

REBECCA ROSARIO



Short Session topics are generally designed for 3-hour workshops, and these topics are also available as mini educational modules, keynote addresses or association meeting programs. Additional multi-housing topics on Marketing, Leasing, Management, Motivation/Inspiration and Human Resources may be available. *Just Ask!*

CUSTOMER SERVICE:

Keep Calm and Save Your Job (and your Residents)

Short Session

Arm yourself with real world Problem Solving and Conflict Resolution tactics to gain the resident advantage.

- ★ Pack your arsenal with disarming techniques that will render your residents completely delighted
- ★ How to successfully avoid communication land mines and body language booby traps
- ★ Improve resident morale through state-of-the art creative problem resolution

Getting to “I Do”, Again and Again.

Full Day or Short Session

Keeping the Resident Romance Alive! You work hard to get the lease, now keep your residents happy and renewing.

- ★ Sales tips to set the stage for renewal during the move-in process and throughout the lease
- ★ How to ask (and get) the re-sale as a part of your daily operations
- ★ Simple ways to engage your residents and build better relationships and referrals

MANAGEMENT AND LEADERSHIP:

Living Fair Housing in A Multicultural World

Short Session

How we interact with people of protected classes and different beliefs impacts our bottom line.

- ★ Decrease the probability of complaints and increase your cultural competency by enhanced knowledge of diversity and inclusion
- ★ Communicate easily between different communication styles without fear
- ★ Increase effectiveness and fairness while unraveling misconceptions and biases of other cultures

Hire Right the First Time (Popular session at NAA 2014-standing room only crowd!) **Short Session**

Learn secrets that happy managers know on how to hire the impeccable employee.

- ★ Attract the right person using better recruiting methods
- ★ Ace the interview, and get the facts quickly with strategic questioning techniques
- ★ Improve the quantity and quality of background information before you make the offer

Embracing Change

Short Session

Since we can't hide from change, we'd better make sure we are ready for it.

- ★ Develop skills to successfully adapt to your changing environment
- ★ Learn how to break bad habits and develop good habits
- ★ Tips on how old dogs can be taught new tricks!

Compassionate Leadership

Short Session (each)

Be more than a boss; be a leader, be the one who inspires and develops greatness in others

- ★ Shift your focus and discover your personal power to lead like never before
- ★ Unleash your employees' full potential and create a culture of loyalists
- ★ Realize improved operation performance without sacrificing human kindness

Only the Qualified Survive: Leadership “musts” for New and Emerging Leaders

Short Session

Leaders exist in every generation. How we prepare leaders today is very different, and our newest crop needs leadership development.

- ★ Avoid team dysfunction, and learn important strategies for improved communication, and enriched employee relationships
- ★ Understand the difference between coaching and mentoring, and how both fit into growing employees
- ★ This class is guaranteed to open your eyes and influence your supervisory skills

LEASING AND MARKETING:

Outside The Apartment Box

Short Session

Trends and Technology from other industries to use in apartment marketing and management

- ★ Learn how other industries are leveraging technology to reach consumers
- ★ Take home trends and tips from green initiatives, collaborative marketing, and urban marketing
- ★ Learn low-cost innovative ways to market your community's unique advantages.

What's Your Rep? Managing Your On-line Reputation

Short Session

What you don't know CAN hurt you. Get in the conversation, or else!

- ★ Handle Negative Reviews, Comments, or Complaints in Social Media with ease
- ★ Go “Real time” on Google and Yelp, learn how to set up and monitor
- ★ Integrate simple ideas to get more SEO and favorable exposure!

Advertising Best Practices

Short Session

If the Horse you are riding is dead, GET OFF!

- ★ Understand how to measure ROI, CPL and NOI
- ★ Learn why it's critical (and how) to refine your message to reach your target audience
- ★ Become better positioned and beat your competition

Phenomenal Phone Proficiency

Full Day or Short Session

Interactive workshop designed to get the most out of your best tool: the telephone.

- ★ Find new ways to open quality conversation
- ★ Use the client's own momentum to carry them through your door
- ★ Create excitement and desire for your apartments through verbal pictures

Ultimate Closing

Full Day or Short Session

Apply sure-fire closing techniques to your leasing presentations that can double or triple your closing rates.

- ★ Take the fear out of asking for the money
- ★ Learn 10 closing cues to develop your personal sales techniques
- ★ Integrate closing questions throughout your leasing presentation

Secrets of a Mystery Shop

Short Session

Utilize shopping reports as a training tool for future leasing success.

- ★ Learn seven reasons property management companies shop their onsite teams
- ★ Evaluate your strengths and weaknesses using a shopping report as your guide
- ★ Set goals to increase leasing effectiveness and attain a perfect shopping score!

