**NAA CLICK & LEASE TOOLKIT:**

Below is a collection of content for your use to promote NAA Click & Lease to your members. This toolkit consists of the following marketing materials:

* Resource Contact List
* Elevator Pitch
* Customizable Event Content
* Customizable Emails
  + NAA Click & Lease
  + Student Housing
* “Thank You” Response to Prospects

There are also instructions on how to add your logo to the co-branded materials provided. Please let us know if you have any questions and if you require any other marketing materials for special events.

**Resource Contact List**

**NAA Sales Team:** [salesdepartment@naahq.org](mailto:salesdepartment@naahq.org)

**NAA Lease and Legal Team:** [leasedepartment@naahq.org](mailto:leasedepartment@naahq.org)

* Assists with inquiries relating to the content of the lease forms
* Provides referrals for legal counsel

**NAA Client Solutions Center:** [Clientsolutions@naahq.org](mailto:Clientsolutions@naahq.org)

* Click & Lease Center Support
* Account management
* Affiliate Support
* Education Institute inquiries
* General Customer Service inquiries

**NAA Click & Lease Elevator Pitch**

**Accelerate Your Leasing with NAA Click & Lease**

It can be a constant challenge to create and manage up-to-date leasing documents. NAA Click & Lease enables you to simply and efficiently generate legally compliant forms to minimize liability and better protect assets. With NAA Click & Lease, you’ll reduce risk by ensuring all leases are updated and increase revenue by processing more leases faster. NAA Click & Lease technology is provided by Blue Moon Software.

**NAA Click & Lease: Student Housing Elevator Pitch**

**Accelerate Your Leasing with NAA Click & Lease**

It can be a constant challenge to create and manage compliant, up-to-date student housing lease documents. NAA’s Student Housing Lease enables you to simply and efficiently generate legally compliant forms to minimize liability and better protect assets. With NAA’s Student Housing Lease, you’ll reduce risk by ensuring all leases are legally compliant and increase revenue by processing more leases faster. All NAA Click & Lease technology is provided by Blue Moon Software.

**NAA Click & Lease Customizable Event Content**

You’re Invited!

Want to learn more about what [Affiliate Name] can offer you? Join us on [date] at [time] a.m./p.m. on the many benefits membership brings. From education and advocacy to industry news and discounts, there are a number of advantages at your fingertips.

One of the largest benefits is [NAA Click & Lease](file:///C:\Users\mpiferi\Downloads\lease.naahq.org) which enables you to simply and efficiently generate legally compliant lease forms to minimize liability and accelerate your leasing processes.

Join us and we look forward to discussing more about what we can do for you!

**NAA Click & Lease Customizable Email**

Use Co-branded header with NAA and affiliate logo:

**How to add your logo –**

To change the logos, open the file in Acrobat, click on “Logo here” box, right click -> replace image (an EPS or PNG logo file would be best).

For flyer: File -> Save As -> PDF

For email header: File -> Save As (in Format box, select JPG or PNG). This file should be able to be placed into an email.

**Prospect Email #1**

Subject line: Save Time & Money with NAA Click & Lease

Body Copy:

[NAA Click & Lease](file:///C:\Users\mpiferi\Downloads\lease.naahq.org) saves you time and money with its online, intuitive platform to simplify your leasing. With the most comprehensive forms library in the market, NAA Click & Lease's network of attorneys make updates to our forms as national, state and local regulations change so you can rest easy knowing your lease is fully compliant.

Here are three more ways it improves efficiency for you and your staff:

* PMS Integration: Integrates with your existing property management software, enabling a more streamlined experience from start to finish.
* Online & Paperless: Fully automated application and leasing process, indcluding fully embedded eSignatures
* Customizable Forms: Flexibility to add custom forms with company-specific initiatives or policies, supporting the work you do.
* Litigation Defender Insurance: Triggered whenever a plaintiff challenges a provision of the NAA Click & Lease Form

Accelerate your leasing with the platform the industry trusts.

