



NATIONAL APARTMENT  
LEASING PROFESSIONAL®

The National Apartment Leasing Professional course is offered through the Greater Dayton Apartment Association. By taking the following course modules you will learn –

### Keys to Success In Leasing

- Learn the responsibilities of a leasing professional.
- What the qualities are of a professional leasing consultant.
- The most important duties of a leasing professional.
- How to set goals and why they are so important.
- Why product knowledge give you the edge.

### Leasing and the Internet

- Get basic knowledge of the function of the Internet.
- The demographic characteristic of an Internet prospect.
- Tracking and recording an Internet lead.
- Using e-mail to communicate to prospective and current residents.
- The free, online sources for e-mail follow up.
- Taking a virtual apartment tour with a prospective resident.
- Your apartment communities' online presence.
- Closing leasing leads using the Internet.

### How To Do the Market Presentation

- A review of the requirements of the course market presentation.
- How to determine price per square footage and average market rents.
- How to determine the competition.
- Tips on making your presentation

### Leasing Demonstration & Resolving Objections

- How to learn everything about your product and more in order to give a successful leasing demonstration.
- Tools needed to prepare for a successful leasing tour.
- The key elements to conducting a leasing tour.
- How to implement the feature-benefit-emotional appeal approach to selling.
- What safety precautions to take during a leasing demonstration.
- Understanding the fair housing implications with regards to closing.
- How to recognize “closing” signals.
- What are the main objectives in a successful leasing demonstration
- How to resolve objections.
- How to ask for the lease.
- Create a follow up program to ensure prospective residents and leases.

## Legal Aspects and Fair Housing

How fair housing laws apply to the apartment industry.

The major components of the fair housing laws.

Application of the fair housing concepts to the responsibilities and duties of the leasing professional.

What the leasing consultant needs to know about the Equal Credit Opportunity Act, the ADA, criminal background checks and lead safe work practices.

## Rental Policies & Procedures

Completing the rental application.

The use of correct procedures to verify a rental application.

The key elements to apartment home contracts.

Implementation of a successful completion of a lease agreement.

What tools are needed to assist the new resident upon their move in.

Understanding the fair housing implications in processing and completing rental paperwork.

## Telephone Presentation

Discover the basic objectives of a telephone contact.

Applying your speaking and listening skills to your telephone presentations.

Learning good telephone etiquette.

The process of greeting, qualifying, demonstrating and closing.

The tools needed for a telephone presentation.

Handling irate callers.

## The Leasing Interview & Qualifying Residents

Learning how the apartment community looks, what the leasing center looks like and what you look like makes a difference.

How to greet prospective residents.

How to talk to and with prospective residents so you understand their needs and wants.

What fair housing issues are involved in interviewing and qualifying prospective residents.

## Market Survey Presentation

Sharing the results of a competition study of your apartment community.