

TRAINING TOPICS 2011



Let's get trained! Invest in developing your staff's skills and get an excellent return on your investment. Please review this list of topics, many of which can be customized to accommodate your class size and timeframe. Choose your best topic for keynotes, education modules, half-day or full-day workshops or association meeting programs. Additional multi-family housing topics on Marketing, Leasing, Management, Motivation/Inspiration and Human Resources can be customized at your request. All topics are packed full of learning activities to help attendees learn and retain information.

CRITICAL COMPETENCIES:

From Leads to Leases: Leveraging Your Telephone and Technology Tools **Full or Half Day**
Interactive workshop designed to get the most out of your best tools: your phone and computer.

- ★ Find new ways to open quality conversation
- ★ Use the client's own momentum to carry them through your door
- ★ Create excitement and desire for your apartments through verbal pictures

Action Leasing: The Basics and Beyond **Half Day**
Great refresher and fundamental course for all leasing and management staff

- ★ Apply the primary tried-and-true leasing methods then add your own variations
- ★ Identify the 30-second Danger Zone and how to leverage it to your advantage
- ★ Learn the FAB-T presentation style along with easy closing techniques

Über-Closing: Mastering the Art of the Invitation **Half Day**
Apply sure-fire closing techniques to your leasing presentations that can double or triple your closing rates.

- ★ Take the fear out of asking for the money
- ★ Learn 10 closing cues to develop your personal sales techniques
- ★ Understand 4 closing styles and when to use each

TOP CHOICE

Show and Sell **Half Day**
Are you a tour guide or a Leasing Consultant? Know the difference.

- ★ You can be planned without being canned...forget the spiel, be for real
- ★ Add "Sense Appeal" to your tour for added pizzazz and memory points
- ★ Merchandising that helps you sell
- ★ Watch your body language...what are you really saying?

"It's Showtime!" **Full Day Only**
Lights, camera, ACTION! Rehearse to be a Leasing Star and give a flawless performance at every presentation. This is Leah's premier training module, presented dozens of dates each year.

- ★ Learn basic and advanced skills from the phone through the presentation
- ★ Understand your audience and how to appeal to their buying signals
- ★ Discover the 4 steps to a successful sales presentation and improvise to suit your audience

Fair Housing Focus **Half Day**
Fair Housing for Maintenance Techs **Half Day**

Understand the protected classes along with their definitions and applications.

- ★ Identify protected classes along with how and why the knowledge applies to everyday work interactions
- ★ Know your personal and professional responsibilities and accountabilities
- ★ Review actual local and national cases of housing discrimination
- ★ Understand how service technicians can react fairly and consistently in providing services
- ★ Compete with your classmates in a Fair Housing Jeopardy-style game (optional)



COMPETITION-BUSTERS:

Top 10 Ways To Increase Occupancy FAST!

Keynote or Half Day

Focus on the most important components that bring results quickly

- ★ Discover the #1 most overlooked, underutilized leasing resource
- ★ Plan the most effective marketing and maintenance strategies
- ★ Learn ideas to motivate and direct the entire team to increase occupancy expediently and efficiently

Thinking Outside The Apartment Box

Half Day (each)

How to be Purple

Low Money, No Money Marketing

*These three marketing workshops are full of innovative ideas designed to market your community's unique advantages. Get your brain revved with amazing and budget-minded ideas that can creatively recruit and retain residents. Is your apartment community blending in with the competition? If your competition markets their *white boxes* similarly, be purple!*

Going Global: How to Sell and Service Multicultural Prospects and Residents

Half Day

This topic was presented at the 2010 NAA Education Conference and Expo in New Orleans.

How do we perceive other cultures, people and beliefs, and how does that impact our bottom line?

- ★ Broaden your sales and service skills to encompass global citizens; celebrate the unique differences in cultural values
- ★ Understand different communication styles based on upbringing and culture and utilize that knowledge for superior service
- ★ Unravel misconceptions and biases of other cultures and become more comfortable internationally

World-Class Customer Service

Half Day



How to turn your Service Team into a Customer Service Team

Half Day

Every time we interact with a Resident, we have a moment of truth. How we manage those moments of truth reflects on our organization. When a small interaction makes a big difference, it is an incredible opportunity...and responsibility.

- ★ Discover principles of exceptional service
- ★ Learn effective communication and body language
- ★ Keep customer confidence through creative problem resolution

Close the Back Door—the Residents are Getting Away

Half Day

You work hard to get the lease, now keep your Residents happy and renewing.

