

**NATIONAL APARTMENT
LEASING PROFESSIONAL
(NALP)**



National Apartment Leasing Professional (NALP) Skill Checks



SKILL CHECK- KEYS TO SUCCESS IN LEASING

1. List the responsibilities of a leasing professional.

2. Identify important personal qualities of a successful leasing professional, and discuss how these qualities enhance the leasing professional's job success.

3. Why are leasing professionals so important to their communities?

4. In what specific ways can a leasing professional impact the apartment community or building?

5. What are some factors that make the leasing professional position attractive?

6. List basic steps for planning your goals.

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 6:

Step 7:

7. What should a goal be?

S

M

A

R

T

8. Explain product/market knowledge and how it contributes to the success of a leasing professional.

9. What are the characteristics of an effective Leasing Professional?

People Skills:

Technical Skills:

Administrative Skills:

10. What is a resident profile and why is it important?

11. What are the key areas associated with “professionalism” in the leasing profession?

1.

2.

3.

SKILL CHECK- TELEPHONE PRESENTATIONS

1. What are some dos and don'ts while on the phone with prospective and current residents? List four.

2. What materials are important to have on hand while on the telephone?

3. How do you handle an irate caller? List five things to remember when handling an unhappy caller.

4. What are some Fair Housing implications that affect the use of the telephone in leasing?

5. What can you use Active Listening for when handling telephone calls?

By using active listening, you can:

SKILL CHECK-LEASING AND THE INTERNET

1. Are the Internet and the World Wide Web the same?

2. What is a Web page?

3. Identify what type of Web site the following sites belong to by their suffix:

.org

.gov

.com

.edu

.net

.mil

4. Which of the following is an example of an Internet Service Provider (ISP)?

- a. America Online – AOL
- b. Wikipedia
- c. FireFox
- d. Hotmail

5. Which of the following is NOT a search engine?

- a. Yahoo!
- b. Google
- c. Internet Explorer
- d. Ask.com

6. Define Demographic characteristics of an Internet prospective resident.

7. List ways to use email for communication with prospective and current residents.

8. How can you use free online sources for email follow up with prospective residents?

9. How can you use the Internet while working with a prospective resident on the telephone?

10. List some of the features of online advertising that can improve the quality of your community's online presence.

11. What are some ways to promote your community's Web site? Give a brief description of each.

12. How do Fair Housing laws affect electronic leasing and marketing?

For electronic leasing:

For marketing:

SKILL CHECK- LEASING INTERVIEW

1. The first impression is made in the first _____ of the meeting.

- a. 30 seconds
- b. 30 minutes
- c. 60 seconds
- d. 1 hour

2. Why is curb appeal important?

3. It is part of the leasing consultant's job to critique the community's curb appeal daily.
True or False.

4. What are the four major reasons why people move?

1.

2.

3.

4.

5. What is a leasing notebook and why is it important?

6. How should a prospective resident be greeted?

7. What is the objective of the leasing interview?

8. What are some examples of open-ended questions?

Skill Check- Leasing Demonstration and Resolving Objections

1. List the three major areas of product knowledge.

1.

2.

3.

2. List some of the Important Skills in Demonstrating.

3. Following are the three appeal approaches to leasing. Give a definition of each.

Feature:

Benefit:

Emotional:

4. What are some of the Fair Housing implications in leasing demonstration?

5. List the steps in the pyramid of relationship selling.

6. Closing is the _____ in a process that starts with a telephone contact.

7. What are some safety tips to use when demonstrating a property that can ultimately protect yourself?

8. What is an objection?

9. How do you resolve an objection?

Skill Check- Rental Policies and Procedures

1. Rental Policies must:

2. What are three things to remember when filing out a rental application with a resident?

3. Why must prospective residents fill out a rental application?

4. Name four items that are important in the application verification process:

5. An applicant can be declined or rejected from moving into an apartment community.
True or False.

6. What is a contract?

7. Define a lease.

8. Name the elements of a Lease Agreement:

9. Name the materials/greetings that residents should receive during the move-in process.

10. What are the Fair Housing implications in leasing ?

11. What are some of the major terms of the lease?

SKILL CHECK-LEGAL ASPECTS

1. What categories of people are protected under the Fair Housing Act of 1968?

What category was added in 1974?

