.
- Be sure to communicate your registration cancellation policy and, when setting a cancellation fee, include the cost of the NAAEI restocking fee, 30% of the cost of the returned books.
- Calculate your costs:
  - Purchase of NAAEI materials (be sure to include shipping)
  - Facility rental
  - Food and beverage costs
  - Instructor fees
  - A/V rental fees

## Send Course Information to NAA

- Send your course information to NAAEI at [education@naahq.org](mailto:education@naahq.org) for listing on the NAA website: <http://www.naahq.org/learn/education/find-course>.

## Obtain Sponsorship

- Sponsorship of NALP courses is not required but provides opportunities for supplier partners to support the program while reducing costs for the host.
- Offer a variety of sponsorship opportunities:
  - One or multiple breakfasts or lunches;
  - Overall program sponsors to offset costs of marketing, instruction, room rental, food and beverage; and
  - Participant scholarships.
- Sponsorship benefit examples:
  - Company promotional signage and logos on marketing materials;
  - Five-minute presentation describing products and services;
  - A table-top display in the training facility and/or distribution of promotional materials; and
  - Opportunity to attend sponsored meal events.



## 6-8 Months Out

### Market the NALP Course

- Begin marketing as soon as possible, even if the course won't be offered for six months or longer. Use simple "save the date" postcards, bill stuffers and flyers. Offer early bird discounts.
- Consider quantity discounts and personal visits to key companies to present information about NALP.
- Consider offering a preview of the course free to supervisors and decision-makers. Ask your most seasoned instructor to facilitate a two-hour segment of the course.
- Print Marketing
  - NAAEI has developed marketing materials for NALP that you can customize using MS Word: <http://www.naahq.org/learn/education/instructors>.
  - Registration Flyers (**Toolbox A**)
    - Distribute at committee and board meetings and display at registration tables for all association events;
    - Provide to supplier partners to distribute on sales calls and with deliveries;
    - Include in all outgoing association mail; and
    - Post in association training facility.
  - Magazine/Newspaper Ads
    - Association and industry publications.
- Electronic Marketing
  - Email registration flyer PDF
    - Blast to owner/manager members;
    - Challenge board and committee members to meet enrollment goal; and
    - Target member company trainers and regional managers.
  - Website and Social Media
    - Post course information and dates on your website as soon as the dates are firm, preferably six months in advance (you can add details later);
    - Create an event webpage to make it easy to find information; and
    - Promote program on social media (Facebook, Twitter, Linked In and Instagram).
  - Newsletters and Email Blasts
    - Market designation programs in association newsletters and weekly updates; and
    - Use Constant Contact or similar software to send multiple emails; you need to get your message out a minimum of three times in order to generate a response.
- Association Marketing
  - Don't forget: Send your course information to NAAEI: [education@naahq.org](mailto:education@naahq.org) for listing on the NAA website: <http://www.naahq.org/learn/education/find-course>;
  - Send course information to your state apartment association; and
  - If there is a local apartment association located geographically near your association, consider partnering with that association to offer a designation program or offer a revenue share if they market your program and their members register.

- Member Communication
  - Recommend that members adopt a designation agreement with employees. If a company is paying 100% or a significant portion of the designation registration fee, they should ask employees to sign an agreement stating that if they leave the company within a designated period of time, a portion of their registration fee will be deducted from their last paycheck. This will help overcome the objection, “Whenever I invest in training, my employee leaves me.”

## Manage Participant Registration

- When participants register, send a welcome letter/email ([Toolbox M](#)):
  - Congratulate participants on their commitment to their profession and the distinction that the designation holds;
  - Offer your support as they complete the designation program and provide contact information;
  - Communicate your cancellation policy;
  - Provide training dates and start and end times, directions for parking, what to plan for meals, how to dress and what to bring with them;
  - Communicate how and when they will receive their course materials.
- Create spreadsheets to track Participant Status ([Toolbox H](#)) and Participant Roster ([Toolbox I](#)), or enter participant data into your database.

