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CCRM CALIFORNIA CERTIFIED
RESIDENTIAL MANAGER

WEBINARS

PROPERTY MANAGEMENT SERIES:

AVAILABLE
NOW AS
INDIVIDUAL
COURSES
OR THE
COMPLETE
CCRM
CERTIFICATION
SERIES

There is great demand for qualified rental housing professionals in California. The California Certified Residential Manager series is the only rental housing certification program providing comprehensive property management training specifically written to instill best practices in property management and to comply with California's unique laws and regulations.

Save Time and Money - Convenient Webinar Presentations

Each of the nine CCRM courses is presented in two 90-minute sessions which you can take from the convenience of your home or office computer.

Property Owners and Management
Company Executives

- » Increase Staff Competencies
- » Reduce Risk
- » Protect Your Investments
- » Improve Your Bottom Line

Career-Path Property Management
Professionals

- » Improve Your Skills
- » Increase Your Value to Your Employer
- » Advance Your Career
- » Reduce Personal Liability

GREAT VALUE! REGISTER TODAY

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California Apartment Association
980 Ninth Street, Suite 1430
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(916) 447-7881
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\$79 PER COURSE; \$599 FOR THE CCRM CERTIFICATION SERIES*

*Full series includes a mailed copy of 8th Edition "Managing Rental Housing."
Each course includes a downloadable student guide. Does not include \$75 CCRM Certificate fee.
Non-member prices are \$99 per course and \$799 for the CCRM certification series.

COURSE DESCRIPTIONS & DATES ON NEXT PAGE

COURSE DESCRIPTIONS



Recently rewritten, the California Certified Residential Manager (CCRM) Property Management Series has been improved with contributions from experts throughout the industry. The series provides comprehensive training specific to the laws and regulations of California.

Each course is composed of two 90-minute sessions. Both sessions must be taken to complete the course. Completion of all nine courses qualifies you to complete your CCRM Certification.

Preparing the Property & Professional Leasing Skills (PMR100)

Rental property must be prepared for leasing before the first applicant arrives. Learn how to prepare a property for market, including understanding the responsibilities of the property manager, setting competitive rents and advertising, perfecting curb appeal, fair housing as it relates to marketing, setting market rate rents, calculating revenue formulas and more.

4/8 & 4/10: Tony Sousa, Sequoia Equities

The Move-In Process, Rent Collections & Notices (PMR101)

Understand the ins and outs of rental agreements, how to prepare the move-in packet, write policies and procedures, create a resident handbook and the proper way to collect rent, handle bad checks and file legal notices. Included: delinquency notices, criteria for managing resident turnover and successfully adjusting rents and renewing leases.

4/15 & 4/17: Savannah VanVoorhis, Prometheus Real Estate Group

Resident Issues & Ending the Tenancy (PMR102)

Successfully interact with people and learn how to handle residents' requests and special issues for the disabled on-site. Terminating tenancy, identifying normal wear and tear as opposed to damages, and dealing with security deposits will be reviewed in addition to recognizing how an agreement can be terminated and understanding the eviction process.

5/6 & 5/8: Anthony Baimas, Quality Property Management

Professional Skills for Supervisors (PMR103)

Building a team, setting goals and maximizing employee performance. Learn about employment practices such as screening and hiring, the interview process and selecting vendors and contractors. Understand the importance of documentation and organizing operational, fiscal and historical records. Also, recognize the potential for theft and fraud.

5/13 & 5/15: Linda Rutledge, Laughton Properties

Maintenance Management: Maintaining a Property (PMR104)

Maintain property value and retain residents by efficiently: turning a unit, inspecting property, completing repairs and identifying and avoiding potential liability. OSHA policies, identifying and avoiding potential liabilities, handling emergencies and record keeping will be covered. Tips on ordering supplies, inventory control, bidding for products and services and quality customer service are included.

5/20 & 5/22: Anthony Baimas, Quality Property Management

Liability & Risk Management (PMR105)

Protecting the Investment in property and be savvy regarding issues of liability and risk management in California's often litigious business environment. The course covers: preventative maintenance, keeping records, inspections, habitability, environmental issues, safety, avoiding negligence, insurance coverage and when and how to choose an attorney.

5/27 & 5/29: Gary Link, Law Offices of Gary Link

Budget Development & Implementation (PMR106)

Learn about the benefits of a budget and how to develop one including resources needed, types of budgets and software and templates. You will also learn the difference between operating and capital expenses, how to evaluate a general ledger, how to calculate vacancy and rent losses, read a profit and loss statement, create ancillary income and more.

6/10 & 6/12: Cynthia Wray, FPI Property Management

Fair Housing - It's the Law (PMR107)

With discrimination complaints, undercover investigations, and penalties on the rise, it is imperative to abide by federal, state and local laws regarding fair housing. Learn about the Property Manager's role in fair housing, the law as it applies to children and families, accommodating the disabled, policies and procedures, and proper leasing and rental procedures.

6/17 & 6/19: Gary Link, Law Offices of Gary Link

Ethics in Property Management (PMR108)

CAA promotes ethics and develops standards of good practice for rental property owners and managers in California. Included: defining ethics, how ethics affect our industry, ethics in day-to-day management and how to handle ethical challenges. You'll review CAA's "Code of Ethics," "Code for Equal Housing Opportunity," and a "Residents' Bill of Rights."

6/24 & 6/26: Kevin Rolli, Sequoia Equities

All courses are presented from 1:30-3:00 PM on the dates indicated.

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