



ANNUAL UPDATE

2025

YEAR IN REVIEW





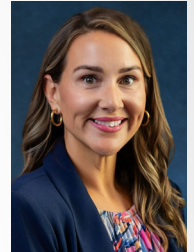
NATIONAL APARTMENT ASSOCIATION EDUCATION INSTITUTE (NAAEI): THE CENTER OF LEARNING FOR THE RENTAL HOUSING INDUSTRY

A Message from 2026 NAAEI President Kelli Lea, CAM

NAAEI continues to engage its stakeholders in the shaping of the organization’s future, defined by meaningful impact and growth. NAAEI impacts so many rental housing professionals’ careers with **training, education, leadership development and resources** that provide skill development and encourage professional growth. In 2025, we invested time and resources into our content processes, instructor training, career-mapping tool and understanding the value of the NAAEI credentials to employers and professionals.

Our successes in 2025 include:

- Developing processes to regularly update the credential content with high-level reviews and bulletin notices should there need to be an immediate update – resulting in the release of a high-level update and a bulletin for the Certificate for Apartment Maintenance Technicians (CAMT) program
- Creating trainings for instructors and education providers of our CAMT program, with more rolling out this year, providing more opportunities for instructors to hone their skills
- Learning from the industry the value of the NAAEI credentials to be used in marketing campaigns in 2026



Kelli Lea, CAM
NAAEI President

2025 Survey Highlights



NAAEI credentials accelerate career growth.

Up to **39%** report a promotion/ title change or added responsibilities, often within 6–24 months.



Employers see ROI and invest.

80%+ report company benefits from NAAEI credentials (skills, credibility, performance).

– NAAEI Value of Credentials Survey, December 2025

You can learn more about NAAEI’s Growth Strategy on the NAA website – <https://naahq.org/about/leadership/naei-board-directors>



2025 IMPACT BY THE NUMBERS

NAAEI CREDENTIALS AND EDUCATION BY THE NUMBERS

4,051
Total Students Enrolled
in Credentials

1,951
Total Credential
Earners

Credential courses delivered through:



Education and leadership programs
by the numbers:



NAA's Affiliate
Network

2,380
STUDENTS

361
STUDENTS

Universities
& Community
Colleges

Workforce
Development
Programs

220
STUDENTS

139
STUDENTS

Corporate Sales
(Management
Companies)

5,253
STUDENTS

Online Credential
Education and CEC
Courses on Visto

Webinar
Registrations

2,217
STUDENTS

30
GRADUATES

Leadership
Lyceum

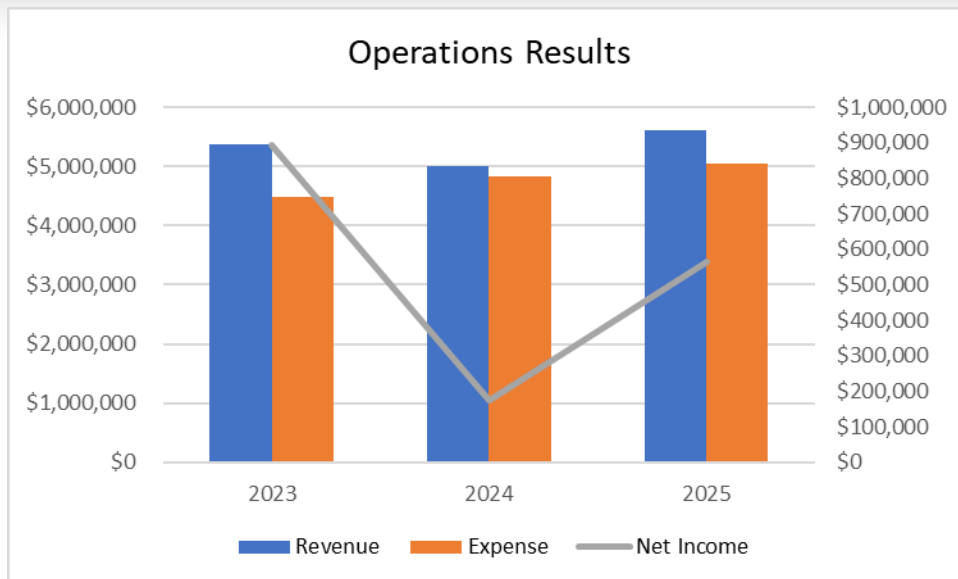
Advanced
Facilitation
Training (AFT)

23
GRADUATES

15
GRADUATES

Diversity
Leadership
Program

Year-End Financial Summary



Financial results were positive in 2025 primarily due to investment income and expenses coming in under budget. Revenue increased for student text sales and online courses, while expenses increased due to course updates and exam administration. Investment gains helped to offset operating losses for a positive net income.



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