



LeaseHawk
Never Lose Sight

Success Training

Course Listing 2012



LeaseHawk Distance Learning

LeaseHawk provides the most comprehensive and affordable distance learning to the multifamily industry, along with the convenience of desktop access. We offer educational courses presented in interesting and memorable formats.

Our popular online self-paced courses are developed by nationally recognized multifamily training experts ensuring that LeaseHawk distance learning programs provide the same high quality as in-classroom learning. And, all courses reflect current trends relevant to today's multifamily environment. In addition, the virtual classroom is accessed anywhere and is an excellent venue to introduce new technology. Self-paced classes (some offered in Spanish) are available 24/7 and include:

- **A consistent message**
- **Authentic simulations of software, equipment and situations**
- **Supervisor overview and individual transcript**

The professionally produced content is interactive and presented in an engaging, storytelling format. Through LeaseHawk distance learning technologies, your employees can receive the full benefit of continuing education without expensive travel, time away from the community or scheduling hassles.





Industry-Leading Education for Multifamily Professionals

Our wide range of programs are designed to empower your employees with skills and knowledge they need to be successful, including:

- Conflict resolution
- Supervisory-level management
- Risk management
- Time management
- Legal compliance, including Fair Housing, Diversity, Prevention of Sexual Harassment

Optimize Your Team's Skills

How much are you spending to make your phone ring every day? Keeping your team sharp is important. According to LeaseHawk's industry analysis:

- Leasing Professionals don't know the name of nearly **40%** of their callers
- Leasing Professionals don't build value when discussing price **68%** of the time
- Leasing Professionals discuss the benefits of their communities and their apartment homes with prospects only **6%** of the time
- During conversations with prospects, Leasing Professionals only knew the needs and preferences of their callers on **less than half** of those calls
- Leasing Professionals set an appointment with only **17%** of qualified callers

*Percentages above are averages

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*This class is offered in Spanish. Please contact your LeaseHawk representative for a list of available courses.

TOOLS TO LAND THE SALE

Connecting With Your Callers*

Each call is a potential sales opportunity. Within the first 30 seconds you've established an indelible impression in the mind of your caller. Don't lose the chance to close the deal.

SYLLABUS

- How to prepare for and focus on every call
- Why first impressions are so important and how to make them memorable
- Build rapport with every customer
- Uncover your caller's needs and preferences
- Enhance listening skills and increase sales opportunities
- Uncovering key elements in the qualifying process and getting the information you need to successfully serve every caller

Selling the Benefits*

This class teaches the emotion and thought processes that compel prospects to take action and land you the sale.

SYLLABUS

- Identify the information on the customer's mind
- Unlock the mystery of "why people buy"
- Understand the art of persuasive language
- How to talk about benefits instead of features on every call

TOOLS TO LAND THE SALE

Setting the Appointment*

You've made the connection and engaged the caller. This class will help you lock down the visit.

SYLLABUS

- Identify the five steps of selling that ensure an appointment is set with every qualified caller
- Uncover three purchase motivators and get the appointment
- Discover steps that turn an objection into an appointment
- Set the appointment so the caller feels committed to it
- Learn how to leave a memorable finish in the customer's mind



POWER MARKETING

Marketing with Little to No Money*

Learn tried and true ideas that can work within anyone's budget.

SYLLABUS

- Successfully market on a limited budget
- Marketing and advertising ideas you can afford
- Marketing at the property, off-site and online
- Why tracking the effectiveness of marketing sources is important

Multifamily Internet Sales and Marketing: Sales & Strategy

Learn how to use powerful Internet sales and marketing tools to communicate your community's features and unique services. Learn how to conduct research to identify existing or potential residents and to establish and maintain resident relationships—all to help increase your lease numbers! This first in a series of three courses introduces key components of an Internet sales process, and provides guidelines to develop an effective multifamily marketing strategy.

SYLLABUS

- Why Internet sales and marketing?
- Key components of an effective sales process
- Guidelines to developing an Internet marketing strategy

Multifamily Internet Sales and Marketing: Tools – Part 1

The second course in the suite explores three of seven Internet tools your community can implement to communicate your unique selling proposition.

SYLLABUS

- Your Website
- Search engine optimization
- Online advertising

POWER MARKETING

Multifamily Internet Sales and Marketing: Tools – Part 2

The third course in the suite explores four of seven Internet tools your community can implement to communicate your unique selling proposition.

SYLLABUS

- Email
- Blogging and podcasting
- Social media
- Mobile marketing

Overcoming Leasing Pitfalls

Turn leasing opportunities into sales.

