



Dear Apartment Association Member:

Thank you for your interest in our eLearning program, the Apartment Management Learning Center. Below please find more details on our training offerings:

**Delivery via High Speed Internet Connection** - Grace Hill and your local apartment association are proud to offer high-quality, interactive property management training that is available anytime, anyplace you have high-speed access to the Internet. There is no software to install or CD to load -- accessing training is as easy as logging on to the 'Net.

**Built-In Tracking** - In addition to our courses, we also provide comprehensive tracking of this training. Supervisors can access the "Executive Reports" area of our website at any time to view real-time data on their employees' activity and performance such as student's start and finish dates, pre- and post-test scores, and even which questions they answered incorrectly. These reports indicate that our clients are achieving an average 51% increase in knowledge from their pre-test to final Knowledge Challenge. Impressive!

**Workbooks & Completion Certificates for Every Course** - All courses include a downloadable workbook so students have an easy-to-use job aid in hand long after the online training is complete. Additionally, each student who achieves a 70% or greater score on the final "Knowledge Challenge" will receive a course completion certificate. Students who achieve a perfect 100% score will receive a "Mastery" certificate indicating their perfect score. Certificates may be printed and emailed to a supervisor. Course Completion Certificates are useful for tracking training, and especially for demonstrating your commitment to adherence to Fair Housing and employment laws.

**Affordable Education** – Credit Card or Pay-Per-View purchases are available for \$79-\$99 per student, per course or test your knowledge with our Quick Quizzes for \$15 per student, per quiz. Our **Unlimited Training Subscription** provides *unlimited* access to our "Essential Courses" package of more than two dozen titles, plus 3 in Spanish, and new "Essential" releases throughout the year. Additionally, your team members will receive unlimited access to our Quick Quiz series. The Unlimited Training Subscription rate is \$0.20 per unit, per month. "Elective" titles are also available. See page 2 for our complete Pricing Schedule.

**Course Catalog** – Explore our course descriptions on pages 3 - 8. New courses are always under development.

**CEC Credits** - If you have a designation such as CAM, CAPS or CAMT thru the National Apartment Association, 50% of annual CEC credits may be accumulated from courses accessed thru the online training link on your local Apartment Association's website. You will receive 1 CEC for each hour of online course time. Courses range from 1 – 3 hours in length each.

**Preview Our Courses** - See a preview of the courseware by selecting "Online Training" from your association's website, then select "View Demos" within the "Learning Center".

Thanks for taking the time to review our program. We look forward to working with you to strengthen your associates' knowledge and skills. Contact us to coordinate a training program customized for your portfolio today!

Sincerely,

*The Grace Hill Gang*

The Grace Hill Gang  
Grace Hill, Inc.  
<http://www.gracehill.com>  
Toll Free (866) GRACEHILL  
Email: [Contact@gracehill.com](mailto:Contact@gracehill.com)



## Pricing Schedule

**Option 1: Unlimited Training Subscription** - The Unlimited Training Subscription provides unlimited access to our “Essential Course Package” for only \$0.20 per unit, per month. That's only \$50 per month for a 250-unit community. The Unlimited Training Subscription is available for portfolios of any size; a minimum monthly charge of \$200 applies.

**The “Essential Course Package” includes these titles:**

- *Advanced Leasing: Secrets of Leasing Leaders*
- *Advanced Telephone Techniques*
- *Business Etiquette*
- *Conflict Resolution (Supervisor version available)*
- *Curb Appeal*
- *Customer Relationship Management*
- *Customer Service As A Competitive Advantage (Spanish version available)*
- *Employee Coaching*
- *Fair Housing (Spanish version available)*
- *Fair Housing II*
- *Help Wanted! How to Hire, Retain & Inspire Quality Team Members*
- *Internet Leasing*
- *Leadership: Profiles in Multifamily Housing*
- *Leasing for a Living*
- *Leasing for a Living Series, featuring six 30-minute modules:*
  - *Introduction to Leasing*
  - *Telephone Techniques*
  - *Responding to Email Inquiries*
  - *Greeting & Qualifying*
  - *Touring the Community*
  - *Closing & Follow-Up*
- *Maintenance for Office Staff*
- *Marketing Principles for Multifamily Housing*
- *Mold Awareness*
- *Preventing Sexual Harassment (Spanish, Supervisor and CA Supervisor versions available)*
- *Property Management Financials*
- *Resident Retention for Today's Savvy Customers*
- *Time Management*
- *Traffic Generation*
- *Quick Quizzes (Multiple Topics from Comprehensive Maintenance to Fair Housing)*
- *Coming Soon: More Essential Titles*

Add one or more “Elective Courses” to your Unlimited Training Subscription starting at only \$0.02 additional per unit, per month.

