Please register by Oct 1
Send form to Cam Archibald,
Events and Education Assistant
Director, Massachusetts
Apartment Association
carchibald@gbreb.com
Phone: (978) 317-7228
Fax: (617) 588-0286
Mail Checks to:
MAA, Three Center Plaza,
Mezzanine Suite, Boston, MA
02108

Name: ____________________________________________
Company: _________________________________________
Address: __________________________________________
City, State, Zip: ____________________________________
Phone: ____________________________________________
Email: _____________________________________________

Registration Options
____ $525 RHA Member
____ $650 Non-Member
AMEX   MC   VISA   DISC   Check
Name on Card: ______________________________________
Card Number: ______________________________________
Expiration Date: ________

You'll learn about:
• Using technology to generate traffic
• Monitoring and managing your community’s reputation
• Inspecting the leasing center, model units, and vacant apartments
• Shopping the competition while building relationships with competitors
• Compiling a comprehensive community resource tool
• Effective marketing plans
• Relationship sales process and evaluating personal sales performance
• Evaluating a prospect’s commitment level and overcoming objections
• Reviewing the next steps in the sales process with prospective residents
• Applying fair housing laws and communicating rental criteria
• Qualifying prospective residents according to rental policy

Instructor:
Chris Salamanis,
Beacon Communities

October 13, 14, 15, 20, 21, 22
9:00 am - 12:00 pm
LIVE ONLINE CLASS