



AFFORDABLE HOUSING EDUCATION

Customer Service and Compliance for the Affordable Housing Market "I'll Take the Apartment, But You Can Keep the Paperwork!" Presented by Lia Nicole Smith

Which comes first...customer service or compliance? With so many regulations and ever-changing policies, it can be difficult to remember that successful leasing and resident retention is more about emotions than paperwork.

In this session, we will explore how to effectively balance the business and personal aspects of affordable housing. Join Lia Nichole Smith, VP of Education and Consulting for Satisfacts Research as she uncovers how you can get over the paperwork hurdle for smoother move-ins and pain-free re-certifications.

About Lia Nicole Smith

Lia Nichole Smith has over fifteen years of experience in training and property management. She has presented at several industry events on topics related to affordable, conventional, and tax credit communities. She has proven experience in solving marketing and training challenges for affordable, senior, student, tax credit, and market rent communities. What Lia has found to be synonymous with all of them is value, quality and service, things every resident deserves. Lia is also the author of "101 Marketing Ideas To Get You Through The Slow Season", a practical guide to apartment marketing.

KALAMAZOO

THURSDAY April 12, 2012

9:15 am - 12:45 pm

Westwood Office Park, 5340 Holiday Terrace, Kalamazoo MI 49009

GRAND RAPIDS

FRIDAY April 13, 2012

9:15 am - 12:45 pm

Radisson, 270 Ann Street SW, Grand Rapids MI 49504

MEMBERS: \$39 Non-Members: \$59

*******Sessions must be paid in advance.*******

Sorry, no refunds on cancellations after April 1, 2012. No shows will be billed.

REGISTRATION FOR LIA NICOLE SMITH PRESENTATION

Company Name

Street Address, City, State, Zip

Phone

Fax

E-mail address

Please List Individual Names Attending

LOCATION (KALAMAZOO or GRAND RAPIDS)

Fax to 616-257-0398 or e-mail attendees names to info@pmawm.com

Call 616-531-5243 or Toll-Free 866-989-9800

Make check payable to PMAWM and Mail payment to:

PMA of West Michigan

2675 44th Street SW, Suite 303