**“Elective Courses” Available:**

- *Basic Maintenance Series including Basic Electrical, Basic HVAC and Basic Plumbing*
- *Leadership Development Series featuring Anne Sadovsky*
- *Risk Management I: Associate Safety & Emergency Awareness*
- *Risk Management II: Risk, Liability & Crime Awareness*
- *The Impact of Maintenance on Retention*

**Option 2: Pay-Per-View Plan** - Don't need that much education? Choose instead our **Pay-Per-View** plan of \$79 - \$99 per student, per course, depending on the title. Payment can be made using a credit card or by setting up an account directly with Grace Hill. Bulk rates are also available.



# Essential Courses

## *Included in our Unlimited Training Subscription*

### **Advanced Leasing: Secrets of Leasing Leaders**

Recommended for All Onsite Management & Leasing Team Members; "Leasing For A Living" Suggested Prerequisite

- Learn the five qualities common to all Leasing Leaders and how to develop them
- Anticipate, uncover and overcome any objection a prospective resident may raise
- Recognize prospective residents' buying signals
- Learn our four-step approach to closing
- Watch and listen to powerful follow-up techniques in action
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

### **Advanced Telephone Techniques**

Recommended for All Onsite Management & Leasing Team Members; "Leasing for a Living" Suggested Prerequisite

- Discover how to set yourself apart from the competition with phenomenal phone skills
- Improve your call to visit conversion ratio and heighten your chances of closing the sale
- Explore proper etiquette for every phone interaction, including challenging callers
- Exceed your residents' expectations with your extraordinary service
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

### **Business Etiquette**

Recommended for All Onsite Management, Leasing, and Corporate Personnel - Some companies use with Maintenance teams

- Convey competency and professionalism through your clothing, grooming, and body language
- Determine when it is and is not appropriate to use email, instant messaging, and social networking
- Master the rules of grammar and style in your business correspondence
- Act with consideration and respect in the workplace, even in challenging circumstances
- Enhance your career through successful networking
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

### **Conflict Resolution (also available in Supervisors' version)**

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Learn four ways to respond to any conflict, and when to use each approach
- Improve your listening skills to better understand and assist your customers
- Clarify your own communications to avoid confusion and conflict
- Learn how to work with a co-worker to solve a disagreement together
- Discover when to get involved in conflict between two or more associates whom you supervise
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

### **Curb Appeal**

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Master the best way to use banners, signs, flags, and other tools for capturing drive-by attention
- Present a Leasing Center that appeals to your prospective residents' five senses
- Make your models and mini-models work hard for your leasing team
- Discover the role that every team member plays in creating and maintaining pleasing curb appeal
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

*(More Courses on Next Page)*

# Essential Courses

*Included in our Unlimited Training Subscription  
(continued from previous page)*

## **Customer Relationship Management**

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Learn why it is so important to personalize your service based on your customer's preferences
- Uncover the tools and approaches required to undertake CRM at your community
- Discover the dramatic impact of customer loyalty on your community's success
- Learn how Fair Housing considerations affect attempts to personalize customer service
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Customer Service as a Competitive Advantage (also available in Spanish)**

Recommended for All Onsite Team Members – Management, Leasing, & Maintenance

- Review methods to meet or exceed customer expectations
- Improve your communication skills to increase resident retention
- Diffuse and satisfy your difficult customers with winning techniques
- Discover many ways to customize service for prospects and residents
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Employee Coaching**

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Identify performance barriers and guide employees to overcome these hurdles
- Learn when and when not to coach
- Discover tried-and-true coaching techniques and tips, illustrated with clear examples
- Practice specific techniques to build your employees' self confidence so they can take successful action
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Fair Housing (also available in Spanish)**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Learn the federal Fair Housing laws, guidelines, and their application to our industry
- Discover how to define and identify discrimination
- Learn how to comply with Fair Housing laws through illustrative case studies
- Master documentation and compliance strategies
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Fair Housing II**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance, "Fair Housing" Required Prerequisite

- Take a look at life after the terrorist attacks of 9/11 and see how that has impacted multifamily applicant screening, policies and procedures
- Explore owners'/managers' responsibilities surrounding reasonable accommodation and reasonable modification for people with disabilities
- Examine real Fair Housing cases and their outcomes
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Help Wanted! How to Hire, Keep & Inspire Quality Staff Members**

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Authored by multifamily educator Deb Bronson
- Learn strategies to recruit winning team members
- Discover what the real cost of employee turnover is, and how to calculate it
- Recognize quality candidates, then screen and interview effectively
- Inspire and retain your valued associates through excellent management skills
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

*(More Courses on Next Page)*

# Essential Courses

*Included in our Unlimited Training Subscription  
(continued from previous page)*

## **Internet Leasing**

Recommended For All Leasing Personnel – Managers, Assistant Managers, & Leasing Consultants

- Learn how to manage your online advertising presence
- Deliver a virtual tour of your community via the computer
- Uncover successful strategies for responding to Internet leads via email and telephone
- Prepare yourself to close an Internet lead sight unseen
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Leadership: Profiles in Multifamily Housing**

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Learn the attributes and actions common to effective leaders
- See examples of effective leadership in action with multifamily workplace specific scenarios
- Meet five superb leaders working in the industry today
- Create your own customized Leadership Action Plan
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Leasing for a Living**

Recommended For All Leasing Personnel – Managers, Assistant Managers, & Leasing Consultants

- Learn telephone and email inquiry techniques that lead to closed leases
- Greet, qualify and tour prospective residents like a professional
- Take the fear out of asking for the deposit
- Discover expert follow-up tips that encourage prospects to select your community
- Review critical safety and fair housing issues
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Leasing for a Living Series: Six 30-Minute Modules Designed for Targeted Training**

Recommended for all Management and Leasing Associates who wish to fine-tune their skills in one or more specific aspects of the leasing process; "Leasing for a Living" Suggested Prerequisite

- Each section of our comprehensive Leasing for a Living course is delivered as a stand-alone module
- Course titles include *Introduction to Leasing, Telephone Techniques, Responding to Email Inquiries, Greeting & Qualifying, Touring the Community, and Closing & Follow-Up*
- Courses include quiz, interactive exercises, and final exam
- Allows experienced personnel to easily and quickly polish their skills as needed
- Each title in this series is approximately 30 minutes; the series is included at no additional charge for Unlimited Training Subscribers or each course is \$79 Pay-Per-View

## **Maintenance for Office Staff**

Recommended for All Leasing and Management Personnel – Managers, Assistant Managers, & Leasing Consultants

- Reduce disagreement and tension between the office staff and the maintenance team
- Learn how to effectively document a service request to avoid unnecessary confusion and save the maintenance team time
- Why conducting regular staff meetings can improve communication among personnel
- Teach your associates to see "the big picture" of managing the community as a whole
- Discover simple strategies for supporting the maintenance team
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

*(More Courses on Next Page)*

# Essential Courses

*Included in our Unlimited Training Subscription  
(continued from previous page)*

## **Marketing Principles for Multifamily Housing**

Recommended for All Leasing and Management Personnel, and all who wish to learn more about this topic

- Make smart decisions about the 4 P's in order to appeal to your specific target market
- Learn how to conduct meaningful market research
- Prepare and maintain a comprehensive Market Survey
- Learn to prepare a Marketing Plan and employ it to reach your goals
- Use our comprehensive sample marketing tools to improve your own performance
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Mold Awareness**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Learn what mold is, why it grows, and why it matters to multifamily operators
- Discover the believed health effects of mold
- Learn how to detect, reduce and prevent mold using a Mold Response Plan
- Communicate with your residents regarding mold
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Preventing Sexual Harassment (also available in Spanish and a Supervisors, and California Supervisors Version)**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Identify sexual harassment behaviors in the workplace
- Learn the responsibilities of employees and employers involving sexual harassment
- Discover the consequences of sexual harassment
- Keep your workplace free from sexual harassment using the strategies and skills conveyed here
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Property Management Financials**

