

NALP CLASSIFICATION SYSTEM

Class	Type	Description
010000	Domain	Process and Role
010100	Task	Evaluate property product, price, people and promotion using available and appropriate resources and tools.
010200	Task	Conduct and evaluate an external assessment of competitive products, prices, people, and promotions.
010300	Task	Monitor internal and external market dynamics including brand and reputation management.
010400	Task	Compile and utilize a personalized and comprehensive community resource tool.
010500	Task	Network with property leadership and representatives of competing organizations to improve property and personal performance.
010600	Task	Model understanding of teamwork and shared accountability.
020000	Domain	Marketing
020100	Task	Execute a marketing strategy based on identified strengths, weaknesses, opportunities, and threats.
020200	Task	Work to achieve marketing goals.
020300	Task	Create and use a viable and effective action plan to achieve marketing goals.
020400	Task	Evaluate the marketing plan's effectiveness.
020500	Task	Suggest revisions to the marketing strategy as needed.
030000	Domain	The Sales Function
030100	Task	Inspect tour routes, vacant and leased homes, and common areas daily.
030200	Task	Establish rapport with current and prospective residents.
030300	Task	Qualify prospective residents in accordance with rental policy.
030400	Task	Articulate how the company and product meet the needs of customers.
030500	Task	Evaluate and address customers' wants and needs.
030600	Task	Proactively close prospect customers.
030700	Task	Support the transition of the customer from prospect to resident, including follow-up.
030800	Task	Evaluate personal sales performance.
040000	Domain	Administrative and Legal Responsibilities
040100	Task	Apply fair housing and landlord-tenant laws as they affect all housing issues.
040200	Task	Ensure potential residents' understanding of rental criteria.
040300	Task	Evaluate rental applications in accordance with established screening models and applicable laws.
040400	Task	Prepare lease agreements in accordance with established policy and procedure.
040500	Task	Execute lease agreements appropriately.
040600	Task	Report property incidents, maintain documentation, and take corrective action in compliance with applicable law, regulation, and company policy.
040700	Task	Maximize revenue and operational efficiency consistent with property financial goals.
050000	Domain	Customer Satisfaction and Loyalty
050100	Task	Offer personalized service to customers.
050200	Task	Interact with customers using empathy and warmth.
050300	Task	Respond to issues that affect resident satisfaction.

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050400	Task	Conduct and assist in regular surveys of all customers at all points of service, including proactive handling of brand management.
050500	Task	Create an ongoing sense of community.
050600	Task	Actively participate in the lease renewal processes.