## 3-6 Months Out

### Obtain Instructor Materials

- NALP program instructor materials are available for download on the NAA website at <http://www.naahq.org/learn/education/instructors>. If you have problems accessing this information contact [lesley@naahq.org](mailto:lesley@naahq.org).
  - Instructor Guides
  - Participant Guide (SAMPLE copy only)
- PowerPoint presentations: Due to the size of the PowerPoint files for the NALP courses, NAAEI has created a USB flash drive for each instructor. Order the USB flash drive from ViaTech at no cost or download the files from the NAAEI website.
- Stay informed on NALP program updates and changes through NAAEI's affiliate webinar updates on the second Tuesday of each month at 1:00 pm EST, or on the NAAEI Affiliate Facebook group.

## Two Weeks Out

### Order participant course materials from ViaTech

- NAAEI uses a print on demand supplier partner, ViaTech. To avoid express shipping charges, order materials seven to ten days in advance. Last-minute registrations can be accommodated by having those Participant Guides sent by two-day or overnight mail. Note that book orders must be made by 2:00 PM EST for books orders to be processed and shipped the same day.
- Go to [www.naahq.org](http://www.naahq.org)
  - Click on **Affiliates**
  - Then, **NAAEI Education Materials**
  - Look for **Instructor and Affiliate Education Resources**
  - Click on **Order Designation Materials**
- You will be taken to the ViaTech website
  - Browse **Product Lists**
  - Choose **NALP Affiliate Pricing**
  - Select the **Product List** for NALP, then **select from two product options:**
    1. Printed 3-Ring Binder or
    2. eBook plus Printed 3-Ring Binder
  - Individual course materials can be ordered separately if desired
  - Add Item(s) to Cart
  - **When ordering eBooks**, refer to **(Toolbox F)** for detailed information
  - Check out
- Payment Method/Ordering Info
  - Ordered By (name)
  - Ordering Email (your email address)
  - Affiliate ID (select your affiliate from drop-down menu)
  - Shipping Address (choose from drop-down list or enter manually)
  - Shipping Information (select UPS Ground, Overnight, 2nd Day or 3rd Day)
  - Email Addresses (enter email address to receive shipping confirmation)
  - Continue Checkout
- You will receive a confirmation email from ViaTech.
- You will receive an invoice from NAAEI within 30-45 days for your purchase plus shipping and handling charges.
- As soon as you receive your shipment from ViaTech, please open your box(es) to ensure that your order is correct and without damage. If you have a problem with your order, immediately contact Lesley Phillips at [lesley@naahq.org](mailto:lesley@naahq.org). Please include your order number.

- NAAEI's return policy for NALP materials is as follows:
  - Return all PRINTED items to [ViaTech Publishing Solutions, 5200 Philadelphia Way, Suite L, Lanham, MD 20706](#).
  - Items returned to NAAEI instead of ViaTech will be assessed a \$10/box fee.
  - A signed NAAEI Return Authorization form ([Toolbox O](#)) must accompany all PRINTED returns. Returns received without a signed form will be returned to the affiliate. **No refund will be issued.**
  - To request a return on electronic materials, please submit a Return Authorization Form. The link must be unopened, and will be deactivated when the return is approved by NAAEI.
  - All items must be returned within 30 days of purchase.
  - **Printed items** must be returned in the original unopened shrink-wrap. *Affiliates will not receive credit for open items.*
  - Returned items must not be damaged. Damaged products will be discarded and credit will not be given. Be sure to pack carefully to prevent damage in shipment.
  - **Old materials are not returnable.**
  - There is a 30% *restocking fee* on all returns, which will be invoiced separately. Shipping charges are non-refundable.

## One Week Out

### Contact instructor(s) to confirm details and answer questions

- Instructors should review all materials a minimum of one week prior to a training event and are encouraged to:
  - Review the PowerPoint slides;
  - Create additional handouts and learning tools; and
  - Develop case studies and experiences that enhance the curriculum.

### Assemble Classroom Materials

- Assemble the required materials for the instructor to use in the classroom by reviewing the Instructor Guide Notes in the NALP Instructor's Guide.
  - Handouts;
  - USB flash drive containing NALP PowerPoint presentations;
  - Sign-In Sheet for each participant to sign at the start of each class ([Toolbox D](#)); and
  - Evaluation forms for the last day of class or at the conclusion of an instructor's training, if using more than one instructor ([Toolbox E](#)).

