



The Detroit Metropolitan Apartment Association Presents...  
2009 Property Management Series



# Customer Service

**Date:** Tuesday, September 22, 2009

**Time:** 9:00 am to 12:00 pm (Noon)

**Instructors:** Debbie Oaks, Village Green Companies and Karole Torres, CPM, Continental Management

**Location:** DMAA Training Office  
30800 Telegraph Rd, Suite 1704, Bingham Farms, MI 48025

## In this session you will learn...

- Attributes of Good Customer Service
- Techniques for Building Rapport
- Your Attitude is Showing
- Face-to-Face Communication and on the Telephone
- Leading a Stand-Out Customer Service Team
- Handling Customer with Difficult Issues and Complaints
- Establishing a Company Resident Relations Line
- Customer Service Mistakes
- Serve Others by Managing Your Time More Effectively
- Customer Retention Equals Resident Retention

## About the Instructors...

**Debbie Oaks** has been a property management professional since 2002. Debbie began her property management career with Village Green as a Manager of Training. In 2005, Debbie was promoted to the Director of Training and Associate Development. Debbie oversees the University of Village Green and manages over 50+ in-person, video and web classes. She is an Advanced Instructor for the National Apartment Association Education Institute (NAAEI) and has served on the DMAA's Education Committee since 2008.

**Karole Torres** is a Regional/ Asset Manager for Continental Management Company. She is currently the Vice President of the DMAA and also serves as Co-chair to the Education Committee. She holds a designation as a CPM with IREM and is an Advanced Instructor for the NAA Education Institute and instructor for the NAA designation classes. She holds a Bachelors of Science Degree in Business Administration from Walsh College in Troy, Michigan. Ms. Torres holds a Real Estate Salesperson license in Michigan. In addition she holds certifications in both Fair Housing and Tax Credit

Karole's property management experience includes 17 years of experience in property management. Prior to joining Continental Management, Ms. Torres was Regional Manager with both Lockwood Management and PM Group/Midwest Management. Prior to Michigan, Karole started her property management experience in Southern California.

Please RSVP by Friday, September 18, 2009

To register fax form to 248.594.9804 or email to [info@dmaa.net](mailto:info@dmaa.net) or go to [www.dmaa.net](http://www.dmaa.net)

**No Shows will be billed**

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Company/ Community

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Names of Attendees

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Make checks payable to "DMAA" and reference "Customer Service"

Detroit Metropolitan Apartment Association - 30800 Telegraph Rd, Suite 1704, Bingham Farms, MI 48025