



Dear Apartment Association Member:

Thank you for your interest in our eLearning program, the Apartment Management Learning Center. Below please find more details on our training offerings:

Delivery via High Speed Internet Connection - Grace Hill and your local apartment association are proud to offer high-quality, interactive property management training that is available anytime, anyplace you have high-speed access to the Internet. There is no software to install or CD to load -- accessing training is as easy as logging on to the 'Net.

Built-In Tracking - In addition to our courses, we also provide comprehensive tracking of this training. Supervisors can access the "Executive Reports" area of our website at any time to view real-time data on their employees' activity and performance such as student's start and finish dates, pre- and post-test scores, and even which questions they answered incorrectly. These reports indicate that our clients are achieving an average 51% increase in knowledge from their pre-test to final Knowledge Challenge. Impressive!

Workbooks & Completion Certificates for Every Course - All courses include a downloadable workbook so students have an easy-to-use job aid in hand long after the online training is complete. Additionally, each student who achieves a 70% or greater score on the final "Knowledge Challenge" will receive a course completion certificate. Students who achieve a perfect 100% score will receive a "Mastery" certificate indicating their perfect score. Certificates may be printed and emailed to a supervisor. Course Completion Certificates are useful for tracking training, and especially for demonstrating your commitment to adherence to Fair Housing and employment laws.

Affordable Education – Credit Card or Pay-Per-View purchases are available for \$79-\$99 per student, per course or test your knowledge with our Quick Quizzes for \$15 per student, per quiz. Our **Unlimited Training Subscription** provides *unlimited* access to our "Essential Courses" package of more than two dozen titles, plus 3 in Spanish, and new "Essential" releases throughout the year. Additionally, your team members will receive unlimited access to our Quick Quiz series. The Unlimited Training Subscription rate is \$0.20 per unit, per month. "Elective" titles are also available. See page 2 for our complete Pricing Schedule.

Course Catalog – Explore our course descriptions on pages 3 - 8. New courses are always under development.

CEC Credits - If you have a designation such as CAM, CAPS or CAMT thru the National Apartment Association, 50% of annual CEC credits may be accumulated from courses accessed thru the online training link on your local Apartment Association's website. You will receive 1 CEC for each hour of online course time. Courses range from 1 – 3 hours in length each.

Preview Our Courses - See a preview of the courseware by selecting "Online Training" from your association's website, then select "View Demos" within the "Learning Center".

Thanks for taking the time to review our program. We look forward to working with you to strengthen your associates' knowledge and skills. Contact us to coordinate a training program customized for your portfolio today!

Sincerely,

The Grace Hill Gang

The Grace Hill Gang
Grace Hill, Inc.
<http://www.gracehill.com>
Toll Free (866) GRACEHILL
Email: Contact@gracehill.com



Pricing Schedule

Option 1: Unlimited Training Subscription - The Unlimited Training Subscription provides unlimited access to our “Essential Course Package” for only \$0.20 per unit, per month. That’s only \$50 per month for a 250-unit community. The Unlimited Training Subscription is available for portfolios of any size; a minimum monthly charge of \$200 applies.

The “Essential Course Package” includes these titles:

- *Advanced Leasing: Secrets of Leasing Leaders*
- *Business Etiquette*
- *Conflict Resolution (Supervisor version available)*
- *Curb Appeal*
- *Customer Relationship Management*
- *Customer Service As A Competitive Advantage (Spanish version available)*
- *Employee Coaching*
- *Fair Housing (Spanish version available)*
- *Fair Housing II*
- *Help Wanted! How to Hire, Retain & Inspire Quality Team Members*
- *Internet Leasing*
- *Leadership: Profiles in Multifamily Housing*
- *Leasing for a Living*
- *Leasing for a Living Series, featuring six 30-minute modules:*
 - *Introduction to Leasing*
 - *Telephone Techniques*
 - *Responding to Email Inquiries*
 - *Greeting & Qualifying*
 - *Touring the Community*
 - *Closing & Follow-Up*
- *Maintenance for Office Staff*
- *Marketing Principles for Multifamily Housing*
- *Mold Awareness*
- *Preventing Sexual Harassment (Spanish, Supervisor and CA Supervisor versions available)*
- *Property Management Financials*
- *Resident Retention for Today’s Savvy Customers*
- *Time Management*
- *Traffic Generation*
- *Quick Quizzes (Multiple Topics from Comprehensive Maintenance to Fair Housing)*
- *Coming Soon: More Essential Titles*

Add one or more “Elective Courses” to your Unlimited Training Subscription starting at only \$0.02 additional per unit, per month.

