

# Corporate Housing Professional Certification Examination



## Candidate Handbook 2023

Application Deadline*	Testing Window
January 4, 2023	February 1 – February 28, 2023
April 5, 2023	May 1 – 31, 2023
July 5, 2023	August 1 – August 31, 2023
October 4, 2023	November 1 – November 30, 2023

**\*Applications will not be accepted after this deadline**

Administered by:



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[www.ptcny.com/contact](http://www.ptcny.com/contact)

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## TABLE OF CONTENTS

CERTIFICATION.....	3
PURPOSES OF CERTIFICATION .....	3
ELIGIBILITY REQUIREMENTS .....	3
THE CERTIFICATION PROCESS.....	4
COMPLETION OF APPLICATION .....	5
EXAMINATION ADMINISTRATION AND SCHEDULING.....	5
EXAMINATION FEES .....	8
TEST ACCOMMODATIONS .....	9
PREPARING FOR THE EXAMINATION .....	10
WHAT TO EXPECT AT THE TESTING CENTER .....	11
RULES FOR THE EXAMINATION.....	12
REPORT OF RESULTS .....	13
TESTING CONDITIONS OR EXAMINATION FEEDBACK .....	13
REQUESTING A HANDSCORE.....	13
CONFIDENTIALITY OF EXAMINATION SCORES .....	13
REEXAMINATION .....	13
ATTAINMENT OF CERTIFICATION & RECERTIFICATION.....	14
REVOCAION OF REGISTRATION.....	14
CONTENT OF THE EXAMINATION .....	14
SAMPLE EXAMINATION QUESTIONS.....	16
ONLINE PRACTICE TEST.....	17
REFERENCES.....	18

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*This Handbook contains necessary information about the Corporate Housing Professional Certification Examination. Please retain it for future reference. Candidates are responsible for reading these instructions carefully. This Handbook is subject to change.*

## CONTACT INFORMATION

<p style="text-align: center;"><b>Professional Testing Corporation (PTC)</b></p> <p style="text-align: center;"><a href="http://www.ptcnyc.com">www.ptcnyc.com</a></p> <p style="text-align: center;">(212) 356-0660</p>	<ul style="list-style-type: none"> <li>• Apply for examination</li> <li>• Obtain general application policy and procedure information</li> <li>• Obtain information about testing policies and procedures</li> <li>• Transfer to a new testing period</li> <li>• Request Test Accommodations</li> <li>• Request Hand Score</li> <li>• Question about score reports</li> <li>• Miscellaneous inquiries</li> </ul>
<p style="text-align: center;"><b>Prometric</b></p> <p style="text-align: center;"><a href="http://www.prometric.com/CHPA">www.prometric.com/CHPA</a></p> <p style="text-align: center;">(800) 741-0934</p>	<ul style="list-style-type: none"> <li>• Schedule test appointment</li> <li>• Reschedule test appointment (within the same testing period)</li> <li>• Cancel test appointment</li> <li>• Find directions to test site</li> <li>• Questions regarding testing sites and appointments</li> </ul>
<p style="text-align: center;"><b>Corporate Housing Providers Association (CHPA)</b></p> <p style="text-align: center;"><a href="https://www.chpaonline.org/">https://www.chpaonline.org/</a></p>	<ul style="list-style-type: none"> <li>• Membership information</li> </ul>

## ATTENTION CANDIDATES

This handbook contains necessary information about the CHPA Corporate Housing Professional Certification Examination. It is required reading for those applying and testing for the Examination. All individuals applying for the examination must comply with the policies, procedures, and deadlines in this Handbook and attest to this by signing the Candidate Attestation found on the application. Please retain this handbook for future reference. This handbook is subject to change. See [www.ptcnyc.com](http://www.ptcnyc.com) for handbook updates.

