

IREM[®] Skill Badge: Leasing (ISBLSG)

Leasing is the start of all tenant and resident relationships. Increase your knowledge of leasing fundamentals, including the upfront sales process, the technical aspects of the lease document, and how to build relationships with residents and tenants to keep occupancy rates up and deliver more value to building owners. We'll take you from core competencies to leasing like superstar.

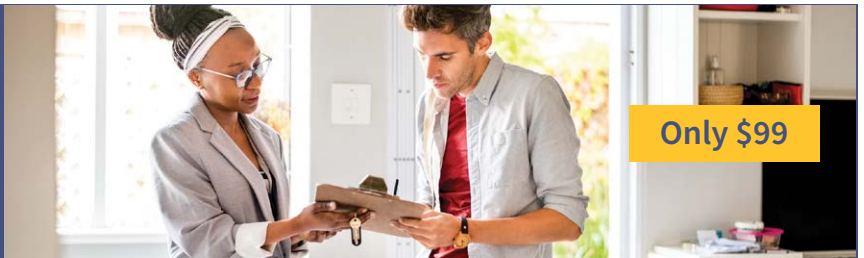
Course description:

With more and more offices vacating their spaces and residents in major cities relocating to the suburbs, property management professionals need skills to enhance leasing efforts to attract, but even more importantly, retain residents and tenants. IREM's Skill Badge in Leasing will teach you important leasing strategies for all property types – commercial, residential, and more – so that you can gain verified expertise and lease like no other.

Three categories of leasing knowledge you must have:

- Leasing strategies and procedures
- Understanding and negotiating the lease
- Managing resident and tenant relations

Start off tenant
and resident
relationships right.



The Leasing Skill Badge will build specific skills to bolster:

- How to leverage a marketing plan that builds awareness to attract potential tenants
- Steps to create a leasing plan to convert more prospects into tenants
- How to incorporate the building owner's goals into the leasing plan
- The factors that impact increasing occupancy rate and net operating income
- Best practices and competencies for leasing and marketing professionals

Course length

This course is approximately 3-5 hours, followed by a 100-question online exam.

Cost:

\$99 / members

Register at bit.ly/ISBLSG1



Leasing Skill Badge course outline:

Lesson/topics
1. Leasing strategies and procedures • Creating the best leasing plan • Multifamily considerations • Office and retail considerations • Qualifying prospects
2. Understanding and negotiating the lease • Successful lease documents • Lease negotiations so everyone wins • Lease analysis to optimize performance
3. Managing resident and tenant relations • Fostering gold–resident and tenant retention • Retention levers: cost and incentives • The best retention strategies • Resolving problems before they're problems • Lease expiration and buy outs

Prove your expertise with these recommended Skill Badges:

 Marketing Skill Badge 	 Asset Management – Loan Analysis Skill Badge 	 Customer Service & Renter Loyalty Skill Badge  	 Fair Housing Skill Badge 
Marketing Build the skills needed to increase leasing for commercial and residential properties. Learn key leasing strategies for all to be more attractive to residents and tenants. \$99 Member \$129 Non-member Register: bit.ly/ISBMKG	Asset Management – Loan Analysis Learn how to analyze and evaluate property finance and gain practical knowledge to calculate effective lender ratios, break-even analysis, interest rates, and more. \$99 Member \$129 Non-member Register: bit.ly/ISBASMS	Customer Service & Renter Loyalty Increase retention and satisfaction levels through an optimal customer experience and a culture of community-building. Discover ideas to generate financial success \$29 Register: bit.ly/ISBCSL	Fair Housing Fair Housing is for everyone. With fair housing touching all aspects of property operations, today's property managers need consistent, clear policies related to Fair Housing \$29 Register: bit.ly/ISBFHS1