



# Apartment Association of the Panhandle Video Training Catalogue

To view or rent video(s) - 806-355-6391

## **HOW TO BE A LEASING LEGEND IN ANY KIND OF MARKET:**

In this Must-See video, Ann Sadovsky-a Leasing Legend herself!-shares the wisdom of her 3 decades of experience in multi-family housing, plus gives all new insights into "the one thing your property has that no one else does!" A perfect training tool for those new to the industry and a great refresher course for seasoned professionals, Anne Sadovsky's *How To Be A Leasing Legend* is the video where you will learn: the 5 essential steps of successful leasing, the critical importance of updating your closing skills, and the definition of success and how you can achieve success every day! (approximate run time: 75 minutes)

\$20.00 per viewing \$40.00 for 5 business day video rental with \$100 refundable deposit

## **BOWL 'EM OVER, BLOW 'EM AWAY, KNOCK THEIR SOCKS OFF CUSTOMER SERVICE:**

Ann Sadovsky has some crucially important news to share about serious service for the 21st century. With this highly motivational video training tape you will learn: why customers quit, the five factors we are evaluated on, the ten deadly sins of customer service, what makes multi-family unique, how to develop your people skills, and what you need to do about resident retention. (approximate run time: 35 minutes)

\$10.00 per viewing \$20.00 for 5 business day video rental with \$100 refundable deposit

## **LEASING 101:**

A fully prepared, packaged basic leasing program. The complete course is essential for new team members and a great refresher course for the experienced. Four videotapes: "Introduction and Telephone Techniques" "Touring and Demonstrating Techniques" "Meeting, Greeting and Qualifying Techniques" "Closing and Follow-Up Techniques" (3 hour course)

\$30.00 per viewing \$60.00 for 5 business day video rental with \$200 refundable deposit

## **LEASING 101 UPDATE:**

Fresh insights and common sense from the First Lady of Multi-Family Housing. (approximate run time: 30 minutes)

\$10.00 per viewing

\$20.00 for 5 business day video rental with \$100 refundable deposit

## **FEARLESS FAIR HOUSING:**

A comprehensive and entertaining tool for educating both experienced and new employees in basic federal laws and guidelines. (approximate run time: 85 minutes)

\$20.00 per viewing

\$40.00 for 5 business day video rental with \$100 refundable deposit

## **LOCKOUT/TAGOUT: UTILITY SHUTOFFS FOR EMERGENCY REPAIRS:**

(approximate run time: 32 minutes)

\$10.00 per viewing

\$20.00 for 5 business day video rental with \$50 refundable deposit

## **INSPECTING AND APARTMENT FOR A MAKE READY:**

(approximate run time: 25 minutes)

\$10.00 per viewing

\$20.00 for 5 business day video rental with \$50 refundable deposit

## **PEOPLE MAINTENANCE & CREATING LASTING IMPRESSIONS:**

(approximate run time: 30 minutes)

\$10.00 per viewing

\$20.00 for 5 business day video rental with \$50 refundable deposit

## **"SAFETY FIRST":**

(approximate run time: 20 minutes)

\$10.00 per viewing

\$20.00 for 5 business day video rental with \$50 refundable deposit

**Breakfast Club Series one:**

EXTRA-ordinary Telephone Techniques – Internet Marketing and Follow-up. Learn how to drive your telephone traffic to your web site and use your web-brochure as a key telephone tool! Toni will show you innovations for successful telephone techniques using the latest technology. Enjoy a word-for-word dialog guide to successful telephone interaction. Toni's "Telephone SHOW" will give you the voice techniques and attitude necessary to convert your telephone traffic into appointments & leases! Toni will add powerful Questions & Answers to your interview process and show you creative ways to use your guest card. Learn how to build conversations and keep the customer on the phone with interesting questions. Also, during the presentation you will learn how to create a digital village, online photo album, find free colorful e-cards for follow-up and re-generating traffic to build a personal leasing database. This amazing fast paced 90-minute session will Change your MIND and Change your SUCCESS!!! (approximate run time: 90 minutes)

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**Breakfast Club Series two:** Closing – Overcoming Objections, Body Language, Brand New Marketing Techniques and More! Closing is not a "line" it is a carefully executed plan. Learn how to be personally prepared, how to prepare your product and how to create a Welcome Center. Toni will show you how to implement programs to influence the decision process including: the Village Marketing Book, The Future Resident Club, Leasing with The New Resident Packet, The Invitation Station & Self-Closing Apartments, Creative Visual Display Tools for Leasing, The Marketing Fun Box, Personalization, and Furniture Set up - Close in each room! She will share how to overcome the 10 most common objections, develop reasons to RENT, Closing that WORKS – own 28 powerful closers with her closing card game!!! The standard increase in closing as a result of these programs ranges from 12% to 32%! You can't afford to miss this class – send someone to collect and share this information with your team. Learn how to work smart with closing tools that work! THIS IS A MUST for everyone who wants to succeed in this competitive market. This amazing fast paced 90-minute session will Change your MIND and Chang your SUCCESS!!!

(approximate run time: 90 minutes)

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**Breakfast Club series three:** Raising Revenue & Rents – Maximize your Real Estate Asset, Updates for 2007 Trends, Technology & Techniques. Toni Blake will show you how to be the BEST Choice, not the CHEAPER Choice! Learn how to use reason and economic data to create a consistent increase in rent and revenue. Find out how to create customer "WOW" moments! Set your property apart from your competition with affordable updates by implementing successful new consumer trends! Toni will outline how to prepare your selling environment for success and give you detailed instructions on cost-effective ways to influence the customer's decision process! She will show you how to use value selling against the specials – and nothing builds value more than MONEY!!! Don't miss this informative program that will change your mind, your property and your results!!! (approximate run time: 90 minutes)

\$10.00 per viewing \$20.00 for 5 business day video rental with \$100 refundable deposit