**ACCESSING CELL PHONES AND ELECTRONIC DEVICES AT ANY TIME WHILE YOU ARE TAKING THE EXAM IS PROHIBITED. YOU CAN ONLY REMOVE SNACKS, DRINKS, MEDICINE OR PERSONAL HEALTHCARE ITEMS FROM YOUR LOCKER- NO BACKPACKS, BAGS, POCKETBOOKS OR CLOTHING CAN BE REMOVED WHILE YOUR EXAM IS IN SESSION.**

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## **CERTIFICATION**

The Corporate Housing Providers Association (CHPA) endorses the concept of voluntary, periodic certification by examination for all corporate housing professionals. Certification is one part of a process called credentialing. It focuses specifically on the individual and is an indication of current competency in a specialized area of practice.

The Certified Corporate Housing Professional (CCHP) certification exemplifies competence and professionalism in the corporate housing industry. To become CCHP certified, candidates must pass a 100-question, multiple-choice examination. The examination draws on practical application and operational knowledge of the corporate housing industry in three areas: Operations, Financial Management, and Marketing and Sales. The knowledge and skill bases for the questions on the multiple-choice examination are derived from the actual practice of corporate housing professionals. A successful candidate will draw on personal experience, industry terminology, association webinar/educational offerings, and reference articles to prepare for and pass the examination.

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## **PURPOSES OF CERTIFICATION**

To establish competency in corporate housing by:

1. Providing a standard of knowledge in corporate housing required for certification.
2. Recognizing formally those individuals who meet the eligibility requirements of the Corporate Housing Providers Association and pass the CHPA Certified Corporate Housing Professional Certification Examination.
3. Enhancing the public image of the corporate housing professional industry.
4. Emphasizing and encouraging lifelong learning among corporate housing professionals so that they might expand their knowledge and expertise in the industry.

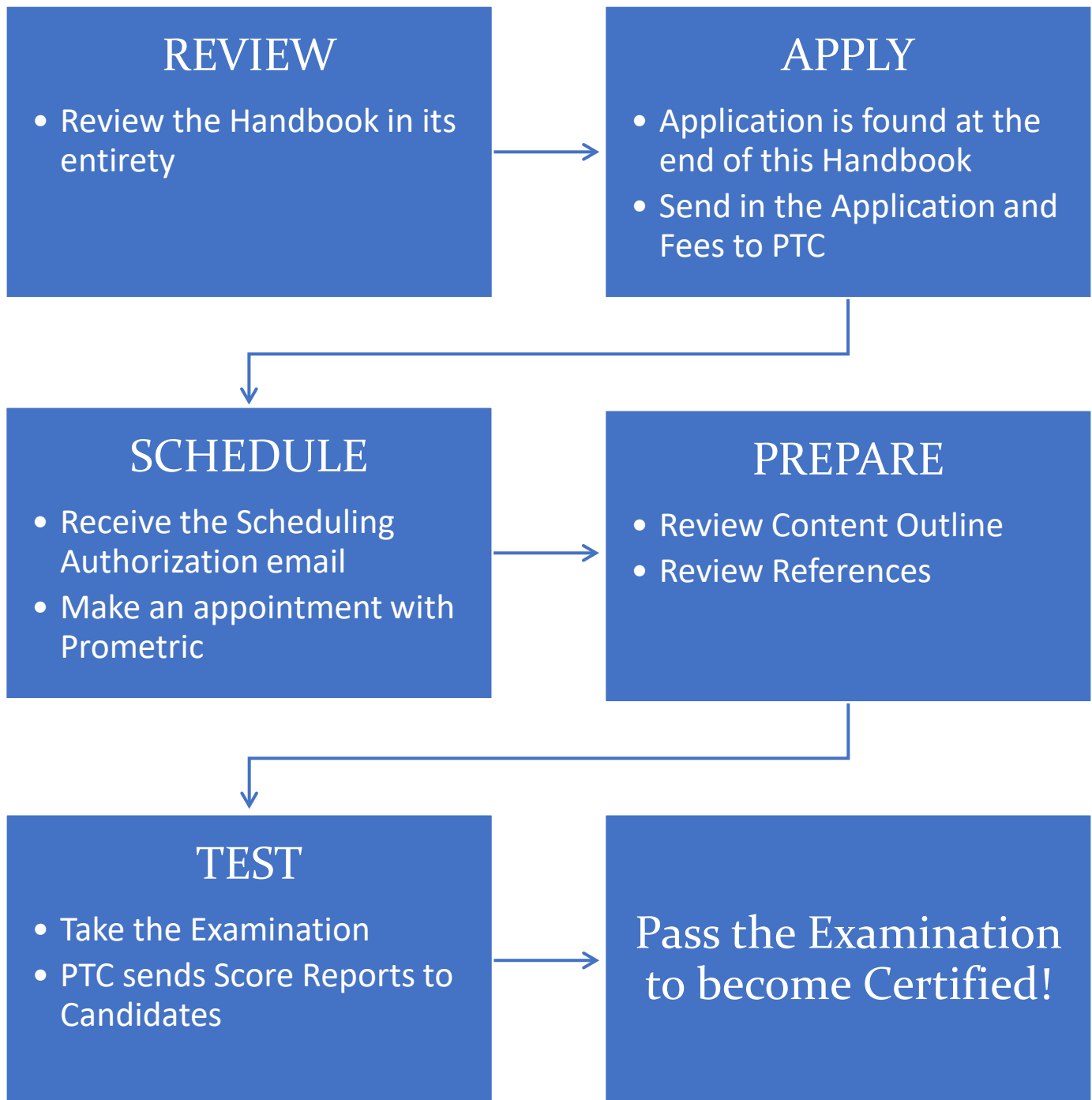
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## **ELIGIBILITY REQUIREMENTS**

