



# *Designated Striver?*

Enhance your professional growth in the apartment industry by becoming a **National Apartment Leasing Professional (NALP)** and take your career to the next level. NALP training helps you lease apartments, satisfy your residents and increase your resident retention.

The National Apartment Association Education Institute (NAAEI) offers this nationally-recognized designation to apartment industry professionals who have at least six months of experience and who are looking to advance their career in apartment management.

**NALP training covers:**

- Keys to Success in Leasing
- Leasing and the Internet
- Leasing Demonstration and Resolving Objections
- Legal Aspects
- Rental Policies and Procedures
- Telephone Presentations
- The Leasing Interview and Qualifying Residents

*You're already a Success. Become a Certified Success.*

Learn more about how you can earn your designation.

Visit [www.naahq.org](http://www.naahq.org) or [www.ApartmentCareerHQ.org](http://www.ApartmentCareerHQ.org)



*A designation for apartment leasing professionals.*

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## How to Obtain and Maintain the NAAEI National Apartment Leasing Professional (NALP) Designation

**To obtain a NALP designation you must:** have worked in the apartment industry for six months, successfully completed the seven courses listed below (which total 25 hours), as well as a Market Survey presentation, and meet all examination requirements within 12 months of declaring your candidacy for NALP.

**To maintain a NALP designation you must:** pay annual renewal dues of \$50.00 and, beginning at your second renewal, report three Continuing Education Credits (CECs) earned during the preceding year.

### NALP Courses

**Keys to Success in Leasing** – This course covers: career prospects, characteristics of an effective leasing consultant, job responsibilities and goal setting, time management, teamwork, market knowledge and product knowledge. *This course is 3 hours.*

**Leasing and the Internet** – This course covers: the Internet, the online prospective resident, sample online lead reports, maximizing online advertising; promoting a Web address, responding to Internet leads, all about email and NAA National Suppliers Council Web sites. *This course is 3 hours.*

**Leasing Demonstration and Resolving Objections** – This course covers: leasing demonstration, product knowledge, preparing for a demonstration, feature-benefit-emotional appeal approach, Fair Housing implications in demonstrating, closing, resolving objections and leasing signals. *This course is 6 hours.*

**Legal Aspects** – This course covers: an overview of basic Fair Housing laws, filing a Fair Housing complaint, prohibited practices, the Americans with Disabilities Act (ADA), Fair Housing testers, Equal Credit Opportunity Act, criminal background checks, lead paint safe work practices, resident safety practices and emergency contact situations. *This course is 4 hours.*

**Rental Policies and Procedures** – This course covers: handling rental policies and procedures, application verification, resident processing checklist, lease preparation and signing, the Law of Contracts, elements of lease agreements, loophole free leases, the move-in process, resident relations and Fair Housing implications. *This course is 2 hours.*

**Telephone Presentations** – This course covers: preparing for the Telephone Presentation, effective telephone skills, active listening, telephone etiquette, objectives of the telephone contact, initial leasing questions and key elements of a successful leasing presentation. *This course is 3 hours.*

**The Leasing Interview and Qualifying Residents** – This course covers: first impressions make a difference, understanding the prospective resident's reason for moving, greeting the prospective resident, Fair Housing implications and conducting the leasing interview. *This course is 4 hours.*