SYLLABUS

- Identify two main ingredients that encourage customers to buy
- Create and increase traffic
- Identify objections and turn them into sales opportunities
- Personalize closing strategies



POWER MARKETING

Surviving a Student Turn*

Hear proven strategies to achieve optimum occupancy before school starts, as well as maintain high occupancy during the summer without losing your staff and your mind during the process. Can you answer yes to any of these questions?

SYLLABUS

- Do you move most of your students out in Spring, only to have them return in the Fall?
- Are your vacancies too high during the summer?
- Are you still fighting vacancies by the time school starts?
- Do you have apartments that stay vacant for months?
- Do you have a hard time finding staff?
- Do you have a hard time keeping staff?
- Are vendors difficult to find?
- Does this happen every year?

The Art of Building Traffic*

Traffic, both phone and in person, is the life blood of your community. This class will focus on the most important elements in the traffic-building process.

SYLLABUS

- What is the difference between marketing and advertising, and how can you use both in generating traffic?
- Who is your market and how do you target your efforts?
- How to create powerful, effective marketing plans and how to monitor your results
- What is your USP—Unique Selling Proposition—and how do you use it to generate traffic?

POWER MARKETING

The Art of Great Curb Appeal*

You never get a second chance to make a good first impression.

SYLLABUS

- What your customers see but don't tell you
- Inspect what you expect: the essentials of great curb appeal
- Establish a system to ensure great curb appeal every day

The Art of the Tour*

Setting the appointment is just the beginning. How you conduct your on-site tour determines whether you close your prospect.

SYLLABUS

- Why is the tour critical to your leasing success?
- What to include in the tour and why
- Discover the key to sales and how to execute this knowledge
- Appeal to a customer's senses during the tour
- What role does each team member play in the tour?

The Art of Resident Retention*

Resident retention is an obsession with multifamily professionals. Minimize resident turnover while maximizing customer satisfaction with our proven techniques.

SYLLABUS

- Uncover the true impact and cost of turnover on a property
- Discover how residents view the renewal process and how to change their perception
- Generational selling—learn what it is and how it can help in the renewal process

*This class is offered in Spanish.

POWER MARKETING

Welcome to Multifamily Housing*

This class is designed for new employees with no prior experience in the multifamily industry.

SYLLABUS

- Learn your responsibilities as a multifamily professional
- Discover essential skills of an effective multifamily professional
- Explore the importance of knowing your community and the surrounding market



FULL COMPLIANCE

The Basics of Fair Housing*

This class gives employees basic working knowledge of Fair Housing laws.

SYLLABUS

- Diversity in Fair Housing
- Why there are Fair Housing laws
- Protected classes
- Handicap and familial status
- Enforcement of laws
- Fair Housing practices
- Fair Housing pitfalls

Fair Housing and the Maintenance Team*

This class gives maintenance and service employees a basic working knowledge of the Fair Housing Laws.

SYLLABUS

- Federal and local Fair Housing laws and how they apply to our industry
- Define discrimination and how to avoid it in the workplace
- Best practices for Fair Housing compliance and how to avoid common Fair Housing pitfalls

Fair Housing: Playing Fair in Virginia

Campus LeaseHawk includes the state-approved, two-hour Fair Housing class in a convenient, self-paced format. This course satisfies the requirements of both the Fair Housing Board and the Real Estate Board of the Virginia Department of Professional and Occupational Regulation. In order to satisfy the Virginia requirements, participants must complete the class.

*This class is offered in Spanish.

FULL COMPLIANCE

Beyond the Basics – Disability Issues for Multihousing Professionals*

Are you familiar with HUD and the Department of Justice's new guidelines on accommodation and modification requests? This class provides the knowledge needed to confidently meet legal requirements.

SYLLABUS

- Review significant changes made regarding the evaluation of accommodation and modification requests
- Best practices for compliance
- Resources for additional information

Prevention of Sexual Harassment for Employees*

Employees get a basic working knowledge of laws governing sexual harassment in the workplace, and how to avoid harassing behavior.

SYLLABUS

- Identify sexual harassment in the workplace
- Employee and employer responsibilities
- Sexual harassment prohibited practices
- The complaint process
- Action steps to guard against sexual harassment

Preventing Sexual Harassment for Supervisors*

Creating and enforcing policies and procedures that eliminate harassment in the workplace is an important responsibility of supervisors.

SYLLABUS

- How to identify sexual harassment in the workplace
- The role of the supervisor in preventing sexual harassment
- Sexual harassment prohibited practices
- Manage the complaint process to ensure compliance
- Action steps to guard against sexual harassment

FULL COMPLIANCE

Tax Credit Courses

In the various courses, we will learn about the LIHTC program's history, the major players, the governing documents & guides, six key management requirements, and the critical time periods.

