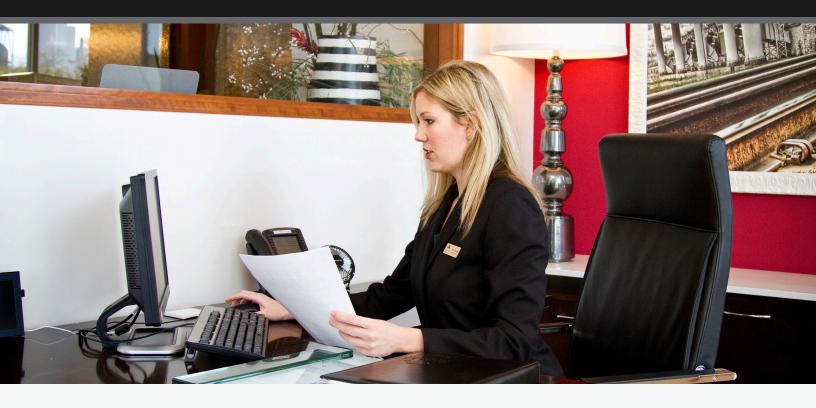
## Single most important thing...

## EBUCATION



# 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





#### **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."

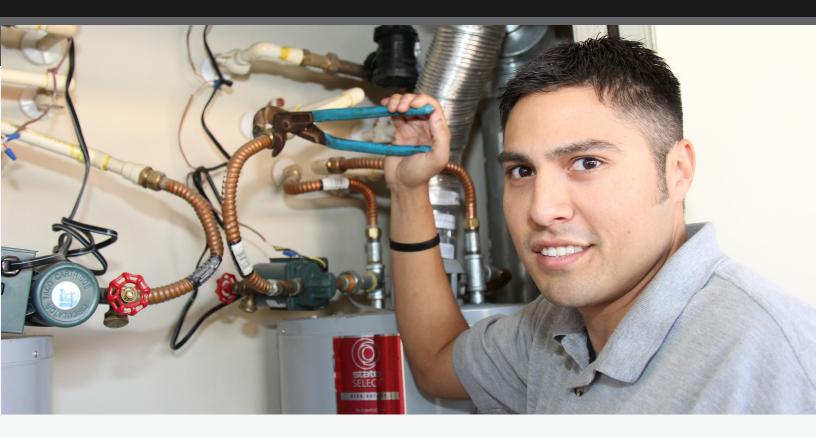
### NAAEI Certified Apartment Manager (CAM) Requirements

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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## Single most important thing...



### 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 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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## Single most important thing...

## EBUCATION



# 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





#### **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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