



Earning the NALP credential is many people's first industry credential, and shows your employer that you're committed to a career in residential property management. Make that career commitment today!

During this course, you'll learn: 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, and much more!



**Rachael Gordon, CAM**  
Director of Education, LAA

**This class will be taught by Rachael Gordon**  
With over 20 years experience in the property management industry, Rachael has encompassed a variety of job titles from leasing consultant to regional manager. She brings a diverse skill set that will enhance the material she teaches during this course.

**WHEN:** September 15, 9:00 a.m. - 5:00 p.m.  
September 17, 9:00 a.m. - 1:00 p.m.  
September 22, 9:00 a.m. - 1:00 p.m.  
September 24, 9:00 a.m. - 5:00 p.m.

**WHERE:** Louisville Apartment Association  
7410 New LaGrange Road, Suite 200  
Louisville, KY 40222

**COST:** \$425 for complete course in printed format (member price)  
Non-members, please call the LAA for pricing.

**Note:** All NAAEI Designates are required to register with the LAA. You will then register with NAA and complete your required online enrollment with NAAEI prior to the class start date.

**To register, please call the LAA office or register online, no later than September 8, 2020.**

**Questions? Call the LAA office at (502) 426-6140 or send an email to [rachael@laaky.com](mailto:rachael@laaky.com).**