2. Name four categories of people who are protected under the 1988 Fair Housing Amendments.

3. Why were the 1988 amendments to Fair Housing necessary?

4. Why is the Civil Rights Act of 1866 significant to the multi-housing industry?

5. What government agency is responsible for handling Fair Housing complaints?

6. What are the two gold rules of Fair Housing?

7. What are some prohibited activities under Fair Housing?

8. Who are Fair Housing testers?

9. Identify what each part of the Americans with Disabilities Act covers:

Title I –

Title II –

Title III –

Title IV –

Title V –

10. It is okay to notice cultural differences. True or False.

11. Stereotypes are always accurate. True or False.

12. What is the Equal Credit Opportunity Act?

13. What is involved in applicant screening?

14. Do you have to inform a prospective resident that your community is conducting a criminal background check on them?

15. What are some things your community can do to ensure that they are following Lead Paint Safe Work Practices?

16. Name six Resident Safety Practices.

Answer Key- Keys to Success in Leasing

1.

- **Comply with regulatory laws and guidelines**
- **Lease vacant apartments**
- **Accept and process applications for leasing**
- **Answer the telephone**
- **Communicate with residents**
- **Shop the competition**
- **Conduct on-site tours to owners or investors**

2.

- **Positive self-image**
- **Appropriate work habits**
- **Self-discipline**
- **Proper judgment**
- **Independence**
- **Work Ethics**
- **Self-awareness**
- **Strong communication skills**
- **High energy level**

3. **Leasing professionals are the face of the apartment community, the first impression on prospective and existing residents and their guests. Leasing professionals are the key player to increase revenue by leasing and renewing apartments to qualified applicants and residents.**

4. **Leasing is a critical to measure the success of a community. As part of their daily responsibilities, leasing professionals show, lease and provide customer service to prospective and existing residents. The level of market and product knowledge a leasing professional holds can directly impact a community. Maintaining professionalism and organization also helps the leasing professional set and achieve goals in line with their community, generating revenue and profitability.**

5.

- Every day is different from the next.
- You can become well-rounded and business savvy – understanding marketing, economics and basic financial concepts.
- The profession opens doors for expanded career opportunities in sales, marketing and customer service.
- There are possibilities for advancement and more responsibility leading to long-term career paths in the multi-family industry.

6.

Step 1: Set your goals.

Step 2: Build specific objectives and timelines

Step 3: Identify barriers.

Step 4: Determine the resources and skills you have to acquire.

Step 5: Prepare a plan with specific steps to meet your goals and objectives.

Step 6: Measure progress on a regular basis.

Step 7: Revise as necessary.

7. A goal should be:

- Specific
- Measurable
- Attainable
- Reasonable
- Timely

8. **Market knowledge is the demographic and product information about their apartment community, its primary competitors and potential future competition including housing being planned and/or under development in their area.**

Product knowledge is the thorough understanding of all service and products available in their apartment community, as well as surrounding and competing properties in the vicinity.

9.

People Skills:

- **Communication**
- **Teamwork**
- **Coaching**

Technical Skills:

- **Business Analysis**
- **Continuous Improvement**
- **Technology Savvy**

Administrative Skills:

- **Project Management**
- **Writing and Documentation**
- **Resource Management**

10. Resident Profile: Specific information that describes the apartment community's typical resident and their needs, wants, and qualifying characteristics. It is important because it allows the leasing professional to lease the right apartment for the prospective resident.

11.

