



## Frequently Asked Questions FAQs about the 2011 Apartment Skillbuilder Series Southeast Michigan Agenda

### **What does it cost to send my site staff to workshops in the Apartment Skillbuilder Series?**

The Apartment Skillbuilder Series is offered primarily as a subscription-based education program. Your apartment community can purchase an annual subscription that will allow any and ALL your site staff to attend any and ALL the programs available. There are no additional hidden fees. Your price includes nine half-day sessions and three web-based live sessions. You may choose from two payment options for apartment communities of 100 to 650 units.

\$99/month due at the beginning of each calendar month

or

\$999/annual training subscription if paid by February 14, 2011 (BEST DEAL—15% off!)

### **My apartment community has less than 100 units; do I get a special price?**

Yes, your apartment community pays \$10 per unit for the annual subscription. For example, a 38 unit community's subscription rate would be \$380 for the full annual Apartment Skillbuilder Series of 12 workshops.

### **My apartment community has more than 650 units; will I pay more for a subscription?**

Yes, larger communities get the greatest benefit of cost per workshop because they have more staff members and there is a small premium for this benefit. In addition to the subscription price, larger communities will pay \$2 per unit for every unit over 650. For example, an 800 unit apartment community's subscription rate would pay an additional \$2/unit per year for the additional 150 units = \$300 premium. The premium can be added to the annual rate of \$999 if paid by February 14, 2011 or split into 12 payments if the monthly payment plan is chosen.

### **I chose the monthly subscription rate and got behind on payments. Can I still send attendees and pay later?**

The affordability and the availability of this education series depends on the integrity of meeting your commitments. Much like an apartment lease, payments are due at the beginning of each month and late fees of \$25 will be added after the fifth of the month. Registrations will not be accepted for any workshop whose subscription payments or late fees are delinquent.

### **Can I charge the subscription fee to a credit card?**

Yes, we can process Visa, AMEX, MasterCard and Discover. A 5% convenience fee will be added.

### **I like a few of the workshop topics, but cannot purchase an annual subscription. Can I pay for workshops individually?**

Yes, individual registrations are available for any workshop at \$99 per person on a space-available basis, paid in advance of the workshop. First spaces will always be given to subscription holders.

### **I only see the topic titles on the flyer. Where can I get more information about the content of the workshops and which of my staff should attend?**

Full workshop descriptions and speaker bios will be posted to [www.SkillbuilderSeries.net](http://www.SkillbuilderSeries.net) by November 15, 2010. While ALL your community's team members are welcome to attend ALL classes, the primary audience of each class will also be listed, such as Maintenance, Leasing, Managers, etc.

### **Would a class ever be over-booked and not available to subscription holders?**

No, we guarantee workshop space to any and all staff of apartment communities with a subscription in good standing, provided they have registered by the Friday before the workshop. In the unlikely event we cannot accommodate an extraordinarily large turn-out to an event, an afternoon half-day workshop choice will be added on the same date, from 1:30 to 4:30 p.m.

In addition, this training package is offered in the Lansing area on the Thursdays following the Detroit/Southeast Michigan dates. Any subscription holder can elect to attend in either the Lansing or the Detroit locations. With this dual opportunity, you may consider sending half your staff to each location for the greatest benefit for your subscription monies while your property remains properly attended.

**These topics are of interest to employees of the management company. Can the management company purchase a subscription?**

Yes, employees of management companies including regional supervisors of apartment communities have three choices:

1. Purchase subscriptions for all apartment communities within your portfolio located in a 90-minute radius of metropolitan Detroit area and your management company staff will be included at no extra charge. This would include subscriptions for apartment communities located in the Wayne-Oakland-Macomb tri-county area as well as the surrounding counties of Monroe, Washtenaw, Livingston, Genesee, Lapeer and St. Clair.
2. Your management company may join with a separate subscription of \$999/year or \$99/month which would include any and ALL management staff attending any and ALL workshops.
3. Management company staff may attend individual workshops at \$99 per workshop of a space-available basis, paid in advance of the workshop.

**I work for the management company and one of my properties purchased a subscription. Can I register?**

Only the staff members employed by the apartment community purchasing the subscription can attend within the subscription rate. Your options are:

1. Register for any individual workshop at \$99 on a space-available basis, paid in advance of the workshop.
2. Purchase a full subscription for your management company.
3. Purchase subscriptions for all your communities within the designated areas and your management company will be given a free subscription for all corporate office/management company staff.

**My apartment community purchased a subscription. Can we register a colleague from a sister property with our subscription?**

Only the staff members employed by the apartment community purchasing the subscription can attend within the subscription. Your sister community should purchase their own subscription or register the attendee individually at \$99 per workshop on a space-available basis, paid in advance of the workshop.

**How will you know if the attendee actually works for a community with a paid subscription?**

We probably won't, but we trust in the integrity and honesty of the professionals who seek to develop their skills and embrace these learning opportunities. Information is requested when registering for each workshop. Each attendee is on their own honor as to the accuracy of the information they provide. If any deception is discovered, the community's subscription will be revoked without refund.

