



Make that career commitment today.

CALP Certified Apartment Leasing Professional

CALP 

CERTIFIED APARTMENT
LEASING PROFESSIONAL

WE RECOMMEND THIS COURSE for leasing consultants, concierges, and career changers with hospitality, retail, or customer service experience.

The CALP Certified Apartment Leasing Professional course will help you earn the CALP credential, many people's first industry credential, showing your employer that you're committed to a career in residential property management.

YOU'LL LEARN ABOUT:

- Using technology to generate traffic
- Measuring and managing your community's reputation
- Inspecting the leasing center, tour route, model units, and vacant apartments
- Researching the competition and building relationships with competitors
- Compiling a comprehensive community resource tool
- Creating effective marketing plans
- Relationship sales processes and evaluating your personal sales performance
- Evaluating a prospect's commitment level and overcoming objections
- Preparing prospects for the next steps in the rental process
- Applying fair housing law and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with new residents
- Move-in processes
- Responding to resident issues and maintenance requests
- Building relationships with residents and creating a sense of community
- Reporting incidents, maintaining documentation, and taking corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey