

## Course information

*Vision to reach new levels of growth and success; mentoring and measurement to make it happen.*

# Rebecca Rosario-Bueno

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:

**1. 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. **2.**

**Industry relevance:** she offers solutions tailored to meet the specific needs of Real Estate

and Sales organizations – Public and Private Companies, and Apartment Associations. **3.**

**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. **4. 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. **5. Up-to-date content:** while the best models withstand the test of time, the way they are applied grows and develops, and useful new models come on

stream. Rebecca reviews and refresh her programs at least once a year. **6. Backup**

**resources:** all her training is supported by detailed workbooks, covering program content and extras to consolidate learning.

Rebecca is a NAAEI AIT graduate and faculty member.

# Quick reference by Topic

**Communications**

**Sales and Marketing Effectiveness**

**Leadership**

**Management & Compliance**

**Train the Trainer**

**NAA Designations**

**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. To find out more, email [Rebecca@FullHouseMarketing.net](mailto:Rebecca@FullHouseMarketing.net). Or visit [www.RebeccaRosario.com](http://www.RebeccaRosario.com)

Keynotes, seminars and workshops presented for:

- AANC: Apartment Association of North Carolina
- GCNKAA: Greater Cincinnati/Northern KY Apt Association
- AMA: Arizona Multihousing Association
- AAGC: Apartment Association of Greater Columbia
- NJAA: New Jersey Apartment Association
- TAA: Triangle Apartment Association
- AAWNC: Apartment Association of Western N.C.
- WAA: Wilmington Apartment Association
- GAPMA: Greenville Area Property Managers Association
- USAA: Upper State Apartment Association
- PTAA: Piedmont Triad Apartment Association
- CCAA: Cumberland County Apartment Association
- HAA: Houston Apartment Association
- GCAA: Greater Charlotte Apartment Association
- CAA: Chicagoland Apartment Association
- PAA: Pennsylvania Apartment Association
- AACCP: Apartment Association of Greater Philadelphia
- VAMA: Virginia Apartment Management Association

- CVAA: Central Virginia Apartment Association
- FAA: Florida Apartment Association
- AAKC: Apartment Association of Kansas City
- GNAA: Greater Nashville Apt Association
- WPAA: Western Pennsylvania Apt Association
- DMAA: Detroit Metropolitan Apt Association
- IAA: Indiana Apartment Association
- AAA: Atlanta Apartment Association
- NAA: The National Apartment Association

...plus, numerous management companies and apartment communities.

All programs include a handout, power point presentation, and activities.

Rebecca offers a tremendous value: Half Day at \$2,900; Full Day at \$3,900

#### How to book:

Visit [RebeccaRosario.com](http://RebeccaRosario.com), email [Rebecca@FullHouseMarketing.net](mailto:Rebecca@FullHouseMarketing.net), or 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. She does not accept card payments.

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

**Certified in Advanced Training Techniques and Instructional Design**

**Over 25 Years of Management and Sales Experience**

**Owner of Residential Property Management Staffing, Marketing and Lease Up Company**

**Multiple NAA, Brainstorming Conference Presenter**



**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](http://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 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, 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
- Program 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 May 2017):

\$2,900 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

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, Southeastern Region      Drucker and Falk  
(919) 846-7300 rwarren@druckerandfalk.com  
Raleigh, NC

***“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

***“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