

2019 NALP Course Recap

Multifamily management professionals took part in a 3-day educational course to earn their NALP (National Apartment Leasing Professional) credentials through RHA. The NALP is one of the signature credentialed classes that provides students with the proper education, training and testing to become an official certified leasing professional. This year's class saw great turnout from hands-on Leasing Professionals as well as Property Managers, Leasing Directors, and Marketing Specialists amongst others.

So what are some of the takeaways that attendees learned? Many of the daily tasks and procedures that may seem to be common practice at one property or management company, may actually be foreign to another property or firm. Whether it's basic procedures for touring new prospects, shop report grading, marketing message, resident communication or one of hundreds of other aspects - every company takes a unique approach, but in the end every property can be unique, but share related harmony!



Chris Salamanis of Beacon Communities served as course instructor. Chris suggested contrasting ideas that may help in overall success including but not limited to: 24 hour move-in incentives, move-out cost analysis worksheets to help with negotiating renewals, and the use of post-appointment "Thank You" letters.

We highly recommend the NALP course for all leasing professionals interested in advancing their career and enhancing their knowledge. Be on the lookout for our next NALP course later this year!

Have a Young Industry Professional Interested in NextGen? Reach out to Josh Cooke jcooke@gbreb.com

NextGen Member Spotlight

Ryan Monaghan
Area Manager, Beacon Communities



Q: How did you first get into the industry?

A: My father has been a General Superintendent responsible for building multifamily properties for many years. I naturally took an interest after graduating.

Q: Describe your role at Beacon Communities?

A: As an Area Manager I oversee four properties and ten team members as well as the general performance of each property. A given day could involve coaching team members, budget analysis, evaluating leasing strategies and ensuring curb appeal is top-notch. The variety of tasks is why I really enjoy my job.

Q: How has your involvement in RHA assisted in your career?

A: RHA has been great for networking within the local multifamily landscape. Events such as the conference tradeshow and First Look series have allowed me to meet new vendors that can benefit my properties. Being involved with the NextGen and Careers Committee have also been great for building relationships.

Q: What has been the most exciting project you've worked on?

A: In 2012 I was involved with the roll out of pricing software at a property I was the manager of. Through the rollout and following year we had tremendous success in growing revenue and the value of the property.

Q: Outside of work and NextGen, what is a perfect Saturday for Ryan?

A: A hobby of mine is to build and fly FPV planes and drones. It allows me to exercise the mechanical side of my brain which I don't get to do as much at work. And whether video editing to the mechanics of flight, there is always something else to be learned!

NAA Industry Report Why 2019 is the Year of Sales in Multifamily

Over twenty top multifamily executives from around the country were interviewed and asked to share the "state of the state" in rental housing operations. There was one main takeaway, acquiring and retaining top talent is a major challenge. There is no shortage of top talent in our industry - and that talent is in demand and wanted by vendors, capital groups and management firms. The surveyed executives have begun creating in-house career development paths and incentives for new employees, hoping to retain that talent.

The other industry insight highlighted in this survey was a shifting sales model when it comes to leasing. Prospects don't shop apartments like they did 20 years ago. In a general sense, the sales model has shifted from "Selling the Prospect" to "Working from the Prospective Residents' Point of View". This approach is based around the 2019 informational landscape, where when a prospect shows up to tour, they probably already know property details, reviews and location. As some industry experts believe the market will slowdown in the coming years, adapting your sales model for today's standards is an integral change to be made.

Our NextGen Takeaways

- Look to implement a "career path development" program within your organization to better retain talent
- Rather than "sell" the prospect, cater to their needs adhere to their point of view
- This sales model is not just for 2019, but will be integral in the years to come

NextGen Featured New Community

The Kendrick - Needham, MA - Toll Brothers



Located in Needham, this new luxury community brings amenities you'd expect from downtown Boston to the suburbs - including a biergarten, saltwater pool with tanning ledge, a 3 story fitness center, an on-site pub, a café with complimentary coffee, chefs kitchen/dining room, pet spa and even a bike/kayak room. The units feature modern touches including quartz countertops, stainless appliances, built-in shelving in walk in closets and oversized windows.

To learn more, visit www.LiveTheKendrick.com

Upcoming RHA and NextGen events

- 3/28 First Look at The Kendrick
- 4/3 - 4/12 Certified Apartment Manager Credential
- 4/16 - 4/19 Certificate for Apartment Maintenance Technicians
- 5/14 Red Sox Outing vs Colorado Rockies
- 7/15 Golf & Tennis Outing at Dedham Country & Polo Club
- 7/27 Summer Cookout at Gillette Stadium

We encourage and welcome any current NextGen members to join us at our Planning Committee meetings!