1. Hold a high school diploma or GED.
2. Have a minimum of 2 years' experience in the corporate housing or related industry (ex: hotels, property management, real estate, relocation).
3. Complete the Online Application (including the CHPA Code of Ethics Statement).
4. Pay the required fee.

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## THE CERTIFICATION PROCESS



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## COMPLETION OF APPLICATION

Read and follow the directions on the application and in this handbook; all applications must be completed online. Candidates must complete the examination application in full, using your name exactly as it appears on your current government-issued photo ID such as a driver's license or a passport. The completed application, with all documentation, can be submitted and paid for online at [www.ptcny.com/test-sponsors/chpa](http://www.ptcny.com/test-sponsors/chpa).

**Payment is due at the time of application. All applications will be reviewed for eligibility once payment is received. Candidates found to be ineligible or applications incomplete as of 21 days before the start of the chosen testing period will be refunded their examination fee minus a \$75.00 processing fee.**

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## EXAMINATION ADMINISTRATION AND SCHEDULING

The CHPA Corporate Housing Professional Certification Examination is administered during an established one-month testing window on a daily basis, excluding holidays, at computer-based testing facilities managed by Prometric.

### Scheduling Authorization

PTC will send approved candidates an email called the Scheduling Authorization. These emails are sent out about 11 weeks before the first day of the testing window. The emails come from [notices@ptcny.com](mailto:notices@ptcny.com). Candidates cannot make an appointment until they receive a scheduling authorization. If you don't receive your email 3 weeks before the start of your testing window contact PTC.

### Scheduling Examination Appointments

The Scheduling Authorization will indicate how to schedule your examination appointment with Prometric as well as the dates during which testing is available. Appointment times are first-come, first-served, so schedule your appointment as soon as you receive your Scheduling Authorization in order to maximize your chance of testing at your preferred location and on your preferred date. **Candidates who wait until the last minute run the risk of missing out on their preferred date, time, and testing center. Candidates unable to schedule an appointment will forfeit their fees.**



After you make your test appointment, Prometric will send you a confirmation email with the date, time, and location of your exam. Please check this confirmation carefully for the correct date, time, and location. Contact Prometric at (800) 741-0934 if you do not receive this email confirmation or if there is a mistake with your appointment.

**Note: International candidates may also schedule, reschedule, or cancel an appointment online at [www.prometric.com/CHPA](http://www.prometric.com/CHPA).**

## Scheduling a Remotely Proctored Examination Appointment

If you prefer to test via live remote proctoring in your home or another quiet distraction free location you must provide a computer with a camera, microphone, and an internet connection to allow real-time communication with a remote proctor.

