

Class Dates

4:30PM-9:00PM

- April 20
- May 18
- Jun 8
- Jul 6

Location:
Holiday Inn Express
Nacogdoches, TX



Earn your CALP, Certified Apartment Leasing Professional Designation!

Cost: \$350, Promissory Note Available.

Name: _____

Property: _____

Mobile: _____

Office: _____

Personal Email: _____

You will 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 relationship 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 step 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 building community
- Reporting incidents, maintaining documentation, and corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey

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