



LEASING SERIES

2012

Be Prepared to Lease

A Brand New Program Written and Designed Specifically for the Indiana Apartment Association

Are your Leasing Consultants prepared for 2012? Do they have all the tools necessary to increase your bottom line in 2012?

The Indiana Apartment Association is excited to present a BRAND NEW leasing program for your employees. They will discover NEW and inventive ideas that they can implement immediately.

This innovative Leasing Series is targeted for new and experienced leasing professionals offering something

for everyone. It encompasses both classroom and online training. Students can pick and choose their courses. If they elect to take the entire track, they will receive a Leasing completion certificate, if they choose to take one or two courses, they will receive a certificate of completion after each course taken.

This NEW one-of-a-kind leasing series is only offered through the Indiana Apartment Association. Learn more on how you and your employees can benefit from this fantastic NEW program.

2012 Leasing Series Schedule

Be Prepared to Lease • Wednesday, January 25th, 2012 • 9am – 12pm
\$79 per member • \$120 per non-member

Be Prepared to Lease is also available online in three 20 minute components titled: Prepare Yourself to Lease, Prepare Your Product to Lease, and Your Role as a Leasing Consultant for \$59 each.

Topics Include:

- | | | |
|---|----------------------------------|------------------------------------|
| A. Prepare Yourself to Lease | • Professional Terminology | • Model/Target Apartments |
| • Attitude | • Establishing Goals | • Office/Welcome Center |
| • Appearance | | |
| • Product Knowledge | B. Prepare Your Product to Lease | C. Your Role as Leasing Consultant |
| • Importance of Knowing the Competition | • Curb Appeal | • Marketing |
| | • Marketing Path | • Being a team player |

Your employees represent YOUR company. Ensure your consultants create that positive first impression to win more leases.

Leasing Skills* • Thursday, March 22nd, 2012 • 9am – 1pm • Wednesday, November 14, 2012 • 9am – 1pm
\$99 per member • \$150 per non-member

*This course will be offered twice but only needs to be taken once to achieve your Leasing Certificate

*This course is not available online

Topics Include:

- | | | |
|--------------------------|-------------------------|--------------|
| A. Telephone Techniques | D. The Tour | G. Closing |
| B. Greeting | E. The Demonstration | H. Follow-Up |
| C. Information Gathering | F. Resolving Objections | |

This course provides core leasing skills - essential for NEW hires and a great refresher for all current Leasing Consultants. Offered twice a year.

Leasing Operations • Tuesday, May 22, 2012 • 9am – 12pm
\$79 per member • \$120 per non-member

Leasing Operations is also available online in one 20 minute components titled: Financials and Budgets for Leasing for \$59.

Topics Include:

- | | | |
|--|--|-----------------------------|
| A. Financials and Budgets for Leasing | • Understanding the basis of the budget | B. Fair Housing for Leasing |
| • How a Leasing Consultant affects the bottom-line | • Quantifying concessions and absorption | C. Indiana Laws |
| • Understanding the owner's goals | • How to present budget ideas to the owner | |

Increase your NOI.

(Courses continue on back)





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ABOUT THE INSTRUCTOR:

Sherre Helmer, holds a B.S. degree in education from Butler University.

For over 25 years she was the National Director of Training for one of the largest companies in the country.

Thousands of property management professionals have been the benefactors of her expertise and training.

She has been involved in IAA for over 20 years and developed the original "Train the Trainer" for the National Apartment Association.

She now has her own training company in which she trains multifamily employees throughout the country.

Retaining Residents • Tuesday, September 11, 2012 • 9am – 12pm
\$79 per member • \$120 per non-member

Retaining Residents is also available online in three 20 minute components titled: Customer Service, Handling Difficult Residents, Selling the Lease Renewal for \$59 each.

Topics Include:

A. Customer Service

- What Residents Expect
- Maintenance for Leasing

B. Handling Difficult Residents

- Learning Different Personality Types
- How to Handle Complaints
- Dealing with the Media

C. Selling the Lease Renewal

Keeping Residents = Positive NOI.

Online Training Curriculum

- To complete your Leasing Training Series, you must complete a minimum of two of the online training courses that are listed below.

- These can be completed on your own time at your own convenience at any time throughout the year, by November 30, 2012.

- The online training courses presented by Grace Hill, can be accessed through the Indiana Apartment Association Website at www.iaaonline.net.

Grace Hill • Course Fee: \$79 each

Advanced Leasing: Secrets of Leasing Leaders

- Learn the five qualities common to all leasing leaders and how to develop them
- Anticipate, uncover and overcome any objection a prospective resident may raise
- Recognize prospective residents' buying signals
- Learn the four step approach to closing
- Watch and listen to powerful follow-up techniques in action

- Improve your call to visit conversion ratio and heighten your chances of closing the sale
- Explore proper etiquette for every phone interaction, including challenging callers
- Exceed your residents' expectations with your extraordinary service

- Understand how miscommunications occur in the workplace and learn how to recover from them

Advanced Telephone Techniques

- Discover how to set yourself apart from the competition with phenomenal phone skills

Workplace Diversity

- Learn the definition, legal foundation and benefits of workplace diversity
- Discover why open, inclusive communication is so important and practice the tools for achieving it
- Learn how to recognize and suspend stereotypes

Internet Leasing

- Learn how to manage your online advertising presence
- Deliver a virtual tour of your community via the computer
- Uncover successful strategies for responding to Internet leads via email and telephone
- Prepare yourself to close an Internet lead sight unseen

Leasing 2012 Registration Form

- Be Prepared to Lease \$79/Member • \$120/Nonmember
 Leasing Operations \$79/Member • \$120/Nonmember
 Entire Course* \$425/Member • \$675/Nonmember

Please register me for the following:

- Leasing Skills \$99/Member • \$150/Nonmember
 Retaining Residents \$79/Member • \$120/Nonmember

* Register and pay for the entire Leadership Series to receive a special discount; includes two (2) online training seminars.

Name _____
 Community _____
 Company _____
 Address _____ City _____ zip _____
 Email _____
 Authorized By (Signature) _____

(PRINT NAME) Note that Management company is responsible for all unpaid charges

Payment: Check Enclosed Bill Community VISA/MasterCard/AMEX Bill Mgmt. Co.

Name on Card _____ Zip _____

Card# _____ Expires _____

TO REGISTER BY MAIL
Indiana Apartment Association
9100 Keystone Crossing, Ste. 725
Indianapolis, IN 46240

TO REGISTER BY FAX
(317) 816-8911

TO REGISTER ON OUR WEBSITE
www.iaaonline.net