# Training Day

## Prepare Training Room

- Prepare the facility for the event by arranging the following:
  - Participant Sign-In Sheet;
  - A tent card for each attendee ([Toolbox L](#));
  - NAAEI Instructor Evaluation Form for each instructor and/or course;
  - Comfortable seating at tables;
  - Flip charts (Post-It preferred) or whiteboard and markers;
  - Table for laptop, LCD projector, screen and instructor materials;
  - Reliable Internet access (wired or wireless); and
  - Speakers for video sound.
- Food and Beverage
  - While food and beverage service is not required, consider offering coffee, tea, water, soft drinks, candy and snacks;
  - Breakfast and lunch make great sponsorship opportunities; or
  - Provide participants with a list of nearby restaurants.
- Set up the room before participants arrive
  - Table for instructor with laptop, LCD projector, speakers and Participant Sign-In Sheet;
  - Flip Charts; and
  - Place a book and tent card in front of each seat.
- Introduce instructors and participants

## Distribute Course Materials

- Participants should receive the NALP Participant Guide that includes all courses or individual course modules if purchased individually.
- Refer to the NAA website for instructions on how to download eBooks.  
<http://www.naaq.org/sites/default/files/naa-documents/education/Affiliates-Instructors/How-to-Download-your-eBook.pdf>

## Conduct the Participant Orientation

- Conduct a participant orientation on Day One of the designation program ([Toolbox J](#)).
  - Welcome participants and review parking, rest rooms and food options.
  - Provide a schedule for the training event plus instructor biographies.
  - Review the requirements to achieve the designation:
    - Classroom attendance;
    - Passing the online exam (exams are NOT open book);
    - Presenting Market Survey findings;
    - Industry experience
  - See page 4 of Candidate Handbook ([Toolbox K](#)):  
<http://www.naaq.org/sites/default/files/naa-documents/education/Candidate-Handbook-06-2014.pdf>.

- Have participants complete the NAAEI Designation Enrollment process (**Toolbox G**):
  - **Step 1**, Participants create an NAA account and a Username and Password (*if students already have an NAA Username and Password, they may skip this step*) <http://www.naahq.org/about/create-new-account>.
  - **Step 2**, Participants enroll in the NAAEI designation program <http://www.naahq.org/learn/education/enroll-in-a-course>.
    - If participants forget their NAA ID or Password, they can have it resent to them online at <https://members.naahq.org/naa/user/recoverusername.aspx>;
    - If participants have changed companies or email addresses they can contact NAAEI staff [education@naahq.org](mailto:education@naahq.org) to update their account; and
    - Participants should save their NAA ID and Password.
  - Contact Stefani Reid at 703.797.0665 with any enrollment issues.
- Direct participants to the NAA website and Candidate Resources page for additional information: <http://www.naahq.org/learn/education/candidate-resources>.
- Review the Candidate Handbook (**Toolbox K**): <http://www.naahq.org/sites/default/files/naa-documents/education/Candidate-Handbook-06-2014.pdf>.
  - On pages 10 – 12 of the Candidate Handbook, review NAAEI’s designation maintenance process including the payment of annual dues and annual reporting of Continuing Education Credits (CECs).
  - Communicate opportunities to earn Continuing Education Credits through your affiliate, including online courses and credits for serving on your board and committees.
- Review the NALP Designation Exam procedures.
  - For exam details, refer students to pages 6 – 10 of their NAAEI Certificate Program Candidate Handbook (**Toolbox K**).
  - The NALP exam may be completed online without a proctor. The online exam can be taken through the affiliate, at home or at work.
  - Exams can be taken any time after completion of the program and market survey, and with suitable preparation.
  - The NALP practice exam is available online at <http://www.naahq.org/learn/education/candidate-resources>. The practice exam may be taken as many times as desired.
  - NAAEI online exams are NOT open book exams. Exams are carefully timed and students referencing their text will run out of time. Students are also not permitted to carry their notes with them or write down exam questions.
  - Exam eligibility codes should be provided to designation candidates after the student completes and passes the Market Survey presentation.
  - A student who does not pass the exam will have the opportunity to retest.
    - Affiliates are informed by NAAEI in a weekly report (on Saturdays) if a student does not pass the exam;
    - There is a mandatory seven-day waiting period between exams;
    - Students can only secure a new eligibility code from their affiliate;



