

2024 Earn your CALP, Certified Apartment Leasing Professional Designation!



Class Dates

9 AM-2 PM

Aug 8
Sept 26
Oct 24
Nov 14
Dec 12

Cost: \$400 if paid in full by July. 1, 2024.
(include all materials, testing and meals)

Location: The Front Porch Distillery
7905 US 59 Nacogdoches, Tx

Name: _____

Property: _____

Mobile: _____

Office: _____

Personal Email: _____

You will learn about:

- Using technology to generate traffic
- Measuring and managing your community's reputation
- Inspecting the leasing center, tour route, model units and vacant apartments
- Researching the competition and building relationship with competitors
- Compiling a comprehensive community resource tool
- Creating effective marketing plans
- Relationship sales processes and evaluating your personal sales performance
- Evaluating a prospect's commitment level and overcoming objections
- Preparing prospects for the next step in the rental process
- Applying fair housing law and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with new residents
- Move-in processes
- Responding to resident issues and maintenance requests
- Building relationships with residents and building community
- Reporting incidents, maintaining documentation, and corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey

ae@pwaa.net | 936.560.2211 | pwaa.net