- 1. Specialized knowledge**
- 2. Providing value**
- 3. Demonstration**

ANSWER KEY- TELEPHONE PRESENTATIONS

1. Any four.

- **Answer promptly**
- **Smile when you talk to the caller**
- **Keep the greeting simple - be sure to identify yourself**
- **Give the caller undivided attention – don't eat, process paperwork or carry on other conversations while on the phone**
- **Ask permission to put the caller on hold, wait for their answer and don't leave them on hold longer than 30 seconds**
- **Always say thank you**
- **Wait for the caller to hang up first**
- **Don't use industry jargon**

2.

1. **Pens and pencils.**
2. **Note pads**
3. **A calendar.**
4. **An up-to-date list of apartments available to lease.**
5. **Written directions to the community from North, South, East and West for ease in providing directions.**
6. **Blank service request forms.**
7. **Frequently called numbers.**

3. Any five.

- **Remain calm**
- **Use the caller's name once or twice during the conversation.**
- **Listen to everything the caller says without interruption.**
- **Identify the problems.**
- **Probe for additional information.**
- **Apologize for any inconvenience.**
- **Keep your voice low.**
- **Reassure the caller that everything possible will be done to solve the problem.**
- **Follow-up to make sure the resident is satisfied with the results.**
- **Take thorough notes.**

4.

- **Arranging appointments;**
- **Making callbacks;**
- **Acts of courtesy;**
- **Personal information required;**
- **Availability of properties presented;**
- **Location of properties presented;**
- **Follow-up procedures.**

5. **By using active listening, you can:**

- **Work to understand the other person**
- **Pay close attention**
- **Make it a habit to listen first and respond second**
- **Be attentive**
- **Listen carefully**
- **Concentrate on the facts**
- **Ask good questions**
- **Don't allow positive or negative reactions to the speaker change your behavior**
- **Concentrate your energy on the speaker**
- **Jot down more notes after your conversation**

ANSWER KEY- LEASING AND THE INTERNET

1. No. The Internet is a huge computer network (the largest in the world). It started as a tool of the United States Military and has evolved into something that can be utilized by virtually anyone in the world. The World Wide Web (the Web) is a component of the Internet.

2. A Web page is a document on the Web. It can contain text, photos, sound and video.

3.

.org generally non-profit organizations

.gov can only be used by governmental organizations

.com a commercial website that provides goods and service

.edu a college or university

.net a commercial site that uses a network suffix

.mil can be used only by the military

4. a. America Online – AOL

5. c. Internet Explorer. Internet Explorer is a Web browser.

6. Today's renters are smart, technologically savvy, solution oriented and time starved. They are often referred to as "lifestyle renters", who rent because their household responsibilities like yard work and home maintenance are included in their monthly rent.

7.

- **always use spell check before sending the communication**
- **have a fellow staff member or your supervisor read the e-mail to ensure it conveys the message you want in a professional manner**
- **when using the “reply” feature, be sure the original e-mail from the prospect is included**
- **create standard messages for recurring occasions, such as:**
 - **staying in touch with a prospect who didn't lease**
 - **congratulating a prospect that leased elsewhere**
 - **thanking a new resident for his business**
- **send prospects your electronic newsletter as a way to stay in touch**

8. **The Internet is full of free sites that offer electronic cards. You may add animation, music or a personally recorded message to the card as well, all at no charge.**

If you search the Web, you will find hundreds of additional resources for free online greeting cards that you can mail to both your prospective residents and current residents. As with all work-related email, keep it professional and friendly.

9. **Direct the prospective residents to your community's Web site or unique Web address from your online advertisement. Often, the prospective resident will be able to bring up your Web site while on the phone with you. If so, you can virtually demonstrate the apartment home over the telephone. If the prospective resident does not have Internet access immediately available, ask them to jot the Web address down for later reference so they may see more of the features and benefits your community has to offer.**

10.

- **Pricing**
- **Amenities**
- **Floor Plans**
- **Photographs**
- **Ad Position**
- **Virtual Tours**
- **Online Specials and Promotions**
- **Enhancements**

11. Print Material: Add your Web address to all print materials in your office, such as brochures, business cards, stationery, flyers, mailers, newsletters and fax cover sheets.

