



## CALP Certified Apartment Leasing Professional

WE RECOMMEND THIS COURSE for leasing consultants, concierges, and career changers with hospitality, retail, or customer service experience.

**CALP**

CERTIFIED APARTMENT  
LEASING PROFESSIONAL

The CALP Certified Apartment Leasing Professional course will help you earn the CALP credential, many people's first industry credential, showing your employer that you're committed to a career in residential property management.



## YOU'LL 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 relationships 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 steps 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 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



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September, 2023  
13th, 14th, 19th & 20th  
Each day 9:30 am - 4:00 pm  
CKAA Office

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CKAA Members: \$425 per person  
Non-Members: \$600 per person

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**Register online today at [www.CKYAA.org](http://www.CKYAA.org)**