Please see our Live Remote Proctoring FAQs for more info: <https://ptcny.com/remoteproctor-faqs/>

**PLEASE BE ADVISED:** It is the candidate's responsibility to be sure their equipment and workspace meet all of the requirements for Live Remote Proctoring. If a candidate makes an appointment for remote proctoring and is unable to test due to not meeting technical requirements or physical requirements of the workspace, the candidate will forfeit their examination fees and will need to follow the transfer policies in place for their exam. Please see your exam's transfer policies on page 7.

### IMPORTANT!

You **MUST** present your current driver's license, passport, or U.S. military ID at the test center. Expired, temporary, or paper driver's licenses will **NOT** be accepted.

The first and last name on your Scheduling Authorization **MUST** exactly match the first and last name on your photo ID.

**Fees will not be refunded for exams missed because of invalid ID.**

## Rescheduling Examination Appointments within a Testing Period

Candidates are able to reschedule their examination appointments within the same testing period as long as the request is submitted within the timeframe described below. Reschedule within the permitted time frame by calling or going to the Prometric website: [www.prometric.com/CHPA](http://www.prometric.com/CHPA).

Time Frame	Reschedule Permitted?	Stipulations
Requests submitted 30 days or more before the original appointment	Yes	None
Requests submitted 5 to 29 days before the original appointment	Yes	Candidate must pay Prometric a rescheduling fee of \$50.
Requests submitted less than 5 days before the original appointment	No	Candidates who do not arrive to test for their appointment will be considered a no-show and all their examinations fees will be forfeited. Candidates will need to reapply and pay fees for a future testing period.

## Transferring to a New Testing Period

Candidates unable to take the examination during their scheduled testing period may request a **ONE-TIME** transfer to a future testing period. **There is a transfer fee of \$240.00.** After you have transferred once by paying the \$240.00 fee, you will need to pay the full examination fee in order to transfer a second time; so, ***please plan carefully.***

**Please note:** requests to transfer to a new testing period must be received within 30 days of your originally scheduled testing period.

Candidates wishing to transfer to a new testing period need to follow the steps below.

1. Go to <http://secure.ptcny.com/apply>.
2. Click “Start New Application.”
3. Choose CHPA in the first drop-down menu; then choose the new examination period in the second drop down menu and fill out the rest of the information on the page.
4. Fill out the application making sure you answer yes to the question asking if you are transferring.
5. When you have finished the application, click “Submit Transfer Request.”
6. PTC Support will send you an email letting you know your transfer application was approved and that you can log back into your application and pay the one-time \$240.00 transfer fee.

Call 212-356-0660 if you have any questions regarding the transfer process.

If candidates are unable to attend the examination on the date for which they registered and elect not to transfer to another testing period the application will be closed and all fees will be forfeited. There will be no refund of fees.

The transfer fee is based on costs and is not punitive in nature. The transfer fee must be paid at the time the request is approved. The candidate is responsible for contacting Prometric and canceling the original examination appointment, if one was made.

**Exams may only be transferred to a new testing period once; please plan carefully.**

Please note: Transferring your Examination only refers to instances when a candidate is unable to take their exam during a testing period for which they have already applied. Candidates who did not pass their examination and are retaking the examination need to pay the full Examination Fee.

## Failing to Report for an Examination



If you fail to report for an examination, you will forfeit all fees paid to take the examination. A completed application form and examination fee are required to reapply for the examination.



