



# Certified Manager of Senior Housing (CMSH)

The knowledge and skills you need to successfully operate senior housing.

Senior Housing is a growing and important segment of the housing market – something that NCHM anticipated years ago when we first set out to create the Certified Manager of Senior Housing (CMSH) course. CMSH teaches the key concepts and skills needed to effectively manage senior housing. Built for both experienced managers and those newly-introduced, CMSH provides a detailed overview of property management, including how best to lead and supervise staff for maximum results, while addressing important topics unique to senior housing.

**Call to action: Need specialized training for your organization? Contact NCHM today about your educational needs.**

What you will learn:

**The essential performance outcomes that determine property success**

- Refined over nearly forty years, NCHM's Property Scoreboard® outlines the key outcomes that determine the success of a rental community in four functional areas: occupancy management, community management, maintenance management and financial management. Participants are taught the meaning of important measures such as occupancy rates, vacancy loss, turnover rate, vacant unit turnaround time, maintenance work order performance and productivity and how to impact those measures. Our simple to use, yet profoundly effective, tools empower managers to take action that has a real impact on bottom-line objectives.

**A deeper understanding of the senior market and the concept of "Independent Living"**

- Special attention is paid to the underlying motivations of seniors as they consider a move to senior housing and the forces that are at work in the decision-making process. We discuss practical ways to help manage the transition into senior housing and how that can reduce other problems later. We also explore the concepts behind the term "independent living". What does it truly mean and is it relevant to your property? We introduce a "new paradigm" that might help us better understand, program and manage housing for seniors going forward.

**How to create a vibrant senior housing community**

- We know it when we "feel it": that sense that this is a good place to live; that we (or our family member) would be comfortable and happy living here. CMSH explores what goes into creating this feeling and the practical steps management can take to make it a reality. And it provides practical advice on addressing such problems as bullying, unnecessary psychological dependency, and service/needs mismatches.

How you will learn:

- CMSH is a classroom-based program of short lectures, individual and group exercises and a property-based case study.

## COURSE PROFILE

**Duration:** Three days

**Exam:** Includes in-classroom certification exam on the third day

**Format:** Roundtable with lectures, individual and group exercises, case study work and discussion

**Prerequisites:** None

**Audience:** Senior housing managers, property management personnel who oversee multiple sites, asset managers, regulators and other housing personnel who want to expand their understanding of the art and science of managing housing for seniors. CMSH is equally applicable to affordable and market rate senior housing.

**Provided:** Course Materials

**Bring:** Calculator and pencil (required); pen, notepad (recommended)

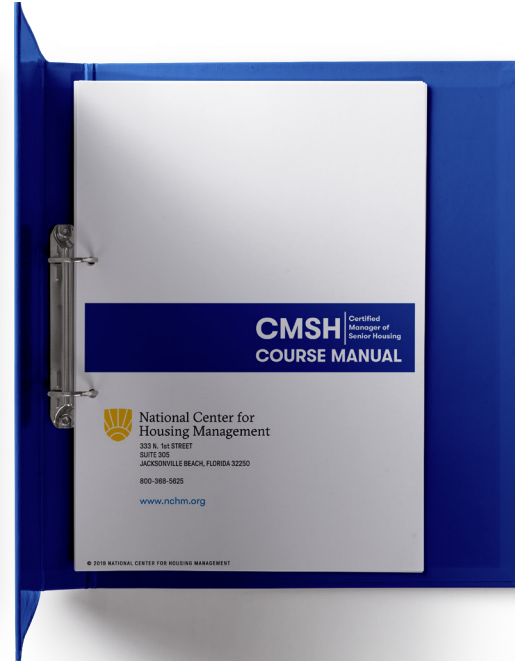
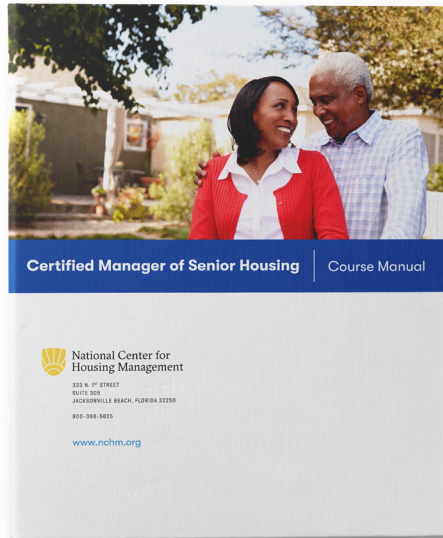


Program dates/registration  
visit [nchm.org](http://nchm.org) or call 800-368-5625



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## COURSE MATERIALS



- Course Manual (above)
- CMSH Course Presentation
- Handouts
- Property Scoreboard/Performance Model

## COURSE AGENDA

DAY  
1

8:30am-4:30pm

- Introduction and Team Formation
- NCHM's Property Scoreboard
- Managing the Occupancy Function
- Special Issues related to Occupancy for Senior Housing
- NCHM's Four-Quadrant Planning Model
- Leadership Values

DAY  
2

8:30am-4:30pm

- Managing the Maintenance Function
- Managing the Resident Community
- Quality of Life Issues
- "Independent" vs. Service-Oriented Housing

DAY  
3

8:30am-3:00pm

- Dealing with Dependency
- Senior Services
- Improving Personal and Team Productivity
- Bullying in Senior Housing
- Addressing Difficult Resident Situations
- Exam