

the ApartMENTOR

Serving the Triangle and Surrounding Areas

★ **New Name**

★ **Revised and Enhanced Program**

★ **Formerly known as NALP**

The CALP (Certified Apartment Leasing Professional) leasing professionals are the first people prospective residents meet and are responsible for generating traffic, conducting leasing demonstrations, overcoming objections, and qualifying prospective residents. The Certified Apartment Leasing Professional (CALP) program is designed to teach leasing skills to real estate residential management professionals.

CALP 

CERTIFIED APARTMENT
LEASING PROFESSIONAL®

- Friday, March 26 | 10am to 11am / CALP Orientation
- Friday, April 09 | 10am to 2:00pm / Program Day 1
- Friday, April 16 | 10am to 2:00pm / Program Day 2
- Friday, April 23 | 10am to 2:00pm / Program Day 3
- Friday, April 30 | 10am to 2:00pm / Program Day 4
- Friday, May 14 | 10am to 12:00pm / CALP Review

Course Outline

- Bringing in New Residents: Be Prepared
- Marketing and Maintaining Your Community
- Why Your Competition Matters
- Relevant Laws and How to Apply Them
- The Sales Process and Building Relationships
- Effectively Meeting the Needs of Current Residents
- Market Analysis for Leasing Professionals