

NALP Certification

Earning NALP, your first industry credential, signals to your employer your commitment to a career in residential property management. **Register by February 6 to learn about:**

- Using technology to generate traffic
- Monitoring and managing your community's reputation
- Inspecting the leasing center, tour route, 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 prospects
- Applying fair housing law and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with new residents
- Move-in process
- Responding to resident issues and maintenance requests with appropriate follow-up
- Building relationships with residents and creating a sense of community
- Reporting incidents, maintaining documentation, and taking corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey



This course is recommended for leasing consultants with varying levels of experience. To earn the NALP certification, students must complete the coursework, pass the NALP exam and complete the Market Survey



Ann Kesmodel has been a property management professional for over 20 years. Her experience covers all types of multifamily housing including market rate, affordable housing, Section 503c, student and senior housing. She gained experience starting as a leasing consultant at a 770 unit property, as well as a Property Manager at a 500 unit market rate property. She has also held positions as a Training & Education Specialist and a Regional Supervisor. Ann also received her CPM designation in 2008 from the Institute of Real Estate Management. Currently, Ann is the Corporate Trainer for Sila Capital, LLC, a real estate investment firm located in Carmel, IN.

February

15-16

March

22-23

9:00am – 5:00pm

Indiana Apartment Association

9100 Keystone Crossing, Suite 725
 Indianapolis, IN 46240

\$350 for Members

NALP Certification Registration Form

Date: February 15-16 and March 22-23, 2017

Time: 9:00am - 5:00pm

Location: Indiana Apartment Association,
9100 Keystone Crossing
Suite 725, Indianapolis, IN, 46240

Member Cost: \$350, payment required before materials are distributed

Non-Member Cost: \$550 required in advance of course

Registration Details: IAA is going green. We encourage you to register online at www.iaaonline.net. Call 317-816-8900 for your login credentials. Fax completed registration form to 317-816-8911 or email it to info@iaaonline.net. No refunds, changes, or cancellations after registration deadline.

Registration Deadline:
February 6
Payment required before
materials are distributed

Student Details

Name: _____ Position: _____

Management Company _____ Property: _____

Cell Phone _____ Email _____

Payment Method

Check Enclosed \$ _____ Credit Card (Visa, Mastercard, American Express accepted) \$ _____

Name on Card: _____ Signature: _____

Card Number: _____ Exp. Date : _____ Security Code: _____

Billing Address: _____

Phone # of card holder: _____ Email Address of card holder: _____

By completing this form, you authorize this transaction and are responsible for full payment

Sponsored by:

