



Leasing Seminars

**Location: PMA of West Michigan Training Center
2675 - 44th Street SW, Suite 303
Wyoming, MI 49519**

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff.

WEDNESDAY October 13, 2010

Instructor: Jessica Wressel

_____ **Keys to Success in Leasing (9 am - Noon)** Career prospects; characteristics of an effective leasing consultant; job responsibilities; goal setting; time management; teamwork; market knowledge; product knowledge.

_____ **Leasing and the Internet (1 pm to 5 pm)** What is the internet; the Internet prospective resident; sample lead report from an online publication; maximizing online advertising; promoting you web address; responding to Internet leads; all about email; useful websites.

THURSDAY October 14, 2010

Instructor: Jessica Wressel

_____ **Telephone Presentations (9 am - Noon)** Preparing for the telephone presentation; effective telephone skills; active listening; telephone etiquette; objectives of telephone contact; initial leasing questions; key elements of a successful presentation.

_____ **The Leasing Interview & Qualifying Residents (1 pm - 5 pm)** First impressions make a difference; understanding the prospective resident's reason for moving; greeting a prospective resident; Fair Housing implications; conducting the leasing interview.

THURSDAY October 21, 2010

Instructor: Jessica Wressel

_____ **Rental Policies and Procedures (9 am - 11 am)** 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.

_____ **Legal Aspects (Noon - 5 pm)** Overview of basic Fair Housing laws; filing a Fair Housing complaint; prohibited practices; 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/police sheriff.

FRIDAY October 22, 2010

Instructor: Jessica Wressel

_____ **Leasing Demonstration & Resolving Objections (9 am - 5 pm)** 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 closing begins; resolving objections; leasing signals.

Please register today!

Sorry no refunds on cancellations received on or after September 30, 2010 for designation or one week prior to class date for individual modules.

LEASING SEMINARS REGISTRATION FORM

Name:(s) _____
Community: _____
Phone: _____

FULL DESIGNATION (Includes all Classes and Exam): MEMBERS: \$425 NON-MEMBERS: \$525
INDIVIDUAL CLASSES: \$100 for members per class (NO EXAM)
\$150 for non-members per module (NO EXAM)

Mail form and payment to: PMA of West Michigan, 2675 – 44th Street SW Suite 303, Wyoming, MI 49519
Call 616-531-5243 or Toll-Free (866) 989-9800 with questions.