



Northeast Ohio Apartment Association
1468 West Ninth Street
Suite 110
Cleveland, OH 44113
216.241.1635



NOAA Presents:
New Curriculum for a New Year

Become a Certified Leasing Professional

Marketing

Closing

Retention

Leadership

Social Media

+ Outreach

CLP Success

April 13, 14, & 15

Taught by: Bekka Melchiors

1468 West 9th Street • Suite 110
Phone: 216.241.1635 Fax: 216.241.1636



Class of 2010

CLP Syllabus

April 13-15, 2010

Instructor: Bekka Melchiors

NOAA • Room 110

Class Schedule

- 9:00 AM – 3:00 PM Tuesday April 13, 2010
- 9:00 AM – 3:00 PM Wednesday April 14, 2010

Final Exam Schedule

- 9:00AM – 12:00PM Thursday April 15, 2010

Topics to be Covered

- Social Media
- Internet Leads & Follow-Up
- The Leasing Interview
- Touring & Demonstrating
- Handling Objections
- Closing
- Follow-Up
- Resident Retention
- Outreach Marketing Principles
- Back to the Basics

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Register for Spring 2010

Company: _____

Student(s):

Please include names and contact information

Tuition:

NOAA members: \$279 per student

Non-members: \$379 per student

Tuition for _____ students = \$ _____

Card: Visa / Master / AmEx / Invoice Me

Card Number: _____

Date: _____

Signature: _____

Fax: 216.241.1636

Phone: 216.241.1635