[Request a Free Quote](https://lease.naahq.org/contact-us-32QQ-494RT.html)

*(Signature Line)*

**Prospect Email #2**

Subject line: How to Put the Ease in Lease

Body Copy:

Did you know more than 25,000 properties representing six million units currently use [NAA Click & Lease](https://naahq-my.sharepoint.com/personal/abeverly_naahq_org/Documents/lease.naahq.org)? Members can now focus on what’s important to them, while simplifying the lease form process. NAA Click & Lease is a web-based leasing program offered exclusively to members of the [National Apartment Association](http://www.naahq.org). This powerful and easy-to-use leasing program allows an apartment community to save time and money by accelerating their leasing through online forms, PMS integration and other benefits including:

* **Legally Compliant:** Comprehensive, state compliant, up-to-date forms and on-demand legal webinars ensure you’re always current with industry regulations
* **Litigation Defender Insurance:** Triggered whenever a plaintiff challenges a provision of the NAA Click & Lease form
* **Compatibility:** NAA Click & Lease integrates with most property management software, enabling a simple and intuitive experience from start to finish
* **Customizable Forms:** Enjoy enhanced flexibility. Adding custom lease forms addresses company specific imitative or policies
* **Efficiency:** Simple online rental applications, customizable databases, built-in mathematical calculations and e-signatures all available through one program
* **Protection:** Litigation Defender Insurance is triggered whenever a resident challenges a provision of the NAA Click & Lease Form.

Find out why so many of your peers choose [NAA Click & Lease.](https://naahq-my.sharepoint.com/personal/abeverly_naahq_org/Documents/lease.naahq.org)

[Learn More](https://naahq-my.sharepoint.com/personal/abeverly_naahq_org/Documents/lease.naahq.org)

[Get](https://www.naahq.org/member-services/naa-click-lease/contact-us) a Free Quote

*(Signature Line)*

**NAA Student Housing Lease Customizable Email**

**Prospect Email to Non-NAA Click & Lease Users:**

Subject Line: Student Housing Lease Made Easy!

Body Copy:

NAA’s Student Housing Lease ensures your lease documents are up-to-date and compliant with state law and local regulations, so you can accelerate your leasing.

NAA’s [Student Housing Lease](https://lease.naahq.org/student-housing-lease-32QQ-508L7.html) uses the same technology and industry standard template as the highly successful NAA Click & Lease apartment lease program, but specifically for student housing. Along with the addenda, NAA’s Student Housing Lease covers the entire rental process and are reviewed by expert attorneys to ensure compliance with state and local regulations. You can be sure it also integrates with your Property Management Software.

The lease and addenda capture specific circumstances unique to student housing and provide many benefits such as:

* Individual liability
* Lease by the bed
* Shared housing notice/personalized notice
* Litigation Defender Insurance

[Get a Quote](https://www.naahq.org/member-services/naa-click-lease/contact-us) – need new links.

[Learn More](https://www.naahq.org/member-services/naa-click-lease/student-housing-lease) – need new links.

*(Signature Line)*

**Prospect Student Housing Lease Email to NAA Click & Lease Users:**

Subject Line: Student Housing Lease Made Easy!

Body Copy:

NAA’s [Student Housing Lease](https://lease.naahq.org/student-housing-lease-32QQ-508L7.html) uses the same technology and industry standard template as the highly successful NAA Click & Lease apartment lease program, but specifically for student housing. Along with the addenda, NAA’s Student Housing Lease covers the entire rental process and are reviewed by expert attorneys to ensure compliance with state and local regulation. You can be sure it also integrates with your Property Management Software.

The lease and addenda capture specific circumstances unique to student housing and provide many benefits such as:

* Legally Compliant: Lease forms are automatically updated through an annual review process, as well as reviewed for compliance with landlord-tenant laws and regulations at the local, state, and national level
* Lease by the bed: Bed by bed individual leases instead of units
* Shared housing notice/personalized notice
* Litigation Defender Insurance: Triggered whenever a resident challenges a provision of the NAA Click & Lease Forms

[Get a Quote](https://lease.naahq.org/contact-us-32QQ-494RT.html?GA=Contact%20Us) [Learn More](https://lease.naahq.org/student-housing-lease-32QQ-508L7.html)

*(Signature Line)*

**Thank You Response for Prospects**

Dear [Name],

Thank you for contacting [Affiliate Name] and for your interest in the [National Apartment Association Click & Lease](https://naahq-my.sharepoint.com/personal/abeverly_naahq_org/Documents/lease.naahq.org). Please contact the sales team at NAA for pricing, placing your orders and any additional questions you may have.

Please find their contacts below:

* Kwei Nwaogu – [KNwaogu@naahq.org](mailto:KNwaogu@naahq.org)
* Nicholas Tovar – [NTovar@naahq.org](mailto:NTovar@naahq.org)

Please let me know if there is anything else I can assist you with.

Sincerely,

[Affiliate Name]