

**UPDATED  
CURRICULUM!**

# Invest in your career!



# CAM

**CERTIFIED APARTMENT  
MANAGER®**

Presented by:



If you're a **community manager** or **experienced assistant manager** we recommend this course!

## CERTIFIED APARTMENT MANAGER — ONLINE

Earning your CAM allows you to demonstrate that you have the knowledge and ability to manage an apartment community and achieve owners' investment goals.

### You'll learn about:

- Occupancy rates
- Comprehensive marketing plans
- Sales team management and product readiness
- Equitable treatment of current and potential residents
- Resident retention and the maintenance of a positive company image
- Consistent and ongoing resident communication
- Positive resident service and issue resolution
- Enforcement of company policy in compliance with laws and regulations
- Property inspections
- Preventive maintenance programs
- Service request process
- Apartment turnover process
- Contractors and vendors
- Recruitment, hiring, orientation, and training of high-caliber employees
- Systematic employee evaluation
- Employment regulations and record keeping
- Analysis of the property's financial operations with corrective actions for underperformance
- Monitoring of property performance to achieve the owner's investment goals
- Accounting principles and practices
- Maximizing net operating income
- Reporting property performance honestly and accurately

**For just \$815\*, you can earn your CAM credential on a schedule that works for you!**

**For more information, visit [naahq.org/CAM](http://naahq.org/CAM)**

\*Member price

**NAA**  
NATIONAL APARTMENT ASSOCIATION  
Education Institute