Voice Mail: List your Web address on your outgoing voice mail message.

Telephone Listings: Instead of listing your street address in your White and Yellow Pages listings, list your Web address.

Newspaper liner ads: Run small liner ads in your local newspaper listing your Web address. The small ad will be inexpensive yet effective.

12.

For electronic leasing:

Every inquiry received electronically must be handled in a consistent manner. The Leasing Professional should always follow specific written policies for:

- **response time**
- **response content – prepared message, fun**
- **follow-up – when, how**
- **response method – phone, email, fax**

For marketing:

Avoid any offensive or suggestive language or images to stay in compliance with Fair Housing.

ANSWER KEY- LEASING INTERVIEW

1.

e. 30 seconds

2. The apartment community's curb appeal makes a definite statement in the prospective resident's mind before you have the opportunity to meet them. Curb appeal can be one of your most valuable leasing tools. The appearance of your community indicates the type of resident you want to attract. If your grounds are littered with debris, the signage is in disrepair and the parking areas are not clean or are cluttered, the statement being made is a clear lack of caring for your apartment community or the residents who live there. This also reflects on your resident profile.

Good curb appeal will tempt the prospective resident to investigate the apartment community by creating interest and excitement.

3. **True.**

4.

1. Family

2. Finances

3. Prestige

4. Physical well being

5. The Leasing Notebook is a resource tool that helps the Leasing Professional avoid memorizing vast quantities of information. By having information about the community organized and readily available, it assists in answering the prospects questions on the spot, which assists in closing the lease.

6.

- **Using positive facial expressions**
- **Having a friendly tone of voice**
- **Standing, smiling, and immediately acknowledging the prospective resident**

- **Giving the prospective resident their undivided attention**
- **Acknowledging the prospective resident even when they are occupied with another person or on a telephone call**

7. Gather information that will assist us in identifying what the prospective resident wants most in their new apartment home and take that information and match the appropriate apartment home with the prospective resident.

8.

Who

Where

What

Why

When

How

Answer Key- Leasing Demonstration and Resolving Objections

1.

1. **Apartment homes**
2. **Apartment community**
3. **Neighborhood**

2.

- **Ask questions**
- **Build on the information**
- **Give your prospective resident “Minor Orders.”**
- **Don’t talk about your personal life**
- **Keep the conversation flowing yet leave some quiet time**
- **Put the prospective resident into various settings in your apartment community.**

3.

Feature:

A feature is any item about the apartment, community, amenities, neighborhood or area that stands alone regardless of a customer’s need, want or desire.

Benefit:

Is how a feature satisfies a customer’s need, want and or desire.

Emotional:

Applying the knowledge of features and benefits to create a personal meaning for the prospective resident is called emotional appeal selling.

4.

- **Be consistent**
- **Treat everyone the same**
- **Do not deny housing when it is available**
- **Use a defined tour route for everyone**
- **Do not steer**
- **Do not overemphasize drawbacks**
- **Make reasonable modifications and reasonable accommodations**

5.

Telephone Contact

Rapport Building

Needs Assessment

Showcasing the Community

Closing

Follow Up

6. Closing is the fifth step in the process that starts with a telephone contact.

7.

- Insist on seeing a government issued photo ID
- Suggest the ID be left in the office while touring
- Let another staff member know which apartment(s) you are going to tour.
- If you are at all uncomfortable in touring alone, take another staff member as a “trainee” or ask a service team member to meet you there.
- If no one is available to support you, schedule a return appointment for the prospect.
- Do not enter an apartment in front of a prospect.
- Keep a clear path to the exit.
- Turn all lights on.
- Ask for your supervisor for additional safety precautions.

8. An objection is a reason or opinion that can be either stated or just thought that focuses on the negatives of a feature and or benefit. Sometimes an objection can be hidden or unknown.

9.