Please contact your LeaseHawk representative for a list of available courses.

Exploring Diversity*

Successful companies recognize and value the importance of diversity in the workplace and accept cultural differences. Explore the professional and personal benefits in understanding our increasingly diverse world and how it allows us to better serve our customers and our team.

SYLLABUS

- The definition of diversity
- Diversity and culture: the role they play in business
- Cultural competence: what is it?
- Establishing cultural competence in your organization and its effect

Working Together through Generations – Exploring the Multi-Generational Workforce*

Teaming with associates from different generations can pose challenges. This class provides tools to bridge the generation gap.

SYLLABUS

- Recognize differences in work-style preferences
- Four ways to effectively work with different generations

*This class is offered in Spanish.

RISK MANAGEMENT

Bed Bugs 101

Just when you thought you couldn't add one more issue to your to-do list along come bed bugs. This course is designed to give the onsite staff a basic understanding of how to manage a bed bug complaint.

SYLLABUS

- What are bed bugs and how do they infest a community?
- Why should I consider a bed bug infestation an emergency?
- How do I get rid of bed bugs?
- How do I educate my residents about preventing an infestation?
- What are the best ways for my staff to prevent an infestation?
- What steps should I take when I am notified of a potential infestation?

Don't Let Mold Get Old*

Mold can create serious liability issues for your apartment community. It's important to know what the risks are and what to do in the event you experience a significant mold issue. This course covers what mold is, and how it can present risks to your residents' health, the structural integrity of your buildings and your bottom line. It also covers what to do if mold invades your apartment community.

SYLLABUS

- What is mold and why it significantly impacts our industry
- Possible health effects of mold
- How to identify and eliminate mold
- Resident communication as a vital component in a mold response plan

RISK MANAGEMENT

Risk Management 101: The Basics of Protecting Employees and Residents*

Mitigation of risk affects every aspect of a multifamily operation.

SYLLABUS

- Interact safely in your community while protecting yourself, co-workers, vendors, residents and their guests
- Comply with OSHA standards including: blood-borne pathogens, material safety data sheets, personal protective equipment, lockout/tagout procedures and record-keeping standards
- Work in your environment while being mindful of criminal threats, and gain insight on minimizing these risks

Risk Management 102: Protecting Assets*

This course focuses on dealing with property risk.

SYLLABUS

- Take the proper steps to keep your community assets and reputation safe
- Prepare an emergency plan that addresses potential threats to your community, such as fire, flood, criminal activity, etc.
- Develop advance responses to media inquiry in various emergency scenarios. This shields your asset from further damage against negative public exposure and diffuses potential litigation



CUSTOMER SERVICE

Customer Service and the Office Team*

In the multifamily industry, customer service is key to resident retention. This course identifies various types of customer contact and offers easy steps to addressing each type, practiced through a fun simulation. Leasing Professionals will also learn how to gain product knowledge so they can make the right decisions to serve their residents and prospects.

SYLLABUS

- Importance of customer service
- How to greet the customer
- Establish rapport with a customer
- Handling all types of customer contact: requests, complaints, inquiries
- How to follow up: warm calls and quality assurance calls
- Practice empathy, active listening
- Develop product knowledge

Customer Service and the Maintenance Team*

While the maintenance team typically has the most contact with residents, they rarely receive customer service training. This class gives advice, examples and easy-to-use techniques certain to increase rapport and customer satisfaction.

SYLLABUS

- A day in the life of a service professional and how it impacts customer satisfaction
- What customers really want
- How to exceed expectations
- Effectively communicate with your customers
- Manage difficult situations while remaining polite and professional

CUSTOMER SERVICE

Dealing with Difficult People*

Understanding and communicating effectively with residents—regardless of their mood or circumstances—is essential to retention. This course gives clear steps to avoiding and de-escalating customer conflict and lets students play the “cool customer” game.

SYLLABUS

- Understand the difference between difficult vs. upset people
- Incorporate the skills necessary to become a master at managing difficult people
- How to show that you care
- Learn the three stages of conflict and how to make them work for your benefit
- Barriers to listening
- Don't start a fight
- How to avoid escalation
- Quick tips on how to handle predictable hassles

Dealing with Difficult People – Supervisor Version*

Understanding and communicating effectively with your employees and residents, regardless of their mood or circumstances, is essential to the success of multifamily supervisors.