- Once the affiliate has received the new eligibility code from NAAEI, contact the participant and provide the new exam code or arrange for a retest at your office and provide the code at that time; and
  - The new exam code will take the student to a payment website where a fee will be charged for the retest. The retest fee for NALP is \$30.
- Review the NALP Market Survey Requirement
    - The market survey assignment is an exercise designed to place the participant in the role of a prospective resident. It takes the information learned in the class and gives the participant the chance to apply it to three “real world” situations. The participant puts on a prospective resident’s shoes and experiences what a prospect experiences. Using the “mystery shopping” approach, the participant will:
      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 in-class overview of findings and answer questions about the experience.
    - 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 date of participant enrollment, or the first day of class. These components are:
      1. Attendance and participation in the NALP 7-course curriculum;
      2. Successful completion of the market survey assignment; and
      3. Successful completion of the NALP online final exam.
    - Apartment associations that host the NALP classroom program typically complete these components in the stated order: course completion, market survey completion, and exam completion. In all cases, they will clarify this process before the class begins.

### **Send notes to employers/supervisors**

- Send thank you notes to the supervisors or employers of registered participants, thanking them for sending their employees to the NALP program ([Toolbox N](#)).
- Consider sending a second note to each supervisor upon class completion.

## Post-Training

### Host the Market Survey Presentations

- At the outset of the course, select a date for the oral presentations.
- If desired, find a sponsor for the event.
- Recruit reviewers:
  - Often Board members or other association volunteers are available to participate in these presentations.
  - The affiliate can offer continuing education credits (CECs) to other designates who volunteer their time to review market surveys.
- Participants sign up for or are assigned a time slot to present their findings.
- Each participant should be given at least 15-20 minutes (10 to present and 10 for reviewer comments and questions).
- Ensure that participants, instructors and presentation reviewers understand that participants will not be graded on their presentation skills. Participants are graded on the content and their Market Survey.
- The environment for the presentations should be relaxed and supportive. Participants can make their presentations in front of the class or at their seats.
- Market survey presentations can be conducted in a group, allowing entire class participation or they can be one-on-one interviews.
- 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 to record satisfactory or unsatisfactory ratings.
- Refer to the Market Survey Instructor Guide for additional reviewer instructions.

### Post market survey grades on the NAA website

- Submit the results of the Market Survey presentations online through the NALP Market Survey [Grade Submission Form](#) on the Affiliate Education Resources section of the website.
- Grades are entered on the last business day of every week.

### Manage the exam process

- The comprehensive exam can be proctored by the local apartment association or taken non-proctored using a home or work computer. It is up to the local association to determine the method that will work best.
- Affiliates automatically receive by email a list of participants who have enrolled in an NAAEI designation program, along with each participant's unique exam eligibility code. This information can also be accessed online on the Affiliate Exam Dashboard ([Toolbox P](#)). Eligibility codes should only be given to participants upon completion of ALL NALP program requirements.
- Upon completion of the exam, each participant will receive his/her grade. That grade will be emailed to the affiliate the following Saturday.

## **Distribute certificates and NALP renewal information**

- NAAEI runs a designation completion report each week and emails each local association the names of those who have completed their designation.
- Please check this report for accuracy, particularly the spelling of the designate's name.
- Report any errors to Dawn Cooper by email at [dawn@naahq.org](mailto:dawn@naahq.org).
- You will receive your designation certificates within 14 days of receiving the report.
- Please notify Dawn if you do not receive your certificates within 14 days.
- If you need certificates for an association event, please contact Dawn so that she can accommodate your needs.

## **Follow up by sending thank you notes and evaluation results to instructors**

## NALP Toolbox Forms

- A. Sample Affiliate NALP Registration Flyer
- B. 2015-16 NAAEI Designation Program Pricing
- C. Sample Instructor Confirmation Letter
- D. Sample Participant Sign-in Spreadsheet
- E. NAAEI Instructor Evaluation Form
- F. How to Order E-books from ViaTech
- G. Participant Tip Sheet: Enrolling in a NAAEI Designation Program
- H. Participant Status Spreadsheet
- I. Participant Roster Spreadsheet
- J. Sample Participant Orientation Agenda
- K. NAAEI Certificate Program Candidate Handbook
- L. Sample Tent Card
- M. Sample Participant Welcome Registration/Enrollment Letter
- N. Sample Supervisor Thank You Letter
- O. Return Authorization Form
- P. Affiliate Exam Dashboard Instructions
- Q. NALP Completion Checklist



PRESENTED BY



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