- Admit

- Explain it
 - Feel
 - Felt
 - Found

- Reverse it

Answer Key- Rental Policies and Procedures

1.

1. **Be consistent with the lease documents.**
2. **Do not put the apartment community at risk for liabilities.**
3. **Be reasonable, rational, and not unlawfully discriminatory in effect.**
4. **Not lead to fraudulent misrepresentations.**

2.

1. **Patience**
2. **Attention to detail**
3. **Accuracy**

3. **The Leasing Professional should carefully explain to the prospective resident that the rental application and the information they provide is being used to qualify the prospect for this apartment community.**

4. Any four:

- **Rental history**
- **Employment history**
- **Credit history**
- **Banking and personal references**
- **Criminal background**
- **Identity Documents**

5. **False. Only an application can be declined or rejected, never an applicant.**

6. **A contract is an agreement that the law recognizes as being legally binding on the signature parties.**

7. **A lease is a contract whereby the owner of a property permits another person (the resident) to use that property for a period of time in return for rental payment.**

8.

- **There is an offer by a party**
- **The parties to a lease reach agreement on the major terms of the lease**
- **The parties are competent and have the capacity to contract**
- **There is consideration**

9.

- **Personal Welcome**
- **Welcome Letter**
- **Move-in Packet**
- **Move-in Gift**
- **Resident Handbook**

10.

1. **Be consistent**
2. **Treat everyone the same**
3. **Do not deny housing when it is available**
4. **Use the same qualification criteria for everyone**
5. **Do not steer**
6. **Do not overemphasize drawbacks**
7. **Offer the same assistance to all new residents.**
8. **Use the same process in verifying and reviewing all applications**

11.

- **The address of the apartment to be leased**
- **The apartment number**
- **The amount of rent**
- **How often the rent is to be paid**
- **The term of the lease**

ANSWER KEY-LEGAL ASPECTS

1.

- **Race**
- **Color**
- **Religion**
- **National origin**

Sex was added in 1974

2.

- **Race**
- **Familial Status**
- **Religion**
- **Color**
- **Sex**
- **National Origin**
- **Handicapped**

3.

- **To create an administrative enforcement mechanism that is subject to the use of court enforcement by private litigants and federal enforcement agencies.**
- **To extend equal housing opportunity to disability persons**
- **To extend equal housing opportunities to families with children.**

4. **It states that all citizens of the United States should have the same rights in every State and Territory to inherit, purchase, lease, sell, hold, and convey real and personal property.**

5. **The U.S. Department of Housing and Urban Development (HUD) is responsible for the enforcement of the federal fair housing laws throughout the United States.**

6. **“Treat everyone the same”**

“Be consistent”

7.

- **Failure to accept or process an application to lease an apartment**
- **Use of different qualifying standards**
- **Use of different lease provisions**
- **Limiting or denying certain privileges**
- **Discouraging inspection or leasing of an apartment**
- **Exaggerating apartment drawbacks or misinforming client**
- **Employing secret codes for identification**
- **Use of words, phrases, photos and illustrations that convey apartments are not available.**
- **Expressing a preference for limitations of certain classes.**
- **Selecting media that leave out certain classes.**
- **Providing false or inaccurate information about apartment availability**
- **Threatening residents or visitors in the full enjoyment of the apartment**
- **Threatening an employee who assists a person in understanding their fair housing rights.**
- **Retaliation against a person because they have made a fair housing discrimination complaint.**

8. **Fair Housing testers (shoppers) help enforce Fair Housing laws.**

9.

Title I – Employment

Title II - Public Services

Title III - Public Accommodations and Services Operated by Private Entities

Title IV – Telecommunications

Title V - Miscellaneous Provisions

10. **True.**

11. **False.**

12. **It makes discrimination unlawful with respect to any aspect of a credit application on the basis of:**

- **Race**
- **Color**
- **Religion**
- **National Origin**
- **Income**
- **Age**
- **Sex**
- **Marital Status**

13.