SYLLABUS

- What makes a person difficult?
- The difference between difficult vs. upset people
- Utilize two specific skills and become a master at managing difficult people
- The three stages of conflict and how to make them work for you
- Quick tips on how to handle predictable situations

LEADERSHIP

Best Practices in Coaching*

Development coaching is a necessary skill for high-performance leaders and mandatory for personal and professional growth. Integrate proven coaching techniques to elicit and reinforce results-oriented behaviors in your sales team.

SYLLABUS

- Define the difference between coaching for performance and coaching for development
- Examine a 10-step model to establish a baseline for effective coaching
- Develop effective questions, responses and measurement tools for successful coaching

Best Practices in Delegation*

What's the difference between delegation and dumping? Many don't know and their team pays the price by wasting time, energy, resources and not accomplishing their goals and objectives. Delegate effectively and get things done. Everybody will be happier and more productive.

SYLLABUS

- Two goals of delegation
- Reasons people don't delegate
- Delegation vs. Dumping
- Identify the goals necessary to achieve success
- Learn to be a great coach

LEADERSHIP

Best Practices in Time Management*

Work more efficiently and reduce your stress level by setting aside time to participate in this class. We share practical, proven techniques to manage your time, team, customers and life. Now that's worth your time.

SYLLABUS

- Identify time-saving myths; gain better control of your day
- Proven principles of time management and control
- Manage time and become more efficient and effective
- Use our techniques to get and stay organized

Inspiring the Leader in You – Leadership 101*

Transitioning from manager to leader is not automatic, but characteristics inherent in a dynamic leader can be learned. Learn how to harness these fundamentals and get on the path to successful leadership.

SYLLABUS

- Define the role of a leader
- Learn and implement the skills necessary to establish yourself as a leader
- Identify the difference between transformational leadership and transactional management



LEADERSHIP

Managing your Maintenance Team*

One of the most important aspects of resident retention is having a superior maintenance team.

SYLLABUS

- Understanding the metrics of a superior maintenance operation and how to achieve maximum results with your team
- Supervise your team to ensure resident satisfaction
- Increase the successful interaction between office and maintenance staff

Preventive Hiring Practices*

Finding and keeping good employees is critical to a solvent operation.

SYLLABUS

- Incorporate recruiting into your and your staff's daily activities
- Maximize employee, resident and vendor referrals
- Create the perfect interviewing environment. Cultivate proper interviewing techniques within your team
- Incorporate interview questions and techniques that uncover prospects' talents and weaknesses

HONE YOUR MAINTENANCE SKILLS

Basic Electrical Principles

For all but the most experienced electrician, talking about volts, watts, amps and resistance can be daunting. This class clearly describes how electricity gets from the power plant to the resident's wall switch, explains electrical terminology and describes procedures to correctly perform simple electrical repairs while observing standard safety practices.

SYLLABUS

- Identify the basic elements of electricity and use correct terminology in describing electrical problems
- Perform basic repair and replacement of circuit breakers, wall outlets and light switches
- Incorporate safety procedures into your daily routine and use safety equipment properly

Multifamily Maintenance Mini-Course Suite – Electrical*

These mini courses were designed to provide the Multifamily Maintenance Technician troubleshooting procedures for the most common electrical service requests. They feature how-to demonstration videos, recommended personal protective equipment and printable job aids.

COURSE TITLES INCLUDE

- My Light Doesn't Work!
- My Light Switch Doesn't Work!
- My Outlet Doesn't Work!
- My Power is Out!

*This class is offered in Spanish.

HONE YOUR MAINTENANCE SKILLS

Multifamily Maintenance Mini-Course Suite – Plumbing

Plumbing problems can be costly. The systems in your community should undergo routine checks and maintenance. But when a plumbing emergency does hit, does your maintenance team have the skills to safely correct the problem? They will now. These courses are designed specifically with the multifamily maintenance technician in mind. Each course offers how-to demonstration videos, troubleshooting procedures, recommended personal protective equipment and step-by-step printable job aids.

COURSE TITLES INCLUDE

- My Electric Water Heater Doesn't Work!
- My Gas Water Heater Doesn't Work!
- I've Got a Water Leak!
- My Faucet Leaks!
- My Sink's Stopped Up!
- My Toilet Doesn't Work!



HONE YOUR MAINTENANCE SKILLS

Multifamily Maintenance Mini-Course Suite – Appliances

Appliances are a source of great convenience and they simplify our lives. But occasionally even good appliances go bad. When a failure occurs does your maintenance team have the skills to safely correct the problem? They will now. Each course teaches maintenance technicians how to perform the most commonly requested repairs and offers how-to demonstration videos, troubleshooting procedures, recommended personal protective equipment and step-by-step printable job aids.

