

CALLING ALL LEASING AND MARKETING PROFESSIONALS!

# CALP

CERTIFIED APARTMENT LEASING PROFESSIONAL (FORMERLY NALP)

MEMBER PRICE: \$500 | NON-MEMBER PRICE: \$600

**THE NORTHERN OHIO APARTMENT ASSOCIATION IS EXCITED TO OFFER AN IN-PERSON CALP COURSE STARTING IN NOVEMBER!**

**IN THIS NAA CREDENTIAL COURSE, YOU WILL LEARN ABOUT:**

- USING TECHNOLOGY TO GENERATE TRAFFIC
- MONITORING AND MANAGING YOUR COMMUNITY'S REPUTATION
- EFFECTIVE MARKETING PLANS
- RELATIONSHIP SALES PROCESS AND EVALUATING PERSONAL SALES PERFORMANCE
- CONDUCTING A MARKET SURVEY
- EVALUATING A PROSPECT'S COMMITMENT LEVEL AND OVERCOMING OBJECTIONS
- COMPILING A COMPREHENSIVE COMMUNITY RESOURCE TOOL
- SHOPPING THE COMPETITION WHILE BUILDING RELATIONSHIPS WITH COMPETITORS
- AND MORE

## CLASS SCHEDULE

**TUESDAY, NOV. 12 (DAY 1)**

PROGRAM ORIENTATION | BRINGING NEW RESIDENTS | MARKETING & MAINTAINING

**THURSDAY, NOV. 14 (DAY 2)**

COMPETITION MATTERS | RELEVANT LAWS (FAIR HOUSING)

**TUESDAY, NOV 19 (DAY 3)**

RELEVANT LAWS (CONTRACTS) | SALES PROCESS

**THURSDAY, NOV 21 (DAY 4)**

MEETING RESIDENT NEEDS | MARKET ANALYSIS

**\*\*ALL CLASSES WILL BEGIN AT 9 A.M. AND LAST APPROX. 3.5 HR**

**INTERESTED?**

CONTACT IZZY | [IZZY@NOAAMEMBERS.COM](mailto:IZZY@NOAAMEMBERS.COM)

DIRECT LINE: 216.340.5049

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## PERSONAL INFORMATION

**COMPANY:**

**COMMUNITY:**

*LIST ATTENDEE NAMES, EMAILS AND NAA IDS*

- 1.
- 2.
- 3.
- 4.
- 5.

## PAYMENT INFORMATION

*I WILL PAY ...*

ONLINE

BY CHECK

BY PHONE

**MEMBERS CAN NOW PAY INVOICES ONLINE! ONCE WE RECEIVE YOUR REGISTRATION, YOU WILL RECEIVE AN INVOICE VIA EMAIL. BY CLICKING THE LINK ON THAT EMAIL, YOU CAN PAY YOUR INVOICE BY DEBIT CARD, CREDIT CARD OR ACH.**

PLEASE SEND CHECKS TO NOAA'S OFFICE  
**2519 DETROIT AVE., CLEVELAND, OH 44113**