

Single most important thing...

EDUCATION



## How can you improve your financial management skills, reduce employee turnover and increase NOI?

Take advantage of Certified Apartment Manager (CAM) training that improves these critical skills:

- Hiring, managing and coaching an effective onsite sales and maintenance team
- Developing and executing a comprehensive marketing plan
- Developing and managing the apartment community's budget
- Managing resident relations
- Managing preventive maintenance and the apartment turnover process
- Analyzing and reporting the community's financial performance



CERTIFIED APARTMENT  
MANAGER®



## CAM MODULES

- Management of Residential Issues
- Legal Responsibilities
- Human Resource Management
- Fair Housing
- Marketing
- Property Maintenance for Managers
- Risk Management
- Community Analysis

## CAM RESULTS

According to a survey conducted in 2011 among supervisors of CAM designates:

- 75% - Enhanced ability to analyze the property's financial operations
- 60% - Enhanced ability to accurately report property performance
- 55% - Improved marketing plan and strategies

## EMPLOYER BENEFITS

What do supervisors who enroll their employees in CAM have to say?

- 96% of supervisors agreed or strongly agreed that the CAM designation course is a good use of employee's time and company's money
- 87% of supervisors noticed an improvement in their employee's work performance
- 83% of supervisors observed improved employee morale/confidence
- 100% of supervisors said they would enroll employees in the CAM designation in the future

*"CAM helps employees understand the full operation of their company and gets them ready for that next promotion."*

*"Priceless! You can't quantify the benefits a company receives from offering an employee continuing education."*

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## NAAEI Certified Apartment Manager (CAM) Requirements

**To receive a CAM certificate you must have:** one year of apartment industry experience; successfully completed the nine modules (which total 55 1/2 hours) as well as the Community Analysis project; and met all examination requirements within 24 months of declaring your candidacy for CAM.



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## How can you improve your maintenance skills along with resident satisfaction, NOI and property value?

Take advantage of the Certificate for Apartment Maintenance Technicians (CAMT) hands-on training that improves these critical skills:

- Performing preventive maintenance
- Conducting repairs and replacements safely and in compliance with local, state and federal laws, codes and regulations
- Managing suppliers and supplier services
- Maintaining curb appeal
- Bringing apartment homes to ready-to-rent status
- Diagnosing maintenance issues
- Making repair/replace decisions
- Managing the maintenance budget

**CAMT** 

CERTIFICATE FOR APARTMENT  
MAINTENANCE TECHNICIANS





## CAMT MODULES

### Non-Technical:

- Inside the Apartment Business
- People, Projects, and Profits

### Technical:

- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning (HVAC)
- Appliance Maintenance and Repair
- Interior and Exterior Maintenance and Repair

## CAMT RESULTS

According to a survey conducted in 2011 among supervisors of CAMT designates:

- 58% - Improved diagnosis of maintenance issues
- 58% - Made more cost effective repair/replace decisions
- 67% - Better management of preventive maintenance
- 83% - Improved employee morale/confidence

## EMPLOYER BENEFITS

What do supervisors who enroll their employees in CAMT have to say?

- 100% of supervisors agreed or strongly agreed that the CAMT course is a good use of employee's time and company's money
- 87% of supervisors noticed an improvement in their employee's work performance
- 100% of supervisors said that they would enroll employees in the CAMT course in the future

*"An absolute 100% return, also gives the employee much more confidence to be able to pass such a comprehensive course."*

*"As a company, we want to equip all of our employees to be the best in their field. Obtaining NAAEI designations shows our commitment to the employee and their commitment to our industry."*

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## NAAEI Certificate for Apartment Maintenance Technicians (CAMT) Requirements

To receive a CAMT certificate you **must have**: one year of apartment or rental housing maintenance, successfully completed the seven modules and online content (which total 90 1/2 hours); and met all examination requirements within 24 months of declaring your candidacy for CAMT.

**CAMT Term of Validity:** CAMT has a lifetime term of validity.

*CAMT is the only apartment industry certificate program accredited by the American National Standards Institute (ANSI).*



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## How can you improve your sales and closing skills, increase occupancy and enhance resident satisfaction?

Take advantage of National Apartment Leasing Professional (NALP) training that improves these critical skills:

- Developing and executing an effective marketing strategy
- Qualifying prospective residents according to rental policy
- Overcoming objections and closing sales
- Preparing and executing lease agreements that comply with established policies and procedures
- Reporting service requests accurately with appropriate follow up
- Responding to issues that impact resident satisfaction
- Creating an ongoing sense of community
- Understanding the lease renewal process and effectively communicating lease renewals with residents



NATIONAL APARTMENT  
LEASING PROFESSIONAL®



## NALP MODULES

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

## NALP RESULTS

According to a survey conducted in 2011 among supervisors of NALP designates:

- 81% - Improved closing ratio
- 77% - Improved employee morale/confidence
- 54% - Improved ability to overcome objections
- 54% - Improved resident retention

## EMPLOYER BENEFITS

What do supervisors who enroll their employees in NALP have to say?

- 96% of supervisors agreed or strongly agreed that the NALP designation course is a good use of employee's time and company's money
- 100% of supervisors said that they would enroll employees in the NALP course in the future
- 97% of supervisors noticed an improvement in their employee's work performance

*"NAAEI's designations have improved the quality of individual performance across the board!"*

*"As a company, we want to equip all of our employees to be the best in their field. Obtaining NAAEI designations shows our commitment to the employee and their commitment to our industry."*

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# NAAEI National Apartment Leasing Professional (NALP) Requirements

**To receive an NALP certificate you must have:** six months of apartment industry experience; successfully completed the eight modules (which total 25 hours) including the Market Survey Presentation; and met all examination requirements within 12 months of declaring your candidacy for NALP.



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