



## Rebecca Rosario

Rebecca Rosario, CALP, CAM, NAAEI is a nationally recognized speaker and facilitator, presenting at local and state apartment associations, as well as a recurrent presenter for The National Apartment Association's Apartmentalize Conference. She is President of Full House Marketing, Inc., based in Durham, N.C., Founder of Diversity-Connection, and an ApartMentor. In addition to over 24 self-authored talent development programs, Rebecca facilitates CALP and CAM for NAAEI. Recent Acknowledgements include induction into the 2021 AANC Hall of Fame, and Globe St. Woman of Influence.

### Experience, Professional Designations & Positions:

- Publisher, The Greater Philadelphia Apartment Shoppers Guide
- Regional Director KORMAN Communities
- Owner, Full House Marketing, Inc
- Former adjunct professor (guest), St. Augustine's College, Raleigh, NC
- Co-founder, PMManuals.com
- Contributor, Skill Builder Online
- Faculty of National Apartment Associations Education Institute (NAAEI)
- Author of the program Multicultural in Multifamily
- ApartMentor
- 2021 AANC Hall of Fame Inductee
- 2021 Globe St. Woman of Influence.

*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:*



## 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 solution 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.*



- *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*
- *NAAEI CALP and CAM Instructor*
- *Multiple presenter at Apartmentalize Conference*



## 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 grows and develops, and useful new models come on stream. Rebecca reviews and refresh her programs at least once a year.*



## BACKUP RESOURCES

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





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## Quick Reference by Topic

- Communications
- Diversity, Equity, & Inclusion
- Leadership
- Leasing, Sales and Marketing
- Management & Compliance
- NAA Designations (CALP & 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. To find out more, email [Rebecca@FullHouseMarketing.net](mailto:Rebecca@FullHouseMarketing.net). Or visit [www.RebeccaRosario.com](http://www.RebeccaRosario.com)

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



## Speaker Fees

Effective January 2022

\$3,900 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 CALP, CAM and CAPS modules. For keynote addresses less than 45 minutes or affiliate designation training, please call Rebecca directly to discuss 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 does an excellent job."

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

"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

"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, AAKC

"I have the utmost respect and admiration for Rebecca and feels she does an amazing job."

Leasing 101  
Attendee



## How to Book Rebecca

**Website:** [RebeccaRosario.com](http://RebeccaRosario.com)

**Email:** [Rebecca@FullHouseMarketing.net](mailto: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. She does not accept card payments.*

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