



New National Apartment Leasing Professional Program

The National Apartment Leasing Professional (NALP) course was developed by the National Apartment Association to provide students with a complete background in the leasing and marketing duties of a professional. Updated again in 2003, the course consists of seven programs. The seven programs include:

Keys to Success in Leasing ©

A 3-hour program whose topics include career prospects; characteristics of an effective leasing consultants; job responsibilities and goal setting; time management; teamwork; market knowledge; and product knowledge.

Leasing and the Internet ©

A 3-hour program which does not require computers to present and whose topics include: what is the Internet; the Internet prospective resident; sample lead report from an online publication; maximizing your online advertising; promoting your web address; responding to Internet leads; all about email; NAA National Suppliers Council Web Sites

Leasing Demonstration & Resolving Objections ©

A 6-hour program whose topics include: the leasing demonstration; three major areas of product knowledge; key elements in preparing for a demonstration; important skills in demonstrating feature-benefit-emotional appeal approach; Fair Housing implications in demonstrating; when does closing begin; resolving objections; leasing signals and more.

Legal Aspects ©

A 4-hour program whose topics include: an overview of basic Fair Housing laws; filing a Fair Housing complaint; prohibited practices; the Americans with Disabilities Act (ADA); Fair Housing testers; Equal Credit Opportunity Act; criminal background checks; lead paint safe work practices; resident safety practices; emergency contact situations: fire and police/sheriff and more.

Rental Policies and Procedures ©

A 2-hour program whose topics include: handling rental policies and procedures; application verification; resident processing checklist; lease preparation and signing; the Law of Contracts; elements of lease agreements; loophole free leases; the move-in process; resident relations; Fair Housing implications and more.

Telephone Presentations ©

A 3-hour program whose topics include: preparing for the Telephone Presentation; effective telephone skills; active listening; telephone etiquette; objectives of the telephone contact; initial leasing questions; key elements of a successful leasing presentation.

The Leasing Interview & Qualifying Residents ©

A 4-hour program whose topics include: first impression makes a difference; understanding the prospective resident's reason for moving; how should a prospective resident be greeted; Fair Housing Implications; conducting the leasing interview.