**How do I register for a workshop?**

Please register for each class by the Thursday preceding the workshop date. Session planners need to prepare for the quantity of attendees and the correct amount of space, seating, handouts...and FOOD!! Attendees registering after the deadline will be accommodated on a space-available basis. Information on upcoming Apartment Skillbuilder Series workshops is available on-line at [www.SkillbuilderSeries.net](http://www.SkillbuilderSeries.net), and includes the ability to register online. We simply need the name and community of the registrant, along with easy contact information (phone, fax, email).

Register online at [www.SkillbuilderSeries.net](http://www.SkillbuilderSeries.net)

Email your registration to [Sarah@SkillbuilderSeries.net](mailto:Sarah@SkillbuilderSeries.net)

Call Sarah Rogers to register at 248-474-3009

Fax your registration information to 248-474-4659

**Will a limited number of subscriptions be available for 2011?**

Yes, we expect to limit subscriptions to 35 apartment communities. Preference will be given to management companies who join all their communities located within the designated geographic area.

**I don't want to pay for the subscription until the 2011 budget year. How do I reserve the Apartment Skillbuilder Series for my apartment community?**

We have had great response to this program already, and expect all available space to be committed prior to the end of 2010. You may reserve your space by filling out a Commitment Application available for download at [www.SkillbuilderSeries.net](http://www.SkillbuilderSeries.net). Subscription space will be awarded by the first week in January of 2011 and notices with invoices will be sent out to verify your acceptance into the Apartment Skillbuilder Series. Preference will be given to management companies who join all their communities located within the geographic area designated. We will attempt to accommodate all subscription requests and will consider adding additional class dates if warranted.

**I prefer to pay for the 2011 Apartment Skillbuilder Series in the 2010 budget year. Would pre-payment guarantee my community's acceptance into the educational training series?**

Yes, please let us know right away so we may prepare and send out your Commitment Application and invoice.

**Can I get a Certificate of Attendance?**

Yes, we can create a custom certificate upon request. Please request this when you register for the workshop.

**Will there be additional learning opportunities added during the year?**

We want to provide you the topics and training opportunities you need to be successful. As additional opportunities are added, subscription holders will be notified first and given preferred status of availability and ala-carte pricing. For example, following the Technology topic workshop with Heather Blume from Behind The Leasing Desk, a hands-on tutorial has been suggested and may be available for a small extra charge for anyone who wishes to stay and get individual help in creating or enhancing their social media presence.

**Tell me more about the L.I.T.E. web-based workshops.**

Live Internet Training and Education (L.I.T.E.) are web-based training or webinars requiring an on-line computer and a telephone. Upon registration, you will receive a computer access link and telephone number to dial in and join the class. To join the meeting, simply click on the link online a few minutes before the class starts and dial into the phone number given. The instructor's materials will be viewed on your computer screen while a live instructor teaches the class by telephone. You may still ask questions and interact with the trainer and other students through this on-line process. Web-based training will be offered in multiple time slots on the same day. They are live, instructor-led, and interactive. You can join the meeting alone or in groups at your office. We suggest making it fun by bringing together your whole group along with your breakfast or lunch and attend the online training as a team. Just put you phone on Speaker mode, and then mute it so the other attendees aren't distracted by your munching!

**Where will the workshops be held?**

We plan to hold three classes on the West side (Novi or Northville), three classes in the central Southfield area, and three classes nearer to the East side of the metropolitan Detroit area. The web-based classes can be attended at your home or office, or anywhere you have access to an online computer and a telephone. Workshops will be held in professional training venues with sufficient parking and easy access. This location plan may be modified depending on the locations of the subscribing communities. For example, if all subscription holders are located in northern Macomb County, workshops will be relocated to that area for ease of attending.

**My community is outside the geographic area designated for this Apartment Skillbuilder Series. May we still subscribe to this program or register for single workshops?**

Absolutely! However, call us directly to see if there is an Apartment Skillbuilder Series offered in your area. It is our desire to locate the workshops within a 90-minute drive time for ease of attending. This training package is also offered in the Lansing area on the Thursdays following the Detroit dates. Any subscription holder can elect to attend in either the Lansing or the Detroit locations.

**What do all those initials mean behind the instructor's names?**

Each of our instructors is active in the National Apartment Association and their local affiliates. Most hold national designations and also teach designation classes nation-wide. The NAA's Education Institute offers several designations including:

- NALP = National Apartment Leasing Professional
- CAM = Certified Apartment Manager
- CAPS = Certified Apartment Property Supervisor
- CAMT = Certified Apartment Maintenance Technician

**What group is offering or hosting the Apartment Skillbuilder Series 2011?**

This training opportunity is offered and created by local industry experts Rich George and Leah Brewer. Payment and registration will be administrated by Sarah Rogers at Full House Marketing®, Inc.

**Where do I send payments?**

Payments may be made to **Full House Marketing®, Inc.** Please reference “Skillbuilder Series 2011”

33432 Oakland Street, Farmington, MI 48335

Email: Sarah@SkillbuilderSeries.net

Phone: 248-474-3009

Fax: 248-474-4659

W-9 and insurance policy information available upon request.

**I have questions that weren't answered within these FAQs. Where can I get answers?**

Contact Sarah Rogers (see contact information above) for additional answers. If we've missed some pertinent information, we will add it to this list of Frequently Asked Questions.