Recommended for All Associates with Financial Responsibilities – Regional Managers, Managers, Maintenance Supervisors, Assistant Managers, Leasing Consultants & Maintenance Technicians

- Learn how to earn a favorable return on investment, or ROI in multifamily real estate management
- Study the two most useful tools for understanding the financial goals for your community: the Budget and the Income Statement
- Discover how to impact a community's value by maximizing income and controlling expenses
- Practice using key indicators on your Income Statement to help monitor community fiscal fitness
- 2 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Resident Retention for Today's Savvy Customers**

Recommended For All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Co-authored by retention expert Mindy Williams
- Calculate the cost of resident turnover
- Uncover the most common concerns of residents nationwide and how to address them
- Assess your current retention program and enhance it
- Manage your lease expirations so you aren't hit with excessive turnover at any one time
- 3 hours, included in our Unlimited Training Subscription or \$79 Pay-Per-View

*(More Courses on Next Page)*

# Essential Courses

*Included in our Unlimited Training Subscription  
(continued from previous page)*

## **Time Management**

Recommended for All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Learn how to use long term goals as a benchmark against which all short term tasks are judged
- Practice prioritizing work appropriately so the most important tasks get completed
- Estimate how much time is needed for each task, and use that in your daily planning
- Eliminate top time-wasters from your day
- 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Traffic Generation**

Recommended For All Onsite Management and Leasing Associates

- Learn valuable property management math formulas via interactive exercises, including occupancy, closing ratios, and annual and monthly turnover ratios
- Create your own customized traffic plan
- Discover the difference between “qualified” and “unqualified” traffic
- Boost your traffic via resident referrals, marketing outreach, Locator cooperation, and planned on-site events
- Approximately 1 hour, included in our Unlimited Training Subscription or \$79 Pay-Per-View

## **Learning Games**

Recommended For All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Numerous Learning Games available in familiar game show formats, reminiscent of Jeopardy, Wheel of Fortunes, and Who Wants to Be a Millionaire
- Multiple topics from Property Manager Billionaire to Wheel of Maintenance Safety
- A fun and memorable way to reinforce knowledge
- Motivate your competitive associates by running a contest based on their Learning Game scores
- Included in our Unlimited Training Subscription at no extra charge; *Not Available as a Pay-Per-View option*

## **Quick Quizzes**

Recommended For All Team Members – Corporate Personnel, Management, Leasing, & Maintenance

- Multiple topics from Comprehensive Maintenance to Fair Housing
- Test the knowledge of your Leasing, Maintenance & Management employment candidates
- Fine tune your associates' knowledge & skills
- Motivate your team by running a contest based on their quiz scores
- Included in our Unlimited Training Subscription or \$15 per Quiz for Pay-Per-View

***More courses are always in development!  
Our course catalog is updated several times annually with new Essential titles***



## Elective Courses

*These titles are available as optional additions  
to our Unlimited Training Subscription*

### **Basic Maintenance Series**

Recommended for All Maintenance Team Members and others who wish to gain an understanding of the fundamentals of maintenance

- Authored by Mark Cukro of Service Team Training, one of our industry's most respected maintenance educators
- Titles include: *Basic Electrical, Basic HVAC, and Basic Plumbing*
- Learn important workplace safety measures and how to identify and use various tools and materials
- Learn basic and more advanced electrical, HVAC, and plumbing skills and how to apply them in your work
- Practice your skills with interactive exercises and testing
- Each title in this series is approximately 2 hours; the series is an additional \$0.05 per unit, per month for Unlimited Training Subscribers or each course is \$99 Pay-Per-View

### **Leadership Development Series featuring Anne Sadovsky**

Recommended For All Associates Who Supervise Others or Aspire To Do So – Regional Managers, Managers, Maintenance Supervisors Assistant Managers, Leasing Consultants & Maintenance Technicians

