



## MKL405 MARKETING & LEASING: MULTIFAMILY PROPERTIES APRIL 13 & 14, 2010

Position your property in the market to attract and retain new residents with key strategies for reaching qualified prospects, selling your property's benefits, and successfully closing the deal.

### What you'll learn:

- **Market assessment:** Regional and neighborhood demographics, comparison grids for developing competitive rental rates
- **Marketing planning and strategies:** Marketing campaign development, advertising, public relations
- **Leasing strategies:** Lease provisions and effective rent, leasing strategies and how to train staff to meet leasing goals, prospect qualification
- **Resident retention:** Resident orientation programs, resident communication, problem solving

### How you'll benefit:

- Position your property to succeed in your market
- Showcase your property in the best light to secure new residents
- Achieve higher levels of resident satisfaction and retention by responding effectively to resident issues

Standard calculator required.



Dates: **April 13 & 14, 2010**

Time: Registration 7:30 am on April 13

Course: 8:00 am - 5:00 pm

Location: **Towers of Southfield (Rental Center)**  
**20875 Lahser (N of 8 Mile, W of Lahser)**  
**Southfield, MI 48034 (248) 356-3650**

Bring: Standard calculator

### COST:

**\$570.00 Premier Member** (CPM®, CPM® Candidate, ARM®, Accredited Commercial Manager)

**\$660.00 Classic Member** (Associate, Student, Academic)

**\$715.00 Non-Member**

## REGISTRATION FORM

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT *(Registration deadline is March 30, 2010)*

Send this form and your payment to:

**IREM Michigan Chapter 5**

**24125 Drake Road ~ Farmington, MI 48335**

Or, fax to 248.615.3888 with credit card info:

VISA / MC / AX

Expiration Date \_\_\_\_\_

**Questions? Contact the IREM Michigan Chapter 5 office at 248.615.3885**

### Cancellation Policy

Ten or more business days prior to start of course, full refund. Less than ten business days but a minimum of three business days, you may either receive a full refund (less a \$75 administrative fee) or may transfer to another course. Transfer is only valid for up to 12 months from date of cancellation. If you cancel within three business days of the course or you are a no-show, your registration fee cannot be refunded, nor can you transfer to another course. To cancel your registration, please notify the IREM course sponsor at 248.615.3885 or via email at irem5@aol.com.