LEASING 101

Building the Next Generation of Leasing Professionals



2027 Four-Part Series | January 15, 22, 29 & February 5

Instructional Agenda & SWOT Assignment Schedule

This agenda outlines the four weekly instructional themes and the required SWOT analyses. Assignment introductions and submissions are aligned with the course schedule; specific submission times and grading criteria will be communicated separately.

Week 1 | January 15

Leasing Fundamentals & Sales Techniques

- Customer Service & Prospect Engagement
- Leasing Terminology & Product Knowledge
- Telephone Techniques & Property Tours
- Closing Techniques & Follow-Ups

Assignment / activity: Introduce Individual Leasing & Sales Techniques SWOT Analysis. Attendees assess strengths, weaknesses, opportunities, and threats in their own leasing approach, including sales conversations and property tour tactics.

Submission expectation: Due Week 2 (January 22).

Week 2 | January 22

Marketing & Positioning Your Community

- Property Marketing & Branding
- SWOT Marketing Analysis
- Online Reputation Management
- Relationship Selling & Lead Conversion

Assignment / activity: Collect Individual Leasing & Sales Techniques SWOT Analysis. Introduce Community Competitive SWOT Analysis, focused on the property's competitive strengths, weaknesses, opportunities, and threats in its rental market.

Submission expectation: Community Competitive SWOT Analysis due Week 3 (January 29).

Week 3 | January 29

Leasing Compliance & Application Procedures

- Leasing Laws & Fair Housing Awareness
- Navigating the Application Process
- Understanding Screening Procedures



- Approving & Denying Applications

Assignment / activity: Collect Community Competitive SWOT Analysis for instructor review and grading.

Submission expectation: No new SWOT assignment scheduled.

Week 4 | February 5

Relationships & Resiliency

- Strengthening Resident Relationships
- Conflict Resolution & Problem-Solving
- Managing Difficult Conversations & Situations
- Fostering Teamwork & Collaboration

Assignment / activity: Review practical application of skills and reinforce resident and coworker relationship strategies.

Submission expectation: No new SWOT assignment scheduled.

Assignment Timeline at a Glance

Assignment	Introduced	Due
Individual Leasing & Sales Techniques SWOT	Week 1 · Jan. 15	Week 2 · Jan. 22
Community Competitive SWOT	Week 2 · Jan. 22	Week 3 · Jan. 29

Attendance & Certificate Requirements

To receive a Certificate of Completion, attendees are required to attend all four sessions of the Leasing 101 Training Series and successfully submit both SWOT analyses: Individual Leasing & Sales Techniques and Community Competitive Analysis. Full attendance and completion of both assignments are mandatory to earn the certificate.

For additional questions, please contact Education & Marketing Manager, Fabian Bon. Fabian@aaoc.com| (714) 245- 4500 Ext. 1400