



**Communicate for
Results and Get
Residents to Do
What You Want
Them to Do**

**Receive Guidance
to Write
More Effective
Emails**

**Receive Samples
to Announce
Preventive
Maintenance
Policy Changes
Lease Renewals
Lease Violations**

Did I Do That?

**A PMA Seminar that Teaches How to Communicate More
Effectively With Residents, Tenants, Suppliers and Owners**

**Thursday, March 13, 2008
Rollins Congressional Club
1621 Martha Terrace
Rockville, MD
8:30am-12Noon**

WRITING FOR RESULTS

It's back to basics with a proven seminar program that benefit property managers, site managers, leasing professionals, marketing professionals, lease administrators and everyone else who issues written communication. Seminar attendees will receive packets of sample letters used to announce preventive maintenance, policy changes, lease renewals, lease violations and other daily correspondence. Led by Ginger Fitzpatrick (Zalco Realty, Inc.), who has taught this program to hundreds of fellow property management professionals, this program will benefit anyone who wants to or needs to improve their written communication skills. The main topics that will be addressed at the March 13 Seminar at Rollins Congressional Club (Rockville) are:

- o How to Capitalize on Common Language Usage to Improve Communication Skills
- o Why Spell Check is Not a Be All and End All
- o How to Write More Effective E-Mails
- o How to Communicate for Results and Get Residents to Do What You Want Them to Do
- o How to Improve Communication with Vendors
- o How to Improve Presentations

Ginger will review real-time examples of poorly written correspondence and illustrate how they could have been easily changed to become more effective and achieve desired results. She'll also present model letters that property management professionals can use to notify residents of lease violations that range from non-payment of rent to making too much noise. Additionally, she'll show you how to improve your language usage that reduces writing time but improves writing skills. This is a great program for everyone associated with the management of real property.

Seminar Fees

PMA Members: \$95
Nonmembers: \$125

To Reserve

Use the form below or call PMA at 301-657-9200; FAX: 301-907-9326

Did I Do That? Business Writing for Property Management Thursday, March 13, 2008

Rollins Congressional Club, 1621 Martha Terrace, Rockville, MD, 8:30am-Noon

Name: _____

Firm: _____

Address: _____

_____ ZIP _____

Phone: _____ Email: _____

Attendees (\$95 per PMA Member; \$125 per Nonmember):

____ I would like to join PMA (\$180). ____ I would like to receive PMA membership information.

Visa AmEx MC
Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Complete and return with payment in full to: PMA, 7900 Wisconsin Avenue, Suite 305, Bethesda, MD 20814. Fax: 301-907-9326. Reserve on line at www.pma-dc.org. Prepayment is required to attend.