

MARKETING &
LEASING:
MULTIFAMILY
PROPERTIES
MKL405



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Position your property in the market to attract and retain new residents with key strategies for reaching qualified prospects, selling your property's benefits, and successfully closing the deal.

WHAT YOU WILL LEARN:

Market assessment. Neighborhood analysis, demographics, subject property and competition analysis, rent setting strategies

Marketing strategies. Marketing campaign development, advertising, social media marketing, analytics
Leasing office optimization. Communications protocols, legal compliance, online leasing, showing and closing techniques, prospect qualification

Resident retention. Lease administration, retention programs, conflict resolution, marketing to existing residents, reputation management

HOW YOU WILL BENEFIT:

- Position your property to succeed in your market
- Showcase your property in the best light to secure new residents
- Achieve higher levels of resident satisfaction and retention by effectively troubleshooting resident issues

Standard Calculator Recommended

Laptop Optional

DATE: May 16-17, 2013

TIME: 8:00am – 5:00 pm both days

LOCATION: Landerbrook Plaza, 5875 Landerbrook Drive, Mayfield Hts., OH 44124

TUITION:

Member Rate: \$599

Nonmember Rate: \$745

Register today at www.irem.org/education or call 800-837-0706 ext. 4650





COURSE REGISTRATION

“Marketing & Leasing: Multifamily Properties” (MKL405)

COURSE LOCATION: Landerbrook Plaza, 5875 Landerbrook Drive, Mayfield Hts., OH 44124

DATE: MAY 16-17, 2013

CONTACT INFORMATION

Mark one:

CPM® __ CPM® Candidate __ ARM® __ ACoM __ AMO® Employee __
Associate Member __ Student Member __ Academic Member __ Nonmember __

Name: _____

Phone: _____ E-mail: _____

Address: _____

PAYMENT METHOD

Check or money order (Payable to (to be inserted by chapter))

Visa Mastercard American Express Discover

Card No. _____

Exp. _____

Billing Address (if different from above): _____

Signature: _____ Date _____

Return registration to: IREM, 430 North Michigan Avenue, Chicago, IL 60611