Credit history

Income

References

Eviction records

Criminal background

Social Security

Check writing abilities

14. **Yes. All applicants must be informed that the check will be done.**

15.

- **Distribute EPA pamphlet**
- **Repair any defects**
- **Dust test any repair work**
- **Notify residents of repair**
- **Keep records**
- **Provide HUD-approved training**
- **Inspectors and testers are certified**
- **Use lead-safe work practices**
- **Monitor and re-evaluate lead-based paint**
- **Maintain lead-based painted areas**
- **Test bare soil play areas**

16.

- **Never leave a window or door unlocked**
- **Maintain rental insurance on all property**
- **Mark all valuables with an Identifying number**
- **Keep an inventory of all valuables**
- **Communicate with your neighbors**
- **Do not give key to anyone**
- **Call police for suspicious occurrences**
- **Report all crimes**
- **Never open a locked door to a stranger**
- **Devise a plan to escape from the apartment**
- **Emergency Contact Situations:**
- **Control or eliminate master keys**
- **Keep vacant apartment homes locked**
- **Utilize sound, secure locks on all doors**
- **Maintain proper exterior lighting**
- **Do not keep cash in the Information Center**
- **Inform others when leaving the office**

Internet Glossary

Archive: A backup copy of data designed to be kept long term - often for security or audit reasons.

Bandwidth: Data transfer capacity of a digital communication system; the higher level you have the more data can flow more quickly.

Banner: Part of a Web page containing an advertisement that contains a link to the advertiser's own Web page.

Blind CC: An e-mail that is sent to an additional recipient, unbeknownst to the original recipient.

Bookmark: A way of marking a Web site address so that you can later refer to it easily.

Boot: The process of starting or resetting a computer.

Bounce: An undeliverable e-mail that is returned to the sender.

Browser/Web Browser: A software application which interprets HTML (hypertext markup language) and presents the final Web page. Used to locate and display Web pages on the World Wide Web. Browsers can be text-based (do not show graphics or images) but most however are text and graphically based. Some of the most popular browsers are Netscape Navigator and Microsoft Internet Explorer. Both of these are graphical browsers. In addition, most modern browsers can present multimedia information, including sound and video, though they may require plug-ins for some formats.

Bulletin Board: Places to leave an electronic message or share news that anyone can read and respond to. Marketers and others can get your e-mail address from bulletin boards and news groups.

Cable Modem: A device that allows a computer to connect to a cable system and connect to a computer network. Cable modems work at speeds approaching Ethernet connections. Internet access via cable modem will likely be the most prominent form of Internet connection in the future.

CC: Carbon copy.

Chat: Users can talk to each other on the Internet by typing their messages via the keyboard. They would use a chat room to take part in an online discussion on a particular subject.

Cookie: A piece of information sent by a Web Server to a Web Browser that the Browser software is expected to save and to send back to the Server whenever the browser makes additional requests from the Server. Depending on the type of Cookie used, and Browser's settings, the Browser may or may not accept the Cookie, and may save it for either a short or long time. It might contain information such as login, registration information, user preferences, etc.

Cost per lead: The amount/number you get when dividing the total cost of an advertisement by the number of leads generated by the advertisement.

Example: Your online advertisement costs \$100 for one month. It generated 20 leads:

$$\$100/20 = \$5 \text{ cost per lead}$$

Cost per lease: The amount/number you get when dividing the total cost of an advertisement by the number of leases generated by the advertisement.

Example: Your online advertisement cost \$200 for one month. It generated 20 leases:

$$\$200/20 \text{ leases} = \$10 \text{ cost per lease}$$

Cyberspace: Another name for the Internet.

Dial-up: A computer connection that is made via a telephone line.

Domain: Part of the Domain Name that specifies details about the host, such as its location and whether it is commercial (.com), government (.gov), educational (.edu), organization (.org), network (.net).

Domain Name/Internet Web address: The name that, when typed into a browser address window, brings the user to a specified Web Site. (Note: Domain names can be registered at Network Solutions, Inc.)