“Elective Courses” Available:

- *Basic Maintenance Series including Basic Electrical, Basic HVAC and Basic Plumbing*
- *Leadership Development Series featuring Anne Sadovsky*
- *Risk Management I: Associate Safety & Emergency Awareness*
- *Risk Management II: Risk, Liability & Crime Awareness*
- *The Impact of Maintenance on Retention*

Option 2: Pay-Per-View Plan - Don’t need that much education? Choose instead our **Pay-Per-View** plan of \$79 - \$99 per student, per course, depending on the title. Payment can be made using a credit card or by setting up an account directly with Grace Hill. Bulk rates are also available.



Essential Courses

Included in our Unlimited Training Subscription

Advanced Leasing: Secrets of Leasing Leaders

Recommended for All Management Team Members; "Leasing For A Living" Suggested Prerequisite

- Learn the five qualities common to all Leasing Leaders and how to develop them
- Anticipate, uncover and overcome any objection a prospective resident may raise
- Recognize prospective residents' buying signals
- Learn our four-step approach to closing
- Download dozens of ways to ask for the deposit
- Watch and listen to powerful follow-up techniques in action
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Business Etiquette

Recommended for Management, Leasing, and Corporate Personnel - Some companies use with Maintenance teams

- Master the essentials of good etiquette to enhance your interactions with customers and co-workers
- Convey competency and professionalism through your clothing, grooming, and body language
- Determine when it is and is not appropriate to use email, instant messaging, and social networking
- Master the rules of grammar and style in your business correspondence
- Act with consideration and respect in the workplace, even in challenging circumstances
- Enhance your career through successful networking
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Conflict Resolution (also available in Supervisors' version)

Recommended for All Management Team Members

- Learn four ways to respond to any conflict, and when to use each approach
- Improved listening skills that allow you to better understand and assist your customers
- Negotiation techniques to employ when searching for a resolution
- How to improve your communications and make yourself clear
- How to work with a co-worker to solve a disagreement together
- When to get involved in conflict between two or more associates whom you supervise
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Curb Appeal

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Using banners, signs, flags, and other tools for capturing drive-by attention
- How to present a Leasing Center that appeals to your prospective residents' five senses
- Making your models and mini-models work hard for your leasing team
- The role that every team member plays in creating and maintaining pleasing curb appeal
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Customer Relationship Management

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- The importance of personalizing your service based on your customer's preferences
- The tools and approaches required to undertake CRM at your community
- The dramatic impact of customer loyalty on your community's success
- How Fair Housing considerations affect attempts to personalize customer service
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

(More Courses on Next Page)

Essential Courses

Included in our Unlimited Training Subscription (continued from previous page)

Customer Service as a Competitive Advantage (also available in Spanish)

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Methods to meet or exceed customer expectations
- How to improve communication skills to increase resident retention
- How to diffuse and satisfy difficult customers
- Ways to customize service for prospects and residents
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Employee Coaching

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- How to identify performance barriers and guide employees to overcome these hurdles
- When and when not to coach
- Coaching techniques and tips with clear examples
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Fair Housing (also available in Spanish)

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Federal Fair Housing laws, guidelines, and their application to our industry
- How to define and identify discrimination
- How to comply with Fair Housing laws through illustrative case studies
- Documentation and compliance strategies
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Fair Housing II

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance, “Fair Housing” Required Prerequisite

- Look at life after the terrorist attacks of 9/11 and how that has impacted multifamily applicant screening, policies and procedures
- Explore owners'/managers' responsibilities surrounding reasonable accommodation and reasonable modification for people with disabilities
- Examine real Fair Housing cases and their outcomes
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Help Wanted! How to Hire, Keep & Inspire Quality Staff Members

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Authored by multifamily educator Deb Bronson
- Strategies to recruit winning team members
- What the real cost of employee turnover is and how to calculate it
- How to recognize quality candidates, then screen and interview effectively
- Ways to inspire and retain your excellent associates
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Internet Leasing

Recommended For All Leasing Personnel – Managers, Assistant Managers, & Leasing Consultants

- Why it is important to position your property on the Internet
- How to manage your online advertising presence
- How today's apartment shopper is using the Internet to search for a new home
- Successful strategies for responding to Internet leads via email and telephone
- How to close an Internet lead sight unseen
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

(More Courses on Next Page)

