



CERTIFIED APARTMENT LEASING PROFESSIONAL



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Are you a leasing professional looking to become certified? Are you interested in career advancement or a career change? Let AAGLA help you advance your career in professional property management and become a Certified Apartment Leasing Professional! The Certified Apartment Leasing Professional (CALP) is often the first credential earned in a career in residential property management, and assists leasing agents with integrating successful sales techniques, increasing resident retention, and meeting resident needs. Leasing professionals will strengthen their knowledge in professionalism, teamwork, relevant laws, effective sales processes, virtual leasing and market analysis, to develop the skills needed to successfully bring in and retain residents.

Over the 3-day virtual training course, gain a better understanding in the following areas:

- Generating traffic using the latest technology
- Measuring and managing your apartment community's reputation
- Inspecting the leasing center, tour route, model units, and vacant apartments
- Researching the competition and developing building relationships with competitors
- Building a comprehensive community resource tool
- Creating effective marketing plans
- Relationship sales processes and evaluating your personal sales performance
- Evaluating a prospect's commitment level and overcoming objections
- Preparing prospects for the next steps in the rental process
- Applying fair housing laws and developing and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with applicants
- 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 efficiencies
- Securing and processing lease renewals
- Preparing a market survey and evaluating marketplace opportunities

Virtual Training Dates:

Must attend all dates for certification

October 18, 2023 - 9:00 a.m. - 5:00 p.m.

October 25, 2023 - 9:00 a.m. - 5:00 p.m.

November 1, 2023 - 9:00 a.m. - 5:00 p.m.

Location: Virtual!

Price:

Members: \$499.00

Non-members: \$699.00

**REGISTRATION ENDS
OCTOBER 15, 2023!**

Advance Registration is Required.

*To register, please visit
<https://aagla.org/events> or call
(213) 384-4131 ext 301.*

Featured Instructor: Angel Rogers



Angel Rogers has held many positions in the industry with an emphasis on education and training. Angel brings her solid reputation as a fun, motivational, and "from the heart" instructor to her training and consulting business, Specialized Training by Angel Rogers. She is also a featured speaker for the National Apartment Association.

Attendee Name: _____ AAGLA Member#: _____
 Address: _____ City, State, Zip: _____
 Phone: _____ Attendee Email: _____
 Company: _____

Credit Card or Check (Please Make Checks Payable to AAGLA) Total: \$ _____

Credit Card #: _____ Exp. Date: _____
 Name on Card: _____ C.V.V.: _____
 Billing Address: _____ City, State & Zip Code: _____

Once enrolled, there are no refunds on purchases of events and seminars. Please visit our website <https://aagla.org/refunds/> for details.

For more information, please contact Diana Alcaraz at (213) 384-4131 ext. 301 or diana@aagla.org
621 South Westmoreland Ave., Los Angeles, CA 90005 | <https://aagla.org>