



About The Speaker

Gamification

Testimonials

Fair Housing

Customer Service

Technology & Innovation

Design Service

Time Management

Leasing & Sales

Book Wesley Aleshire

For your next training event

Are you ready to leave ineffective and boring training behind? Wesley's engaging training programs go far beyond general talking points to give attendees the knowledge and skills they need for improved results.

- Interactive Presentations
- Thought-Provoking Discussions
- Curriculum Designed with Purpose & Value
- A Fun & Engaging Experience

2023 **APARTMENTALIZE** Presenter

Testimonials



Wesley@AleshireInnovations.com | 470.242.1310 | www.AleshireInnovations.com

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“I highly recommend Wes for training and resources for residential property management. Unlike some trainers, Wes has experience in many aspects of residential property management and speaks from experience and knowledge. We have been pleased to sponsor many of his live presentations.”

➤ **Harry Heist – Founder at Heist, Weisse & Wolk**

“Wes has a level of enthusiasm and passion for his career that makes him a truly unique and dynamic speaker. Listening to him will get you and your team motivated to excel. Best of all he is a true joy to work with.”

➤ **Jennifer Ramey – Senior Director Fan Relationship Management at ESPN/Disney**

“Wes’ vast experience coupled with his quick wit, not only informed our members of important changes to the Fair Housing Act, he also kept them entertained and comfortable to participate in discussions.”

➤ **Holli Noel – Executive Director at Southwest Florida Apartment Association**

“Wesley is a highly skilled communicator and extraordinarily talented trainer. What I admire most about Wes is his intellectual curiosity and flexibility, business-savvy, learner-orientation, and creativity. He is truly a gifted presenter.”

➤ **Andrew Bennett - Vice President of Human Resources at Resource Residential**

For information about other services visit
www.AleshireInnovations.com
Training • Design • Consulting

Wesley Aleshire

Training, Design, & Consulting

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Wesley Aleshire has worked within the property management industry for over 25-years, during this time he held roles from a part-time leasing professional to a VP of learning and development, participated on state and local boards, and education committees.

His style of presentation is to engage each audience with stories and analogies that connect realism and humor to relatable situations.

Wesley's passion for Learning & Development has driven him to find new and creative ways to engage his audience by considering the granular details of the topics and anticipating responses with a thoroughly thought-out experience.

- Certified Advanced Instructor (NAAEI)
- Leadership Lyceum (FAA)
- Certified Facilitator (DDI)



Gamification

Live and Virtual Training Events

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Gamification enhances employee engagement and improves retention of information. Most topics can be formatted for a gameshow style session.

Instructor Lead

The entire session comprises of a series of interactive gameshow that will make you feel like the next contestant of a live TV show. We will play through a series of games keeping the entire room engaged and involved as we compete for first place in the series of games. Game software is used to play games like Jeopardy, Tic-Tac-Toe, Spin-It, Who Wants to be a Millionaire, Race to the Finish line, Wheel-of-Fortune, etc.

Distant Learning

Our virtual gameshow creates an engaging experience that the entire office can participate in. We display the presentation and game interaction on a screen while the attendees respond with cell phones and mobile devices for an experience that keeps everyone involved. The added bonus of friendly competition keeps the most reserved participants involved.



Fair Housing

Past, Present, & Future

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Description

If you have ever attended a Fair Housing seminar that gave you the impression that it was a boring topic, I'm prepared to prove that theory wrong! We will go on a journey from the history of anti-discrimination legislation through the anticipated changes of tomorrow. Our conversations will be packed with great leaders, inspiration and the unforgettable sacrifices made so that we would have the tools to provide fair housing for everyone.

Discussion Topics

- From Bill to Law, the History of Fair Housing
- Disparate Treatment & Disparate Impact
- Reasonable Accommodations & Modifications
- Dealing with Assistive Animals
- Medical Marijuana
- Application Processing Criteria and Criminal Records
- Sexual Harassment
- Recent Changes in Legislation
- Common Fair Housing Confusion

Leasing/Sales

Crucial Techniques for Virtual Leasing

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Description

Learn to maximize your leasing potential with the most crucial techniques to engage and convert your potential renters, even before the first point of contact. During this session, we'll discuss specific techniques that the attendees can immediately capitalize on.

Discussion Topics

- Building interest before your first contact.
- Tips to stay out of the SPAM folder.
- Get more people to open your emails.
- Appropriate etiquette for prospect communication.
- Gaining commitment over the phone.
- Converting leads into leases.
- Building relationships while on virtual tours.

Customer Service

The Platinum Experience

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Description

In today's workplace environment, there are more opportunities than ever before to exceed our customers expectations. During this session, we'll discuss tips that make a notable difference in the way our customers and those we work around perceive our level of customer service.

Discussion Topics

- Standing out above the competition
- Relationship Building
- Reading and using body language
- Providing support to others
- Empathizing with others

Technology & Innovation

Creating a Social Learning Environment with Innovative Technology

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Description

Embracing Social Learning theory is the best way to bring excitement back into the training environment. During this session, we'll discuss ways to embrace the most effective learning concept using existing webinar tools, Virtual Reality, and Augmented Reality.

Discussion Topics

- Understanding Social Learning theory
- Turning webinars into a Social Learning tool
- Utilizing Virtual Reality for training environments
- Using Augmented Reality to connect with others

Optional Workshops

For those who are interested in gaining a deeper understanding of the development and implementation of training content through AR and VR, a 5-day workshop is available.

Design Service

Training that Elevates your Team

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Design Services

We believe that training content should deliver a memorable experience, one that demonstrates your commitment to each and every person within your organization. For us, designing content is more than a service, it's our passion. From start to finish with every intricate detail, we design great content with thoughtful consideration for the experience it will create.



Portfolio Demo Clip