Essential Courses

***Included in our Unlimited Training Subscription
(continued from previous page)***

Leadership: Profiles in Multifamily Housing

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Learn the attributes and actions common to effective leaders
- See examples of effective leadership in action with multifamily workplace specific scenarios
- Meet five superb leaders working in the industry today
- Create your own customized Leadership Action Plan
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Leasing for a Living

Recommended For All Leasing Personnel – Managers, Assistant Managers, & Leasing Consultants

- Telephone and email inquiry techniques that lead to closed leases
- Techniques for greeting, qualifying and touring prospective residents
- How to close and ask for the deposit
- Expert follow-up tips that encourage prospects to select your community
- Critical safety and fair housing issues
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Leasing for a Living Series: Six 30-Minute Modules Designed for Targeted Training

Recommended for all Management and Leasing Associates who wish to fine-tune their skills in one or more specific aspects of the leasing process

- Each section of our comprehensive Leasing for a Living course is delivered as a stand-alone module
- Course titles include *Introduction to Leasing, Telephone Techniques, Responding to Email Inquiries, Greeting & Qualifying, Touring the Community, and Closing & Follow-Up*
- Courses include quiz, interactive exercises, and final exam
- Allows experienced personnel to easily and quickly polish their skills as needed
- Each title in this series is approximately 30 minutes; the series is included at no additional charge for Unlimited Training Subscribers or each course is \$79 Pay-Per-View

Maintenance for Office Staff

Recommended for All Leasing and Management Personnel – Managers, Assistant Managers, & Leasing Consultants

- How to reduce disagreement and tension between the office staff and the maintenance team
- How to effectively document a service request to avoid unnecessary confusion and save the maintenance team time
- The importance of conducting regular staff meetings to improve communication among personnel
- The importance of seeing “the big picture” of managing the community as a whole
- Simple strategies for supporting the maintenance team
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Marketing Principles for Multifamily Housing

Recommended for All Leasing and Management Personnel, and all who wish to learn more about this topic

- How to make smart decisions about the 4 P's in order to appeal to your specific target market
- How to conduct market research
- How to prepare and maintain a comprehensive Market Survey
- How to prepare a Marketing Plan and employ it to reach your goals
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Mold Awareness

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- What mold is and why it grows
- The believed health effects of mold
- How to detect, reduce and prevent mold
- How to manage a Mold Response Plan
- How to communicate with your residents regarding mold
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

(More Courses on Next Page)

Essential Courses

Included in our Unlimited Training Subscription (continued from previous page)

Preventing Sexual Harassment (also available in Spanish and a Supervisors, and California Supervisors Version)

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- How to identify sexual harassment behaviors in the workplace
- The two types of sexual harassment
- Responsibilities of employees and employers involving sexual harassment
- The consequences of sexual harassment
- What actions are available to take against sexual harassment
- Steps to take in order to keep your workplace free from sexual harassment
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Property Management Financials

Recommended for All Associates with Financial Responsibilities – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- How to earn a favorable return on investment, or ROI in multifamily real estate management
- Learn about the two most useful tools for understanding the financial goals for your community: the Budget and the Income Statement
- How to impact a community's value by maximizing income and controlling expenses
- How to use key indicators on your Income Statement to help monitor community fiscal fitness
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Resident Retention for Today's Savvy Customers

Recommended For All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Co-authored by retention expert Mindy Williams
- How to calculate the cost of resident turnover
- What the most common concerns of residents are nationwide and how to address them
- How to assess your current retention program and enhance it
- Methods for managing lease expirations
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Time Management

Recommended for All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- How to use long term goals as a benchmark against which all short term tasks are judged
- Practice prioritizing work appropriately so the most important tasks get completed
- Learn how to estimate how much time is needed for each task, and use that in planning
- Eliminate top time-wasters from your day
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Traffic Generation

Recommended For All Management and Leasing Associates

- Valuable property management math formulas explained via interactive exercises, including occupancy, closing ratios, and annual and monthly turnover ratios
- How to create your own customized traffic plan
- The difference between "qualified" and "unqualified" traffic
- How to boost your traffic via resident referrals, marketing outreach, Locator cooperation, and planned on-site events
- Approximately 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

Quick Quizzes

Recommended For All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Multiple topics from Comprehensive Maintenance to Fair Housing
- Test the knowledge of your Leasing, Maintenance & Management employment candidates
- Fine tune your associates' knowledge & skills
- Motivate your team by running a contest based on their quiz scores
- Included in our Unlimited Training Subscription or \$15 per Quiz for Pay-Per-View



Elective Courses

*These titles are available as optional additions
to our Unlimited Training Subscription*

Basic Maintenance Series

Recommended for All Maintenance Team Members and others who wish to gain an understanding of the fundamentals of maintenance

