



Rebecca Rosario

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 25 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.

Additionally, she is an active participant in various North Carolina apartment associations serving on multiple Boards of Directors. As a nation-wide trainer, Rebecca completed the National Apartment Association’s Advanced Instructor Training, and is a faculty member of the Education Institute. She is a NALP and CAM instructor, a multiple NAA Education Conference Speaker and an ApartMentor.

Experience, Professional Designations & Positions:

- Owner, Full House Marketing, Inc
- An ApartMentor
- Co-founder, PMManuals.com
- Program contributor, Skill Builder Online
- Faculty of the National Apartment Association Education Institute (NAAEI)
- Author of the program Multicultural in Multifamily
- Guest lecturer, St. Augustine’s College, Raleigh, NC
- NALP and CAM
- Regional Director of North Carolina for KORMAN Communities
- Publisher, The Greater Philadelphia Apartment Shoppers Guide

Rebecca has over 25 years of experience working to transform employees and organizations including residential property management, new home builders, and sales organizations. Her work includes REITS, management companies, apartment associations, NAAEI, and more. She's their provider of choice because she uniquely combines:



PRACTICAL SOLUTIONS

Learning isn't just about new models, theories and techniques, it's about being able to use them in real life. Rebecca enables participants to work together to apply the learning to their work

UP-TO-DATE CONTENT

While the best models withstand the test of time, the way they are applied continue to grow and develop. Rebecca reviews and refreshes her programs at least once a year



BACKUP RESOURCES

All her training is supported by detailed and customized handouts, covering program content and extras to consolidate learning.

MEMORABLE LEARNING

A balance of expert input with practical exercises, small group coaching and case studies – enabling participants to learn in focused and varied ways.



INDUSTRY RELEVANCE

She offers solutions tailored to meet the specific needs of Real Estate and Sales organizations – Public and Private Companies, and Apartment Associations.



OUTSTANDING EXPERIENCE

Working as an on-site employee, as a middle management executive, and as a business owner, Rebecca adds her own experience to make programs both relevant and engaging.

INTRODUCING LIVE INTERNET TRAINING & EDUCATION (L.I.T.E)



Now more than ever distance learning is essential to keep staff updated on the late breaking changes to our industry, to maintain CEC's, to ensure performance, and to enhance employee engagement. Rebecca is bringing a unique solutions-based training resource to Apartment Association affiliates.



Live 60 minute webinars with Rebecca Rosario

Each one-hour webinar is worth 1 CEC (CEC's through apartment associations only). Max 500 participants, if oversold then second time slot will be offered for overflow. The only requirements are one computer and one phone line for each participant to join. Webinar rates and times are reserved on a first-come basis.

How Rebecca will assist you with promoting the series:

- Free webinar with workshop (see above)
- Turnkey flyer
- Follow up newsletter article with tips and reminders
- Each session includes the following:
 - Completed one-hour webinar
 - Speaker notes
 - Promotional flyer
 - Follow up article
 - E-newsletter prior to workshop to promote event

REBECCAS FEES:

ONE HOUR WEBINAR

\$1500 per one hour webinar

THREE ONE-HOUR SESSIONS IN A SERIES

\$4000 for all three sessions in a series.

MANAGEMENT COMPANY PRICING

Management company volume pricing is available. Contact Rebecca directly for additional information.

APARTMENT ASSOCIATION PRICING

For Apartment Associations, there are revenue sharing and other pricing options. If you are interested in this option, contact Rebecca for additional information.

Quick Reference by Topic

- Diversity & Inclusion
- Communication
- Leadership
- Leasing, Sales and Marketing
- Management & Compliance
- NAA Designations (NALP & CAM)
- Train the Trainer
- Key Notes

Looking for something else? This is an overview of my standard training courses. I have a wider range of topics and learning and development interventions to offer. All programs include a handout, power point presentation, and activities.



Speaker Fees

Effective January 2020

\$3,300 for short courses, 50 minutes up to three hours, plus expenses

\$4,400 for longer courses, over three hours up to seven hours, plus expenses

Expenses and responsibilities may include travel and lodging, duplication of resource material and the providing of A/V equipment. Rebecca is available to teach NALP and CAM modules. For keynote addresses less than 45 minutes or affiliate designation training, please call Rebecca directly to discuss her fees.



testimonial

WHO SAYS SO BESIDES ME?

Training References

"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

"I have attended several other classes, she always has had me excited to listen on the edge of my seat for information."
NAA Conference Attendee

"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
Drucker + Falk
(919) 846-7300 rwarren@druckerandfalk.com

"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."

Mark Lerner
Lerner and Company Real Estate
5009 Monroe Road Charlotte, NC 28205
704-536-2900
mlerner@lernerapartments.com

"Rebecca, Thank you so much for presenting for the Apartment Association of Kansas City! Your presentation, Getting to "I Do", Again and Again, was very well received and our members learned a great deal about how to keep the resident romance alive! Not only was the seminar extremely informative, you made it interactive, memorable and very necessary for anyone in the leasing and apartment industry! AAKC highly recommends Rebecca and looks forward to working with her again in the future!"

Phoebe Burns, Director of Education and
Communications
Apartment Association of Kansas City



How to Book Rebecca

Website: RebeccaRosario.com

Email: Rebecca@FullHouseMarketing.net

Telephone: 866.29.TRAIN

Rebecca holds provisional bookings for up to five working days. When you confirm your booking, she sends you an invoice for 50% which needs to be paid within 21 days, and the remainder on or before the program starts. A 2.75% fee is accessed for credit card payments.

Revenue Sharing and Multiple Bookings: Contact Rebecca to find out about the added advantage she can offer.