The Appliance how-to Suite delivers step-by-step procedures to ensure repairs are done safely, correctly and quickly.

COURSE TITLES INCLUDE

- My Dishwasher Doesn't Drain, Leaks, and Doesn't Dry Properly!
- My Dishwasher Won't Start and Doesn't Clean!
- My Garbage Disposal Doesn't Work!
- My Gas Oven Doesn't Work!
- My Gas Range Doesn't Work!
- My Electric Oven Doesn't Work!
- My Electric Range Doesn't Work!
- My Refrigerator Door Sweats/There's Frost Buildup!
- My Refrigerator Has Standing Water!
- My Refrigerator Won't Cool Properly!
- My Clothes Washer Doesn't Work! – Part 1
- My Clothes Washer Doesn't Work! – Part 2
- My Clothes Dryer Doesn't Work! – Part 1
- My Clothes Dryer Doesn't Work! – Part 2

HONE YOUR MAINTENANCE SKILLS

Multifamily Maintenance Mini-Course Suite – Air Conditioning

In many parts of the country, it may be hard to think about air conditioning. But, once temperatures begin to rise, you'll want your maintenance technicians to be prepared for the inevitable air conditioning repairs they will need to perform.

COURSE TITLES INCLUDE

- My AC Condenser and Compressor Won't Run!
- My AC Fan Motor Won't Run and it Doesn't Cool Properly!
- My AC Doesn't Cool! – Part 1
- My AC Doesn't Cool! – Part 2

Multifamily Maintenance Mini-Course Suite – Heating

During winter, it is more important than ever that your community's heating equipment performs efficiently. The Heating "How-To" suite is a series of courses targeting the most common heating repair issues for both gas and electric furnace equipment. Designed specifically for the Multifamily Maintenance Technician, this suite offers easy-to-understand, step-by-step procedures that ensure your heating repairs are done safely, correctly and quickly.

COURSE TITLES INCLUDE

- My Electric Furnace Doesn't Heat!
- My Electric Furnace Doesn't Heat and Doesn't Blow Air!
- My Gas Furnace Doesn't Heat!
- My Gas Furnace Doesn't Heat and Doesn't Blow Air!

GETTING THE MOST FROM RESULTS

Results by **LeaseHawk**

Results™ Orientation

Fast track your ROI with this basic overview of the Results platform, including: CallTrack; LeadScore; Telephone Performance Analysis and Our University. The course explains the features and benefits of each product, while introducing its user interface. Upon completion of this course, you will have a basic understanding of how this platform benefits each department in your organization.

CallTrack®

CallTrack Orientation

Get on the fast track to results with the CallTrack system. Learn the basics to getting started and receive a full overview on CallTrack's key benefits.

SYLLABUS

- Learn the fast track to logging in and getting right to your master list of tracking numbers
- Access and listen to your archive of recorded calls
- Learn where and how to enter your employee codes, and where to set up email notifications
- Learn to listen to the CallTrack message retrieval system



GETTING THE MOST FROM RESULTS

LeadScore®

LeadScore Orientation

Explore LeadScore, a marketing and reporting tool by LeaseHawk, that provides a true analysis of the effectiveness of your marketing and sales efforts by qualifying calls as prospect or non-prospect.

SYLLABUS

- Learn to log into the LeadScore reporting dashboard
- Identify the attributes that define a prospect call and how to qualify such calls
- Build high-impact reports by learning to access prospect data by location and ad source

Telephone Performance Analysis™

Telephone Performance Analysis (TPA) Orientation

Get an overview of the advantages of using Telephone Performance Analysis reporting.

SYLLABUS

- Introduction to the TPA reporting system
- How to pull a report
- Column descriptions and their best use
- Categories and trending by portfolio
- Categories and trending by location
- Categories and trending by individual



GETTING THE MOST FROM RESULTS

Our University®

Our University Orientation

Our University is a private label, learning platform that contains a database of training requirements and results. For managers, Our University is a way to set standards, provide guidance and get tangible results from their team. Sales and service professionals use Our University to learn valuable skills, meet expectations and track their career growth. This course is the perfect primer for onboarding teams to the Our University platform.

SYLLABUS

- Sales and Service: Receive clear and concise instruction on how to log on to Our University, create a profile, use the My Training component and take a course
- Level 1 Manager – Creating and scheduling online courses:
Learn how to log on as a Level 1 manager, as well as create, list, edit and schedule courses
- Level 2 Manager – Create a record of instructor-led training:
Learn to add class locations, manage attendance and navigate attendance reporting



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