

## Are you ready for some LEASING?

The sun is shining, the waters are warming, and the days are getting longer.  
Be ready to lease, lease, lease those apartments!



# Spring Training

## Kick-off the Summer Leasing Season

with Leah Brewer, NALP, CAM  
Full House Marketing® Inc.

### The Northern Michigan Property Management Association

May 17-21, 2010 Spring Training events:

#### Educational Seminar: Show and Sell with Leah Brewer, *The Leasing Queen*

- ★ Get back to the basics and put first things first
- ★ Dust off the winter doldrums and embrace the leasing season
- ★ Perk up your leasing presentation with new ideas, presentation skills and closing questions
- ★ Add “sense appeal” to your tour for maximum interest
- ★ Renew your Leasing Groove with confidence-building presentation techniques

WHEN: Wednesday, May 19, 2010 from 9 a.m. to noon

WHERE: Hillside Club Apts, 501 Valley Ridge Drive, Petoskey, MI

COST: \$69 members; \$89 non-members

#### General Membership Lunch Meeting: Social Media: Are you NETworking or NOTworking?

Speakers: Jackie Arnest from Move.com and Leah Brewer, *The Leasing Queen*

WHEN: Wednesday, May 19, 2010 from noon to 2 p.m.

WHERE: Hillside Club Apts, 501 Valley Ridge Drive, Petoskey, MI

COST: Lunch and meeting FREE, sponsored by 

Register now for Workshop or Lunch Meeting by phone: 216-206-1902  
or email: JHarley@associatedmanagement.net

 Exciting member benefit:

**Custom Marketing Intervention© and  
Personalized Leasing Coach with *The Leasing Queen*  
available for NMPMA Members Only! See next page for details.**

Consulting available on a first-call first-booked basis for May 17, 18, 20 or 21

Full Day 9:30 a.m. to 4:30 p.m.: **NMPMA rate of \$850** *Reg. rate is \$1150 + travel/lodging*  
Half Day (9 a.m. - noon) or (1 - 4 p.m.): **NMPMA rate of \$475** *Reg. rate is \$495 + travel/lodging*

Register now for custom Marketing or Training by phone: 248-474-3009  
or email: Leah@FHMail.net



**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](http://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.





The NMPMA has invited nationally-recognized leasing and marketing expert, Leah Brewer, *The Leasing Queen*, to offer customized consulting services to MEMBERS ONLY. We have negotiated awesome, affordable rates to make these marketing or leasing consultations affordable to our members. Lease just *one more apartment* based on the information you receive, and you will get an incredible return on your investment!

### Marketing Intervention©

Spend a day picking Leah's brain for solutions to your marketing and occupancy challenges. Several of our members have utilized this service with rave reviews and successful results. Leah will join you and your staff on-site for the day, and review all your important marketing components that factor into your apartment community's success. She will offer suggestions, solutions and ideas so that you can focus on implementing changes expediently and efficiently. It's all about results!



Regular rate is \$1150 per day plus travel and lodging expenses  
NMPMA member rate is only \$850 per day or \$475 half-day. All travel expenses are included!

### Personalized Leasing Coach

You and your leasing and management staff can spend a day with *The Leasing Queen*, Leah Brewer, developing and enhancing your techniques. Learn to turn more leads into leases with superior presentation and closing skills. Leah will work with your staff to develop your optimum tour route, create a compelling presentation of your features and amenities, and suggest comfortable ways to get the "Yes" more often. It's all about leasing!



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The NMPMA reserved a week with *The Leasing Queen* for Northern Michigan, so book your custom consulting session fast. In addition, join your fellow members at Leah's leasing seminar on Wednesday morning, May 19, "Show and Sell". The NMPMA lunch meeting will follow this educational workshop with a special presentation on Social Media for Property Management.

Show and Sell seminar: \$69 members; \$89 non-members

General membership meeting and lunch: FREE!

Sponsored by 

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Full Day 9:30 a.m. to 4:30 p.m. \$850 flat rate includes expenses  
Half Day (9 a.m. to noon) or (1 to 4 p.m.) \$475 flat rate includes expenses

Contact Full House Marketing® directly to reserve your Coach:  
248-474-3009 or email Leah@FHMail.net

Visit [www.FullHouseMarketing.com](http://www.FullHouseMarketing.com) for more information about Leah Brewer