

FROM OUR FOUNDER

With over 20 years of experience in Multifamily, I offer you my passion, knowledge and commitment for excellence.

I believe in making each day COUNT. Your teams should live and breathe that same commitment. Love what you do!

-Mark Howell
Founder / Operator



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TRAINING & DEVELOPMENT MENU

Assessments
Culture
Leadership Workshops
Candor/Communication
Advanced Leasing
Mentor Programs
Video Podcast Engagement
Leasing Rallies
Custom Content
Merchant Marketing
Reward Programs
Remediation Training
Train the Trainer
Evaluate Training Curriculum

- **CUSTOMIZE YOUR TRAINING EXPERIENCE**
Choose from different menu offerings to ensure that your deliverables meet your needs. **Mix & match for a customized action plan specific to your organization's needs.**
- **SPEAKING ENGAGEMENTS**
Customize your next leadership meeting, managers' retreat, or leasing rally. We will discuss the current topics & issues that are circling your company and attack them head on. **Bring the passion back to your teams!**
- **CONTRACTS AND TIME FRAMES**
A 3-month contract is encouraged. This allows for one 3-hour day each week with any party necessary to receive deliverables. Time frames for deliverables will be discussed during assessment.



HELPING
ORGANIZATIONS
WORK
LOGICALLY



PRICING & PACKAGES

DAY RATE

3-hour day rate

1-TIME SPEAKING ENGAGEMENT

2 HOURS

Leadership, Team Meetings,
Leasing Presentations
Custom Content Production

CONTRACTS

2- AND 3-MONTH CONTRACTS AVAILABLE

It is encouraged to select a time frame that will allow ample time for measurable results. Each contract includes one 3-hour day/week.

2-month contract

3-month contract

Time can be broken into variations of exercises, team building, webinar calls, and speaking engagements.

Site visits may be factored in for personalized training. Standard mileage rates would apply.

NURTURE YOUR TEAMS & WATCH THEM GROW!

MENTOR PROGRAMS

Considered stand-alone offerings, and are priced according to your organization's needs. The production will take at least a full 1- to 2-month commitment.

VIDEO PODCAST LIBRARY

2-month commitment for production and deliverables. Howl Creative Concepts is not a video production company. This offering is to guide and assist in the storyline and development of content. Some video creation is available; pricing available upon request.

LMS / CURRICULUM ASSESSMENT

COMPANY CULTURE CAMPAIGNS

- State of the Union Address
- Philanthropic Efforts
- Presidents Club

SHOPPING EXPERIENCE AND REMEDIATION

Assess your current shopping scores compared to your company benchmark. Discuss options for mandatory Telephone, Presentation, Closing, and Follow Up to be conducted by HCC. This would require several webinar calls.

COURSES AND CONTENT

Give your teams the edge they need to be the best.

Choose from existing content or create something custom to solve a very specific concern in your company culture.

CREATIVE CONTENT

Can be purchased on an adhoc basis. This includes a recorded webinar or link to the presentation, allowing you to host within your LMS for all new employees to access.

PURCHASE A CUSTOM COURSE

Creative time for deliverable is 3 weeks. The content / creative material is the property of HCC and may be altered or changed for distribution.

PRESENTATIONS AVAILABLE *but not limited to*

- 212 Degrees of Leadership
- Talk to Me - Speaking with Candor
- Advanced Leasing - Your Sales Cycle
- Serving the Customer
- Your 3-Minute Commercial - Telephone
- Making the Most from Merchant Marketing
- Surviving the Secret Shop
- Emotional Intelligence - Think Like a Leader
- Leasing with Technology - The Savvy Shopper
- Relationship Selling