



- Leasing/Marketing
- Maintenance - Technical
- Maintenance - Soft Skills
- NAA Designation: **CALP, CAM, CAMT, CAPS**
- Maintenance Certification: EPA-608, CPO
- Leadership
- Compliance
- Keynote/Motivational



**CHARLOTTE  
PISCIOTTA**

**HOT NEW TOPICS**

- **CAM:** Certified Apartment Manager
- **CAS:** Certified Apartment Supplier
- **NAAEI AIT / AFT** Graduate and Faculty
- 20+ years in Residential Property Management
- Held positions in Leasing, Community Manager, Regional Manager, National Director of Sales & Marketing
- Vice President of Full House Marketing

**Leadership Lessons from Lasso**

Ted Lasso is a popular comedy series about an American football coach leading an English pro soccer team. Lasso creates little moments that highlight big leadership principles. Learn key leadership qualities through short stories, real-life experiences, and simple, adoptable standards.

**Love Languages of Employee Engagement**

Keep your Rockstars happy, engaged and performing. Teammates each respond differently to recognition and rewards. Understand diverse styles and strengths to retain key employees. Speak their appreciation language and increase engagement and discretionary effort.

**Remote Leadership: Turned On, Tuned In, and Uninterrupted**

Employees need leaders who consistently connect and direct, regardless of location. Virtual team leaders can do more than use technology to communicate and collaborate remotely. Discover practical strategies to keep teams engaged, tuned in, and connected remotely.

**Beyond the Guest Card: Building Rapport Through Conversation**

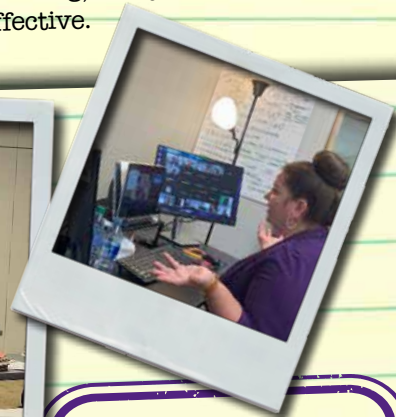
Today's renter wants to be heard and understood. Everyone has a story that makes them individual and unique. Going beyond the date, size, and price questions helps create a bond and become the trusted advisor who understands their needs and wants to recommend the perfect new apartment.

**Fantastic Follow-Up: Just Say "No" to Copy and Paste**

Follow-up is most effective...when you actually DO it! Avoid the snoring, boring, "I'm just checking in" and learn new techniques to make follow-up valuable, memorable and effective.

**CORE CLASSES - ALWAYS A HIT!**

- **You're Invited:** The Art of Closing
- **Love Them or Lose Them:** Resident Retention
- **You had me at HELLO:** Bigger ROI with Better Lead Responses
- **Let's Get Social:** Marketing Through Social Media
- **Virtual Tours:** Create a Great Client Experience



**HONORARIUM**

- Half Day \$ **3900**
- Full Day \$ **4900**
- Keynote \$ **1900**
- Break-out Sessions \$ **CALL**
- Travel/Lodging Expenses

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LEAH BREWER

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CHRIS KING-DYE