

## Internet Leasing *Online!*



The SWIFT *e*Library is a complete solution for the Multifamily and Property Facility Industry developed in collaboration with leading industry experts.

- Robust Learning Management system with extensive reporting by regional VP, trainer by region, course, learner and/or custom reports.
- Full Access to a library of industry specific courses and corresponding competency tests.
- We customize and brand courses to meet your companies' specific requirements.
- Will integrate with internal systems for single sign-on.
- Supports third party training courses.
- Learner view based on job title with associated curriculum by role or individual.
- Develop up to three new courses per year.

This course offers you principles for using the Internet to turn leasing prospects into residents. In this course, you will be given information on the benefits of internet marketing, preparing and maintaining advertisements, developing an effective web site for your property, and how to serve prospects and residents online.

### **On completion of this course you will be able to:**

- Describe the benefits of Internet marketing,
- Prepare and maintain advertisements,
- Develop an effective website for your community, and
- Serve prospects and customers online.

SWIFT assessments are also available for all SWIFT courses ideal for learners that wish to challenge the course for recertification purposes.