Download: Transfer a copy of a file from a remote computer to the requesting computer by means of a modem or network.

DSL/Digital Subscriber Line: Technology used to transmit digital data on a regular copper phone line. A DSL circuit is much faster than a regular phone connection.

E-mail/Electronic Mail: A software application that allows one to exchange messages with someone else. E-mail is sent through the computer instead of through your local post office.

Emoticons: Also known as a “smileys.” Characters that express human emotions (you may need to put the side of your head on your left shoulder to appreciate them) however some word processors such as Word will automatically convert these to the icons.

Examples include: Happy :) Sad :-(Indifferent :-| Big smile :D Shocked :-o
Smile & wink ;-)

FAQ: Frequently asked questions.

Filter: Software you can buy that lets you block access to Web sites and content that you may find unsuitable.

Fire Wall: A combination of firmware and software that separates the local area network into two or more parts for security purposes. Used by many businesses to only allow certain types of information in and out of their systems.

FTP: File Transfer Protocol. A software program that allows you to send files to and from remote computers over the Internet.

GIF: Graphic Interchange Format. A common format for image files, especially suitable for images containing large areas of the same color.

Hit: A visitor downloading a single file, typically a graphic image. Most commonly misused term. Occurs when a user or a program accesses a Web page. A visitor requesting a page that includes 2 images registers as 3 hits on the server. While the volume of hits is an indicator of server traffic, it is not an accurate reflection of how many pages are being looked at by visitors. A single request from a Web Browser for a single item from a Web Server, thus in order for a web browser to display a page that contains 3 graphics, 4 'hits' would occur at the server. One for the HTML page, and one for each of the 3 graphics.

Home Page: A document intended to serve as a starting point in a hypertext system, especially in the WWW; also an entry page for a set of Web pages and other files in a Web site.

Host: The main computer in a system of computers or terminals connected by a communications link directly to the Internet. Your Internet Service Provider's computer is a host.

HTML/Hypertext Markup Language: The text-based language used to create hyperlinks and describe documents to be used with World Wide Web browsers.

HTTP/Hypertext Transfer Protocol: Language (client/server protocol) computers on the Internet use to communicate with each other, access information and move files across the Internet.

Hyperlink: A connection between an element (highlighted-underlined phrase or word, symbol or image; which can be clicked) in a hypertext document on a Web page and a different element in the document, another hypertext document, a file or a script.

Internet: The global network of computers and computer networks that evolved from ARPANET (The Department of Defense initially developed it in the 1960s), through which you can send a letter, chat with people electronically or search for information on almost any subject. Quite simply, it is a “network of computer networks” and gateways that use different protocols to communicate with each other.

Intranet: A private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is secured for internal use only.

ISP/Internet Service Provider: A company which provides access and software to connect to the Internet for paying subscribers (people like you and me). The ISP handles the link from your PC to the rest of the Internet.

JPEG/Joint Photographic Experts Group: A file format that reduces the size of image files by up to 20 times while only slightly reducing the image quality.

Junk E-mail: Unsolicited commercial e-mail; also known as “spam.” Usually junk e-mail does not contain the recipients address on the “To” line. Instead the addressee is a made-up name. Or the address on the “To” line is identical to the one on the “From” line.

Keyword: A word you enter into a search engine to begin the search for specific information or Web sites.

Link: A component of a hypertext document, which when clicked with a mouse, takes the user to another document or a different section of the current document.

Logging On: Connecting your computer to a remote computer system usually by typing in a username and password (same as logging in).

Logging Off: Disconnecting your computer from a remote computer system usually by typing a command such as exit.

Listserv: A (usually automated) system that allows people to send e-mail to one address, whereupon their message is copied and sent to all of the other subscribers to the mail list. In this way, people who have many different kinds of e-mail access can participate in discussions together.

Mailing list: A collection of e-mail addresses of people who have asked to receive regular mail discussions on a particular topic, and for which they can sometimes submit messages for disbursement to the entire group.