“It’s Showtime!”

Full Day

Lights, camera, ACTION! Rehearse to be a Leasing Star and give a flawless performance at every presentation.

- ★ Learn basic and advanced skills in phone and closing techniques
- ★ Understand your audience and how to get and keep their attention
- ★ Use the 4 steps to a successful sales presentation and improvise your performance to better sell your audience

MOTIVATIONAL:

A.C.T. Safe (and savvy) (with Mark Cukro)

Short Session

Do you know how to ACT with power? Take charge of your well-being.

- ★ Become more confident in your attitude and stance
- ★ Discover how to identify questionable behavior and avoid threats
- ★ Learn essential martial arts skills that enable you to maintain control



Rebecca Rosario, NALP, CAM, NAAEI is known as the “Leasing Queen of the South” and as an out of the box, trend-spotting visionary for her innovative manner and tact to leasing and marketing apartments for over 20 years. Her tried and true on-site experience, coupled with her corporate advertising and marketing success makes Rebecca an ideal consultant and training expert. Rebecca opened her business, Full House Marketing, Inc. ® in 2000, supporting the apartment industry with the services that help apartments have their own “Full House” through customized marketing, staffing and training solutions (www.FullHouseMarketing.com). Offering the best tools and resources, Rebecca continuously reads, researches, and reinvents methods, adapting best practices from fortune 500 companies outside the apartment industry. Additionally, she is an active participant in various North Carolina apartment associations, having served on two Boards of Directors. As a nationwide trainer, Rebecca completed the National Apartment Association’s Advanced Instructor Training, and is a faculty member of the Education Institute. She is a NALP, CAM and CAPS instructor, a multiple NAA Education Conference Speaker and a multiple Brainstorming Presenter and Facilitator.

Past Experience and Professional Designations and Positions:

- Publisher, The Greater Philadelphia Apartment Shoppers Guide, serving properties in Philadelphia, PA, New Jersey and Delaware
- Regional Director of North Carolina for KORMAN Communities, overseeing multiple properties in the Research Triangle Park area
- Owner, Full House Marketing, Inc, a licensed Real Estate firm providing staffing, training and marketing solutions to the multifamily industry
- Former adjunct professor (guest), St. Augustine’s College, Raleigh, NC
- Co-founder, PMManuals.com, a proprietary property management policy system for the apartment industry
- Contributor, Skill Builder Online, an online educational system for just in time training of apartment professionals
- National Apartment Leasing Professional Designation (NALP), National Apartment Association
- Certified Apartment Manager Designation (CAM), National Apartment Association
- Faculty of National Apartment Associations Education Institute (NAAEI)
- Author of the program Multicultural in Multifamily
- ApartMentor

Speaker Fees (effective January 2016)

\$2,500 for short courses, 50 minutes up to three hours, plus expenses

\$3,900 for longer courses, over three hours up to seven hours, plus expenses

Rebecca is available to teach NALP, CAM and CAPS modules. For affiliate designation training please call Rebecca directly to discuss fees. Expenses and responsibilities may include travel and lodging, duplication of resource material and the providing of A/V equipment.

TRAINING REFERENCES

Who Says So Besides Me?

“Rebecca is the kind of speaker that makes me look good! Our members thanked me personally for offering such an effective workshop that resulted in 6 closed leases in just 48 hours.”

Emily Hilton, Director of Education Houston Apartment Association
(281) 933-2224 ehilton@haaonline.org
Houston, TX

Rebecca’s seminar content was right on target for our industry, easy to follow because of her presentation style, and thought provoking. As a provider of training, I could not ask for more! She is currently instructing the Association’s “Leasing 101” course for me in the Raleigh market and does an excellent job.”

Ms. Suzanne Pratt, Educational Director Triangle Apartment Association
919-782-1165 spratt@triangleaptassn.org
Raleigh, NC

“Your session today was great; I really liked how you included everyone in the class and got them involved. We will use your ideas and implement them right away.”

Mr. Randy Warren, Director of Multifamily Management for the Southeastern Region Drucker and Falk
(919) 846-7300 rwarren@druckerandfalk.com
Raleigh, NC

Rebecca,

I wanted to give you an update about Signal Hill. In three weeks, the occupancy has increased from 90% to 96%. I have attached the rent rolls from the day you trained Kelly and today... We raised the rents yesterday and Kelly is talking about being 100% before the end of the year. I would have never thought a month ago that we would be raising rents and having this level of occupancy before the end of the year. I am certain that the skills you shared with Kelly and a more positive attitude are helping us fill up the complex in December which is a challenging month to lease apartments.

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