

The Property Management Association of Mid-Michigan

presents two great education classes just in time
for your spring leasing season, with National Trainer:
Leah Brewer, NALP, CAM, Full House Marketing®



Thursday, May 28, 2010
Capitol Commons Senior Apartments
500 S Pine, Lansing, MI

Going Global: A Journey In Diversity

9:00 a.m. to noon

Do you serve international prospects and multicultural residents? Learn strategies to better attract, serve and retain your diverse resident profile to increase occupancy and revenue.

- ❖ Understand cultural differences vs. policies and procedures
- ❖ Feel comfortable and confident in a multicultural business environment
- ❖ Assess culturally specific needs of diverse customers, clients, employees
- ❖ Find strategies to better communicate with non-English speakers
- ❖ Learn negotiation, customer service and sales strategies effective across cultural borders



Spring Cleaning Your Leasing Techniques

1:00 p.m. to 4:00 p.m.

Spring has arrived and with it, increased apartment traffic. Perk up your leasing presentation to get more applications and higher occupancy. In this high-energy workshop, you will learn:

- ❖ Five steps to a successful phone presentation to get your prospect off the phone and through your door
- ❖ Interactive sales techniques designed to help your prospect feel "at home"
- ❖ Ideas to appeal to the five senses, creating a more alluring apartment and more applications
- ❖ Ten closing cues and quips to help you get the commitment
- ❖ How to get into your active *Leasing Groove!*



Leah Brewer, NALP, CAM is known as *The Leasing Queen* for the creative and compelling leasing techniques she employs to fill apartment vacancies. In 2010, she is celebrating her 25th year in the multifamily housing industry, from a leasing consultant to a consultant for leasing with stops along the way in management and marketing positions. Leah is an industry leader bringing unique and creative training and marketing solutions to apartment occupancy challenges. www.FullHouseMarketing.com

Hear her in Michigan first! Leah Brewer has been chosen to present at the NAA Education Conference & Exposition 2010 in New Orleans, LA.



Choose one workshop (morning or afternoon): \$59 Members/\$79 non members

Choose both workshops for best value: \$79 Members/\$99 non members

TO REGISTER: Fax to 517-887-4206 or Email attendees names and information to info@PMAMM.com or call 517-281-0815.

Please register by 5-14-10

Company/Property Name _____

Management Company (if applicable) _____

Mailing Address _____

Phone _____

Fax _____

Email address _____

Names of those attending (use separate sheet if necessary): _____

Enclosed payment: Check # _____ Amount _____ Are you a PMAMM Member? _____

Make payment to PMAMM and mail to PO Box 27011 Lansing MI 48909-7011 **Please reference: LBFHM0510**