



# Make that career commitment today.

## National Apartment Leasing Professional



NATIONAL APARTMENT LEASING PROFESSIONAL®

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

### 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



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:**

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**Company:**

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**Address:**

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**City, State, Zip:**

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**Phone:**

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**Email:**

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### Registration Options

\_\_\_ \$525 RHA Member

\_\_\_ \$650 Non-Member

**AMEX MC VISA DISC Check**

**Name on Card:**

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**Expiration Date:** \_\_\_\_\_