



# Make that career commitment today.

## Certified Apartment Leasing Professional

# CALP



CERTIFIED APARTMENT  
LEASING PROFESSIONAL®

**WE RECOMMEND THIS COURSE for leasing consultants, concierges, and career changers with hospitality, retail, or customer service experience.**

Earning the CALP credential, many people's first industry credential, shows your employer that you're committed to a career in residential property management.

### YOU'LL LEARN ABOUT:

- Using technology to generate traffic
- Measuring and managing your community's reputation
- Inspecting the leasing center, tour route, model units, and vacant apartments
- Researching the competition and building relationships with competitors
- Compiling a comprehensive community resource tool
- Creating effective marketing plans
- Relationship sales processes and evaluating your personal sales performance
- Evaluating a prospect's commitment level and overcoming objections
- Preparing prospects for the next steps in the rental process
- Applying fair housing law and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with new residents
- Move-in processes
- Responding to resident issues and maintenance requests
- Building relationships with residents and creating a sense of community
- Reporting incidents, maintaining documentation, and taking corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey



Available in person and online  
Online member price: **\$425**  
[www.GoWithVisto.org](http://www.GoWithVisto.org)

For more information, visit [www.naahq.org/CALP](http://www.naahq.org/CALP).  
To locate an affiliate offering this course near you, visit  
[www.naahq.org/education-careers/find-a-course](http://www.naahq.org/education-careers/find-a-course).