



Transform Your Staff Into Stars

LEAH BREWER, NALP, CAM
LEASING QUEEN, FULL HOUSE MARKETING, INC.



TRAINING TOPICS 2009

Let's get trained! Investing in developing your staff's skills provides results.

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. In addition, all topics are packed full of learning activities to help attendees learn and retain information.

LEASING AND MARKETING:

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

**GREAT
KEYNOTE**

Thinking Outside The Apartment Box

How to be Purple

Low Money, No Money Marketing

Full or Half Day

These 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 they are beige, you should be purple!

Phone Fun

Full or Half Day

Interactive workshop designed to get the most out of your best tool: the telephone.

- ★ 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

TOP CHOICE

Spring Cleaning your Leasing Techniques

Half Day

When it's time to dust off the winter doldrums & perk up your leasing presentation.

- ★ Great refresher and reminder course for all leasing and management staff
- ★ Get your Leasing Groove back and beat your competition
- ★ Add "Sense Appeal" to your tour for added pizzazz and memory points

Close Like the Pros

Full or 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
- ★ Integrate closing questions throughout your leasing presentation

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
- ★ Merchandising that helps you sell
- ★ Watch your body language...what are you really saying?

"It's Showtime!"

Full Day

Lights, camera, ACTION! Rehearse to be a Leasing Star and give a flawless performance at every presentation.

- ★ Learn basic and advanced skills in phone and closing techniques
- ★ Understand your audience and how to get and keep their attention
- ★ Discover the 4 steps to a successful sales presentation and improvise to suit your audience

MANAGEMENT AND MAINTENANCE*:**

Going Global—A Journey in Diversity

Half Day

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

- ★ Broaden your sales skills to encompass global citizens
- ★ Understand different communication styles
- ★ Unravel misconceptions and biases of other cultures

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!

Fair Housing Focus and *Fair Housing for Maintenance Techs** **Half Day (each)**

Understand the protected classes along with their definitions and applications.

- ★ Review actual local and national cases of housing discrimination
- ★ Understand how technicians can react fairly and consistently in providing services
- ★ Compete with your classmates in a Fair Housing Jeopardy-style game

World-Class Customer Service

Full or 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.

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

TOP CHOICE

Close the Back Door—the Residents are Getting Away

Full or 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

PERSONAL DEVELOPMENT, MOTIVATIONAL WORKSHOPS AND INTERACTIVE GAMES:

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

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.

The Desire to Inspire—How to be Indispensable

Full 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

Half Day

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.

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"

\$2200 for half-day engagements up to 3 hours, plus expenses

\$3300 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.

Full House Marketing's NAA Memberships:



Regional Offices:
Detroit, MI
Raleigh, NC
Charlotte, NC

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Leah Brewer, NALP, CAM



Full House Marketing, Inc. supports the apartment industry with leasing and marketing consulting, training, coaching, motivational speaking, temporary and permanent 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 20+ 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**
- ❖ MultifamilyPro Annual Brainstorming Sessions™ Presenter and Facilitator
- ❖ Charter Member of **National Multifamily Speakers Alliance**



Full House Marketing offers customized, integrated solutions designed to increase occupancy.

Direct Hire

As an industry search firm, Full House offers professional recruiting assistance for direct hire personnel placement. Our client companies save valuable time and gain access to the most sought-after candidates with professional industry experience. To review resumes and enhance your hiring choices, contact Kathleen Beagan-Miller: Kathleen@FHMmail.net.



Temporary Staffing

Our trained and motivated Leasing Advisors can staff your office with qualified assistance during peak business or staff transitions. We handle the headaches so you can pamper your prospects. Hourly rates include all taxes and insurance, employee benefits and other employment costs. Temporary leasing and management staff are Fair Housing trained and professionally dressed with name tags. Contact Kathleen Beagan-Miller: Kathleen@FHMmail.net.

Marketing

Let Full House make your house full. Fresh ideas and new marketing perspectives give brand new or distressed communities a decided advantage over the competition. Call us for a full Marketing Analysis and Action Plan or just "pick our brains" for some renewed focus and marketing reposition. **NEW** Marketing Audit "shops" your marketing efforts and effectiveness. Contact Mary Johnston, CAM, TCS: Mary@FHMmail.net

Mystery Shops

On-going staff evaluations help keep sales staff sharp and competitive. See and hear your staff in action with NEW video shops and recorded telephone shops. Contact Mary Johnston, CAM, TCS: Mary@FHMmail.net.

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www.FullHouseMarketing.net