- Industry education legend Anne Sadovsky delivers her no-nonsense content with a healthy side of wit via video recorded before an intimate multifamily audience
- Titles include: *Be The Leader Others Want to Follow, Generational Differences, and Communication & Motivation*
- Practice your skills with interactive exercises and testing
- Each title in this series is approximately 1 hour; the series is an additional \$0.05 per unit, per month for Unlimited Training Subscribers or each course is \$99 Pay-Per-View

### **Risk Management I: Associate Safety & Emergency Awareness (also available in Spanish)**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- The safety procedures and tasks for which each onsite associate should be accountable
- Steps to follow to minimize risk when entering or working in an occupied apartment
- OSHA compliance, use of Personal Protection Equipment, and Hazard Communication
- How to prepare for emergency situations and respond should one occur
- Communicating with residents and the press during and after an emergency
- 2 hours, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View
- Spanish version included at no extra charge

### **Risk Management II: Risk, Liability & Crime Awareness (also available in Spanish)**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance

- Introduction to industry best practices for personal safety and loss prevention
- Recognizing risk and liability hazards present in your community's common areas
- Policies and procedures designed to reduce crime and increase crime awareness
- Effective methods for communicating crime and other hazards to residents, associates and the media
- 1 hour, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View
- Spanish version included at no extra charge

*(More Courses on Next Page)*

# **Elective Courses**

***These titles are available as optional additions  
to our Unlimited Training Subscription  
(continued from previous page)***

## **The Impact of Maintenance on Retention**

Recommended For All Onsite Team Members – Management, Leasing, & Maintenance and Corporate Personnel

- Authored by Doug Miller of SatisFacts Research, LLC
- Study the results of comprehensive resident satisfaction research
- Learn the reasons residents cite for not renewing, most of which are service related and controllable
- Utilize community case studies and financial metrics to explore the value of improving maintenance service
- Examine service request management at your own community and find ways to improve service
- 2 hours, additional \$0.02 per unit, per month for Unlimited Training Subscribers or \$99 Pay-Per-View

***More courses are always in development!  
Our course catalog is updated several times annually with new Elective titles***



## Client Testimonials

*"Since taking the Grace Hill's online **Leasing for a Living** course, our property closing percentages have skyrocketed. In particular, one of our leasing professionals, Brittany, has increased her closing ratio forty five percent. As she was new to the industry when we hired her, being in the customer service industry for six years, we had the confidence in her abilities but knew that her skill set needed to be developed. She just didn't have the fine-tuning to make her a superstar. Grace Hill gave her the opportunity to hone her skills and become the leasing dynamo we all knew she could be. It is great that team members can have a resource like Grace Hill to develop and improve their leasing skills."*

Chris Willenborg  
The Dermot Company

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*"The amount of information (in the **Property Management Financials** course) is, in my opinion, "just right." And, (it is) skillfully done. Whoever wrote this course, with the help of your editors and staff specialists with experience in our industry I am sure, did a most excellent job... I am going to make this class mandatory for all Property Managers and senior management, as well as recommended for any other employee seeking to understand the financial aspects of our business."*

Charlie Dismore  
Capstone Management

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*"Recently, one of our communities received a Housing Discrimination Complaint in regards to race. After a complete investigation of the claim, we received a "No Cause" finding. This was the best result that we could have hoped for. Without the information, training and documentation that Grace Hill was able to provide, I am not certain that we would have had the same outcome."*

Michelle Sinclair  
Trillium Residential, LLC

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*"Thanks for giving me a great product to cheer about! I'm thrilled with what a great training opportunity Grace Hill has created for us. Everyone should be on subscription training."*

Claire Collins  
Princeton Properties

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*"Not only does the Grace Hill provide great classes, this company is all about customer service. Any time I've needed anything, I just pick up the phone. In this day and age of the disappearance of customer service, it is truly refreshing to work with this company. Anyone in this business knows that time is the true test of a great company. I'm treated as great today as the brand-new customer I was three years ago!"*

Pam Roberts  
Gene B. Glick Company

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