- ★ Learn 10 tips to better understand your residents and their needs
- ★ Understand how the “re-sell” is different than the “sell”
- ★ Guidance to enact a long-term retention program

PROFESSIONAL AND PERSONAL DEVELOPMENT:

Recruit, Hire, Train and Retain

Half Day

How do we expect to retain our Residents, who pay to live with us, if we can't even retain our staff who are being paid to work with us?

- ★ Hire the right person using better recruiting and interviewing techniques
- ★ Provide the tools for success with planned training
- ★ Celebrate staff through recognition and reward; learn the keys to staff productivity

Embracing Change

Half Day

Since we can't hide from change, we'd better make sure we are ready for it.

- ★ Develop skills to successfully adapt to your changing environment
- ★ Learn how to break bad habits and develop good habits
- ★ Tips on how old dogs can be taught new tricks!



Slice Yourself A Bigger Piece of the P.I.E.: Presentations that PERSUADE, INFORM and ENGAGE Your Audience

Co-Presented with Rich George, NOI Coach

Full Day or Two-Day

This interactive workshop is custom-designed for those who serve the property management industry and wish to become more proficient at delivering their message to small or large groups: Property Managers, Executives, Vendors/Suppliers, Marketing and Leasing Directors, Training Facilitators. This workshop is priced per student and is available as a Revenue-Share.

Leah Brewer's NEW Topics for 2011

Hot new topics will increase interest and participation, and Make Learning Fun!

Superhero Secrets to Success

Headline: *Ordinary Joe Produces Extraordinary Outcomes*

Business-as-usual in a busy and unusual world flings you behind your opponents. Would you bring a water pistol to douse a 3-alarm fire? Who wants to lease tall buildings, save the budget and overpower weak occupancy? The power to create change is in you!



- ★ Tap into your super-strengths for superior performance as you:
- ★ Understand the 3 ways Superheroes are created
- ★ Learn your not-so-secret identity
- ★ Recognize and develop your strengths so you can play to your advantages
- ★ Identify and overcome your weaknesses
- ★ Put on your Power Suit and utilize your strategic tools
- ★ Choose your enemies wisely

Success is worth the F.I.G.H.T. so choose your theme song, discover your Superhero character, and realize your full potential... Up, Up and Away!

Action Leasing Too: Lease Better, Faster, Higher, Further

Are you ready to be better...or The Best? This sequel to **Action Leasing: The Basics and Beyond** is designed for the skilled Leasing Specialist who wants Superstar status. Invest in your Dream Team and create a career development path for your top performers. It's all about results.



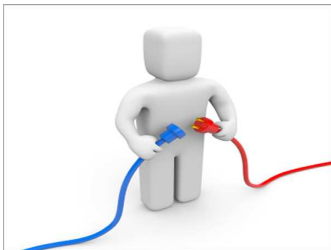
In a weakened economy, it is critical that your marketing dollars "hit the mark."

Miserly Marketing: How to get Superior Results on an Inferior Budget

A client once told me, "I want to spend every marketing dime I must, without spending a penny more than I need" to get the results she wanted. If you are like most of us, you're tired of throwing ideas (and money) at the wall to see what sticks/works. Come out and gather cheap and free marketing and advertising ideas that can deliver increased leads, tours and leases. After all, your prospect is going to lease somewhere, right? Let's do everything possible to make sure YOUR apartments are being considered!

Social Networking and E-Marketing for the Ignorant

If it weren't copyrighted, **Social Media Marketing for Dummies** would be a good title for this workshop, because MOST technology workshops are for Smarties! Ignorant= *unaware; lacking knowledge*.



Most leasing professionals will admit they don't even know where to start with social media. Supervisors and staff wonder if the time spent posting to social networks is worth the time investment. There won't be any deer-in-the-headlights faces here as we'll start from a familiar place and go the next step, steps, or leaps. This useful information is designed for the Regular Joe – or Jane – that is working on-site with minimal time, tools and technology talent. It's chockfull of actionable medium-tech, least-time ideas to impact highly-connected, time-starved renters. Learn creative responses to email requests, fan-

tastic follow-up and promotional tips, free and easy online tools, how to initiate a logical social networking plan and the best ways to maximize existing internet marketing sources (including your own!).