Modem: Short for Modulator-Demodulator. A communication device that you connect to your computer and to a phone line, that converts digital signals from your computer into analog signals and converts phone analog signals into digital signals. This enables a computer to transmit information over a standard telephone line. (Modems do for computers what telephones do for humans.)

Multimedia: Documents, which contain text, sound graphics and video elements that are all capable of being displayed to the user.

Net: Nickname for the Internet.

Netiquette: The etiquette on the Internet.

Password: The password is a code known only by a user to ensure that the individual who is trying to Login to the computer is the actual person that the User ID owns.

Online: Activated and ready for operating; capable of communicating with or being controlled by a computer.

Online Service: An ISP with added information, entertainment and shopping features.

Page: See Web page.

Page View: A single Web page viewed by a visitor. Page views are representative of how many total pages are looked at within a site or section by a visitor.

Password: A personal code that you use to access your account with your ISP.

Plug-in: An application that provides complementary features to another application, enabling the ability to utilize the other application. Example: Shockwave.

Portal: A Web site that serves as a gateway to the Internet; collection of links, content, and services designed to guide users to information that they are likely to find interesting (news, weather, entertainment, chat rooms, etc.)

Privacy Policy: A statement on a Web site describing what information about you is collected by the site and how it is to be used. Ideally, the policy is posted prominently and offers you options about the use of your personal information. These options are called opt-in and opt-out. An opt-in choice means the Web site will not use your information unless you specifically say it is okay. An opt-out choice means the Web site can use the information unless you specifically direct it not to do so.

Program: A sequence of instructions that can be executed by a computer.

Protocol: A set of rules or standards designed to enable computers to communicate with one another and to exchange information.

RAM: Random Access Memory.

Screen Name: The name you call yourself when you communicate online. Your ISP may allow you to use several screen names.

Screen shot: A capture (picture) of what appears on an Internet screen. Example usage: A screen shot of an online advertisement could be printed and posted in a leasing office to help prospective residents identify which online advertisement they viewed prior to visiting the community.

Search Engine: The tool you use to search for things on the World Wide Web. One of the most essential tools on the Internet. It helps you find Web sites relating to a particular subject, find the e-mail address of someone you know, or find companies which have a presence on the Internet. Huge databases containing million so records which include the URL of a particular web page along with information relating to the content of Web page along with information relating to the content of Web page which supplied in the HTML by the author. Examples: Google, Bing, Yahoo!, Mozilla, Firefox.

Server: On a local area network (LAN) a computer running software that controls access to the network and its resources; on the Internet, a computer or program responds to commands from a client.

Social Media Web site: A Web site that acts as a forum in which individuals and groups can interact, and is based around user-generated content rather than content produced by traditional news media outlets.

Surf: To skip from page to page around the Web by following links.

TCP/IP: Transmission Control Protocol/Internet Protocol. The protocols that drive the Internet.

Unique Visitor: A unique visitor is, theoretically, a single person who visited a site within a specified period.

Upload: Process of transferring a copy of a file from a local computer to a remote computer by means of a modem or network.

URL: Uniform Resource Locator. The address that identifies the location of any type of Internet resource; this is how documents on the www are referenced.

Virus: This is a program that can damage the files on your PC, often created to intentionally do so.

Visit: A term used to indicate how many times a Web page has been visited by people on the Internet.

Visitor: An individual user of the site.

WWW/World Wide Web: Frequently used (incorrectly) when referring to 'the Internet'. It is the hypertext system, which allows users to jump from one place to another on the Internet. The glossy, point and click, front door Internet facility that allows you to browse linked Web pages.

Web page: An HTML document which contains information which can be seen on the Internet.

Web site: A group of Web pages that collectively represent a company or individual, or have been developed to present information on the World Wide Web.

Web Browser: See Browser.



4300 Wilson Blvd., Suite 400
Arlington, VA 22203
703/518-6141 FAX 703/248-8370
education@naahq.org
www.naahq.org