- Authored by Mark Cukro of Service Team Training, one of our industry's most respected maintenance educators
- Titles include: *Basic Electrical, Basic HVAC, and Basic Plumbing*
- Learn important workplace safety measures and how to identify and use various tools and materials
- Learn basic and more advanced electrical, HVAC, and plumbing skills and how to apply them in your work
- Practice your skills with interactive exercises and testing
- Each title in this series is approximately 2 hours; the series is an additional \$0.05 per unit, per month for Unlimited Training Subscribers or each course is \$99 Pay-Per-View

Leadership Development Series featuring Anne Sadovsky

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors Assistant Managers, Leasing Consultants & Maintenance Technicians

- Industry education legend Anne Sadovsky delivers her no-nonsense content with a healthy side of wit via video recorded before an intimate multifamily audience
- Titles include: *Be The Leader Others Want to Follow, Generational Differences, and Communication & Motivation*
- Practice your skills with interactive exercises and testing
- Each title in this series is approximately 1 hour; the series is an additional \$0.05 per unit, per month for Unlimited Training Subscribers or each course is \$99 Pay-Per-View

Risk Management I: Associate Safety & Emergency Awareness

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Authored by Alpha Risk Services, Inc.
- The safety procedures and tasks for which each onsite associate should be accountable
- Steps to follow to minimize risk when entering or working in an occupied apartment
- OSHA compliance, use of Personal Protection Equipment, and Hazard Communication
- How to prepare for emergency situations and respond should one occur
- Communicating with residents and the press during and after an emergency
- 2 hours, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View

Risk Management II: Risk, Liability & Crime Awareness

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Authored by Alpha Risk Services, Inc.
- Introduction to industry best practices for personal safety and loss prevention
- Recognizing risk and liability hazards present in your community's common areas
- Policies and procedures designed to reduce crime and increase crime awareness
- Effective methods for communicating crime and other hazards to residents, associates and the media
- 1 hour, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View

(More Courses on Next Page)

Elective Courses

*These titles are available as optional additions
to our Unlimited Training Subscription
(continued from previous page)*

The Impact of Maintenance on Retention

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance and Corporate Personnel

- Authored by Doug Miller of SatisFacts Research, LLC
- Study the results of comprehensive resident satisfaction research
- Learn the reasons residents cite for not renewing, most of which are service related and controllable
- Utilize community case studies and financial metrics to explore the value of improving maintenance service
- Examine service request management at your own community and find ways to improve service
- 2 hours, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View



Client Testimonials

*"Since taking the Grace Hill's online **Leasing for a Living** course, our property closing percentages have skyrocketed. In particular, one of our leasing professionals, Brittany, has increased her closing ratio forty five percent. As she was new to the industry when we hired her, being in the customer service industry for six years, we had the confidence in her abilities but knew that her skill set needed to be developed. She just didn't have the fine-tuning to make her a superstar. Grace Hill gave her the opportunity to hone her skills and become the leasing dynamo we all knew she could be. It is great that team members can have a resource like Grace Hill to develop and improve their leasing skills."*

Chris Willenborg
The Dermot Company

"I really enjoyed the on-line courses. I was extremely surprised at how it was able to keep my attention (that is hard to do!). I felt that it was interactive and very informative! I think the fact that it offers small amounts of information on each page helps! It allows you to click "next" often, so that it seems like you are moving very quickly. Just about the time I'd get antsy, I'd get to test my knowledge. Who doesn't like that part? We all want to feel smart!!!...I feel that we will learn more with this format than we would sitting in a "seminar" type of format."

Dana, a student
Cornerstone Realty Income Trust, Inc.

"Recently, one of our communities received a Housing Discrimination Complaint in regards to race. After a complete investigation of the claim, we received a "No Cause" finding. This was the best result that we could have hoped for. Without the information, training and documentation that Grace Hill was able to provide, I am not certain that we would have had the same outcome."

Michelle Sinclair
Trillium Residential, LLC

"Thanks for giving me a great product to cheer about! I'm thrilled with what a great training opportunity Grace Hill has created for us. Everyone should be on subscription training."

Claire Collins
Princeton Properties

"Not only does the Grace Hill provide great classes, this company is all about customer service. Any time I've needed anything, I just pick up the phone. In this day and age of the disappearance of customer service, it is truly refreshing to work with this company. Anyone in this business knows that time is the true test of a great company. I'm treated as great today as the brand-new customer I was three years ago!"

Pam Roberts
Gene B. Glick Company