More NEW Topics for 2011

The Art of Hiring a Superior Leasing Specialist

Raise your hand if you're tired of hiring great interviewees that turns out to be a lousy leasers... discovered only after months of time and training. Me too! If there were ways to make better decisions in creating your front-line sales team, wouldn't you invest in learning them first? Prepare for some "ah-ha" moments as we journey through the best ideas and principles to recruit your best sales team:

- ✓ Comprehend the true value of a Superior Leasing Specialist
- ✓ Recognize differences in mentality and behavior of sales staff
- ✓ Find out who should interview and hire the leasing staff
- ✓ Know what you want to achieve beyond the typical job description
- ✓ Increase your candidate pool
- ✓ Prepare **Action Interviews**
- ✓ Determine the perfect blend of reward/recognition needed to get results
- ✓ "Begin with the end in mind"; effective on-boarding
- ✓ Create strategic success with the support staff for maximum results
- ✓ Avoid the top 5 mistakes hiring authorities blunder



L.I.T.E. Web-based Workshops

We call it L.I.T.E. because it's Live, Instructor-led, Training and Education. And like the diet foods, it's "lite" because it contains less time (and zero travel) yet fulfills your need for satisfying knowledge transfer, creative idea plans and a dash of inspiration in every serving. Nearly any topic can be prepared as a distance learning module; your attendees only need an online computer and a telephone. Web-based workshops are perfect for morning motivators, "lunch and learn", new hire orientation, and for instructing job fundamentals. Save your bigger budgets for the in-person trainer when the basic competency skills are mastered, and your team is ready for advanced-level expertise.



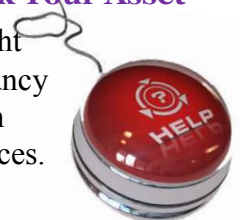
Conquering Conflict and Dealing with Difficult People and Problems

The word might not be industry-acceptable, but sometimes your apartment community really is a *complex*. The word "complex" means difficult, complicated, convoluted, thorny... and my thesaurus even kicked out these synonyms: psychosis, neurosis, phobia. Oh my! The daily dealings of multi-family housing are sure to include *The Nasties*, which can be residents, prospects, employees and even vendors. Arm your mental arsenal with the tools you need to calm, resolve, settle, reconcile and straighten out differences. Conflicts are Golden Opportunities to produce win-win scenarios and can increase our employee and resident retention too. Deal with it!



Troubleshooting for Troubled Times: Don't Let the Economy Kick Your Asset

HELP! We need OCCUPANCY! During red-alert times, it is critical to invest the right resources to get the maximum return. Before throwing funds, time or talent at an occupancy crisis, learn some strategic methods to review and understand what's not working. Learn techniques to create a smart, actionable plan to get the most results using the least resources.



VENDOR SERIES:

**How To Get the MOST Out of Your Association Membership
Five Ways to Increase Sales**

TRAIN-THE TRAINER SERIES:

**How To Speak In Public Without Throwing Up
FasTrack© Marketing Director Bootcamp
Games Trainers Play: Games and Activities to Enhance Experiential Learning**

MOTIVATIONAL AND JPF (JUST PLAIN FUN):



**GREAT
KEYNOTE**

The Desire to Inspire—How to be Indispensable Keynote or Half Day

Why wait for someone else to launch your career? Take responsibility and go for your goals with determination and purpose. Contribute to your own professional success and make yourself invaluable to your employer.

How to Get your Groove Back

Get out of the ditch and into your niche. Learn immediate and practical ways to swing into high gear and make your days more effective and productive.

Keynote or Half Day

Multi-Family Feud: *We've polled 500 industry professionals in the areas of Leasing, Maintenance, Managers, Marketing Directors and Property Supervisors and tabulated the top answers to 500 industry-related questions.*

Look Who's Talking....Industry Leaders Say:

"You were exceptional. Thanks for having such a positive impact on Team Buckingham and for your significant contribution to the business success we have enjoyed this year as a result of your training. We look forward to having you back to work with the team."

Alexandra Jackiw, CAPS, CPM, Executive Vice President, Buckingham Management, LLC
NAA Education Institute President

"Leah Brewer, "Leasing Queen", of Full House Marketing, Inc. has dynamic enthusiasm that is contagious! Her ideas are creative, innovative and easily implemented! In a word...REFRESHING!"

Kathy Vallie, Association Executive, Property Management Assoc of MI; NAA Paragon Award Winner: AE of the Year

"We can always depend on Leah to give our attendees quality information with a great deal of enthusiasm and caring. Leah is most willing to bring our members her knowledge and experience in a very creative way."

Andrea Popp, Director of Education, Apartment Association of Greater Dallas

"Your information and presentation skills are always up-to-date, fun, interesting and timely. In addition, your material has a real depth of information. Thank you for keeping me at the top of my game."

