

Leah Brewer, NALP, CAM

Leasing Queen

Leah Brewer is President of the original **Full House Marketing, Inc.**, founded in 1995 and has affectionately been dubbed the “Leasing Queen” by industry colleagues. In 2000, Leah expanded the availability of quality training programs and staffing services by teaming up with Rebecca Rosario, who opened Full House Marketing offices in Raleigh and Charlotte, NC, to meet continuing demand for quality staffing and placement services, Leah opened Full House Marketing of Ohio in the Columbus area in 2006.



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 20+ years in property management ensures that the skills she teaches have been tested and tried first-hand. She is a dynamic speaker and sales trainer 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.

Clients using Leah’s innovative ideas in marketing and merchandising have award-winning results including GLAStar Awards for “Best Brochure” in 2004 and “Best Marketing Theme” in 2005 and 2006 by the Property Management Association of Michigan, along with a “Best Decorated Model” 2005 PRISM Award by the Detroit Metropolitan Apartment Association. The DMAA’s 2005 PRISM Award and the PMAM’s 2006 GLAStar Award for “Trailblazer in Education” have each been awarded to management companies using Leah Brewer as their industry educator.

Additional awards, designations, affiliations:

- ★ Fair Housing Leadership Award 2002; Fair Housing Center of Metropolitan Detroit
- ★ International Who’s Who of Entrepreneurs
- ★ National Apartment Association / NAA
 - CAM: Certified Apartment Manager designation
 - NALP: National Accredited Leasing Professional designation
 - NALP and CAM Instructor
 - NAA Education Institute Faculty and Trainer: Advanced Instructor Training
- ★ Detroit Metropolitan Apartment Association / DMAA
 - Charter Member since 2002
 - Recipient of 2002 Chapter President’s Award
 - DMAA Board of Directors 2002-2008
 - Committee Chair and/or Member: Legislative, Program Chair
 - PRISM Award for 2005 and 2007 Business Partner of the Year
 - PRISM Award 2007: Leah Brewer, Volunteer of the Year
- ★ Property Management Association of Michigan / PMAM
 - State-wide member of all Michigan NAA affiliate chapters
 - PMAM Board of Directors 2002-2008
 - Committee Chair and/or Member: Legislative, GLAStar Education
- ★ Multifamilypro Annual Brainstorming Sessions™ Presenter and Facilitator

Leah has a favorite saying, “Be Purple”, which means to be unique, different, stand out from the crowd and position yourself differently than the competition. An apartment community, a leasing consultant’s presentation or even an advertising campaign can all be “purple” by finding ways to be uniquely different from seemingly similar competitors. Leading by example, Leah’s training workshops and marketing ideas are a refreshing change from the ordinary.