



CERTIFIED APARTMENT
LEASING PROFESSIONAL®

Certified Apartment Leasing Professional



Available virtually or in person through your local affiliate, or online at gowithvisto.org. See page 14 for pricing info

For more information, visit naahq.org/CALP.

In 2021 NALP program received a complete makeover and is now known as CALP.

WE RECOMMEND THIS COURSE for leasing consultants, concierges, and career changers with hospitality, retail, or customer service experience. Earning CALP credential, many people's first industry credential, will show 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
- Creating and implementing effective marketing plans
- Relationship sales processes and evaluating your personal sales performance
- Overcoming objections in sales
- Preparing prospects for the next steps in the rental process
- Understanding and calculating basic indicators of the apartment industry
- 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

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Gaining my CALP has tremendously boosted my career in the multi-family industry by showing my determination and dedication. This industry, and a scholarship from the AATC, helped me achieve my goals by opening up many doors and better opportunities. To anyone on the fence about gaining your credentials, I encourage you to step out of your comfort zone and put your best foot forward. Your career will thank you for it!

Dawelisa “Lisa” Miles, CALP
Regional Leasing Manager
Portico Property Management



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