Clio Hanks, Senior Vice President, The Associated Management Company, Dearborn, MI
Detroit Metropolitan Apartment Association President 2007-2009

"Your industry knowledge is fantastic, but it is superseded by your passion for helping people grow in their field...few have your enthusiasm for making sure the entire group learns and is inspired to improve. We look forward to having you back to motivate our members again to learn new ideas and create new habits."

Chuck Ackerman, Education & Membership Director, Home Builder's Association of Greater Toledo

"We enjoyed your energy and it was truly a great motivational pick-up at the beginning of the summer leasing season and we hope that you will be available to speak again for the DMAA. Your presentation skills and personality are far above the rest!"

Maria Benoit-Neiryneck, Association Executive, Detroit Metropolitan Apartment Association

Attendees Say:

"Thanks for always wowing me! I love the excitement you always bring."

"You are an inspiration!"

"Leah is motivated, and always kept my attention. I loved her energy."

"I loved the humor."

"Leah's presentation is fun and uplifting"

"Very insightful and lively...lots of interaction."

"Great presentation, very resourceful...good content and info."

"We should have these workshops more often...they are really helpful"

"I ♥ Leah. Fun and educational day"

"The day went really fast and I learned SO much...time to put it into action"

"I'm your biggest fan"



Leah Brewer, NALP, CAM



Full House Marketing®, Inc. supports the apartment industry with leasing and marketing consulting, training, coaching, motivational speaking and personnel placement. **Leah Brewer** is the owner and President of the original **Full House Marketing®, Inc.**, founded in 1995 in southeast Michigan, and has affectionately been dubbed the “Leasing Queen” by industry colleagues.

Leah began as a leasing consultant in 1985 and was promoted through various industry positions including Assistant and Resident Manager, Leasing Director, Marketing Director and Corporate Trainer. Her 25+ years in property management ensures that the skills she teaches have been tested and tried first-hand. She is a dynamic speaker relating real-life examples and humorous industry anecdotes for effective, results-oriented programs. She is best known for her high-energy workshops filled with activities and games designed to make participants think, learn and retain information and take positive action turning new ideas into practical skills.

Awards, designations, affiliations, accomplishments:

- ★ Fair Housing Leadership Award 2002; Fair Housing Center of Metropolitan Detroit
- ★ International Who's Who of Entrepreneurs
- ★ Team Instructor for NAAEI Advanced Instructor Training (AIT) and NAAEI Faculty Member
- ★ Certified Instructor for NAAEI Designation Courses of CAM and NALP
- ★ NAA Designations of Certified Apartment Manager (CAM) and National Accredited Leasing Professional (NALP)
- ★ State-wide Member of Property Management Association of Michigan (PMAM)
 - ❖ Current **Member of PMAM Board of Directors**
 - ❖ Committee Chair and/or Member: Legislative, GLAStar Education
- ★ **Charter Member** of Detroit Metropolitan Apartment Association (DMAA)
 - ❖ Recipient of 2002 Chapter President's Award
 - ❖ Charter Member of DMAA Board of Directors from 2002 to 2008
 - ❖ Committee Chair and/or Member: Legislative, Programs, Business Partners
 - ❖ PRISM Award 2005 and 2007 **Business Partner of the Year**
 - ❖ PRISM Award 2007 **Volunteer of the Year**
 - ❖ PRISM Award 2009 **Best Website**
- ❖ MultifamilyPro Annual Brainstorming Sessions™ Presenter and Facilitator
- ❖ NAA Education Conference & Expo Speaker 2010
- ❖ Charter Member of **National Multifamily Speakers Alliance**



Speaker Fees:

\$1200 keynote; up to 60 minutes, plus expenses

\$2400 for half-day engagements up to 3 hours, plus expenses

\$3600 for full-day engagements up to 6 hours, plus expenses

BEST VALUE

Expenses and responsibilities may include travel, lodging, duplication of resource material and providing A/V equipment.



Discounts available for NAA affiliates and other professional multi-family housing associations.

Industry sponsorships may be available to select associations

Contact Leah Brewer:
33432 Oakland Street
Farmington, MI 48335
Ph: 248-474-3009
Cell: 248-866-5871
Fax: 248-474-4659
Leah@FHMail.net

Full House Marketing®'s NAA Memberships:



Regional Offices:
Detroit, MI
Raleigh, NC

www.FullHouseMarketing.com
www.LeasingQueen.com