## EXAMINATION FEES

Fee Type	Amount	Details
Application Fee – CHPA Members	US \$500.00	<ul style="list-style-type: none"> <li>• Non-refundable</li> <li>• Non-transferable</li> <li>• Includes testing center fees</li> <li>• Includes non-refundable \$75 administrative fee</li> </ul>
Application Fee – Non-CHPA Members	US \$750.00	
Transfer Fee (Moving to a new testing window; see page 6)	US \$240.00	<ul style="list-style-type: none"> <li>• <b>Applies to candidates who need to move to a new testing period</b></li> <li>• Must submit new application &amp; fee to PTC</li> </ul>
Retake Fee (More information available on page 13)	US \$260.00	<ul style="list-style-type: none"> <li>• Applies to candidates retaking the examination after failing their previous attempt</li> <li>• A new application and retake fee must be submitted with every attempt</li> </ul>
Rescheduling Fee (29-5 days prior to scheduled appointment; see page 6)	US \$50.00	<ul style="list-style-type: none"> <li>• <b>Applies to candidates who need to move their appointment within their current testing period</b></li> <li>• Payable directly to Prometric</li> <li>• Reschedule with Prometric online or over the phone</li> </ul>



- **There will be no refund of fees unless applicants are ineligible for the examination.**
- **Ineligible candidates will be refunded their fees minus an administrative fee.**
- **No refunds will be issued for applying for the incorrect examination or testing period, for failing to make an examination appointment, or for failing to appear at your scheduled appointment.**

**Please be advised: Prometric does not have the authority to grant transfers to another testing period or refunds.**

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## TEST ACCOMMODATIONS

CHPA and PTC support the intent of and comply with the Americans with Disabilities Act (ADA). PTC will take steps reasonably necessary to make certification accessible to persons with disabilities covered under the ADA. According to the ADA, an individual with a disability is a person who has a physical or mental impairment that substantially limits a major life activity (such as seeing, hearing, learning, reading, concentrating, walking) or a major bodily function (such as neurological, endocrine, or digestive system). The information you provide and any documentation regarding your disability and special test accommodations will be held in strict confidence.

All approved testing accommodations must maintain the psychometric nature and security of the examination. Accommodations that fundamentally alter the nature or security of the exam will not be granted.

Special testing arrangements may be made upon receipt of the Application, examination fee, and a completed and signed Request for Test Needs Accommodations Form, available from [www.ptcny.com](http://www.ptcny.com) or by calling PTC at (212) 356-0660.

This Form must be uploaded with the online application no later than 8 weeks prior to the start of your chosen testing window. Candidates who do not submit their Test Accommodations Form with their application may not be able to test during their chosen testing period and therefore be subject to rescheduling or transfer fees.

**Only those requests made and received on the official Request for Test Accommodations Form will be reviewed.** Letters from doctors and other healthcare professionals must be accompanied by the official Form and will not be accepted without the Form. All requests must be made at the time of application. Accommodations cannot be added to an existing exam appointment.

**Please note: do not go to [www.prometric.com](http://www.prometric.com) or contact Prometric to request test accommodations as Prometric is not authorized to approve accommodations. All requests for test accommodations must be submitted on the PTC Request Form.**

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## PREPARING FOR THE EXAMINATION

- Check your government issued photo ID (driver's license, passport or U.S. Military ID) when you make your examination appointment. Is it expired? Does the first and last name on your ID match the first and last name on your Scheduling Authorization email? Proctors at the Prometric testing center will refuse admission to candidates with expired IDs, IDs with names that do not match their records, and temporary paper IDs. Candidates will be marked as no-shows and will forfeit their exam fees.
- Check your PTC Scheduling Authorization email and Appointment Confirmation email from Prometric to make sure everything is accurate (i.e. your name, exam name, appointment date, time and location).
- Make yourself familiar with the location of your chosen testing site and any requirements they may have for parking and check the weather and traffic conditions before you leave for the testing center. Make sure you give yourself plenty of time to arrive as late arrival may prevent you from testing.
- In the event of inclement weather, check the Prometric website for site closures: <https://www.prometric.com/closures>.
- Prometric's website provides information on what you can expect on your test day, including a walkthrough of check in and security procedures: [www.prometric.com](http://www.prometric.com).
- This Handbook provides the Content Outline for the Examination (see appendix). Use these to help you start studying for the examination.
- Review the Rules for the Examination on the next page before your appointment.

### IF YOU ARE TESTING VIA LIVE REMOTE PROCTORING

- Be sure to check your system compatibility BEFORE you schedule and again before your appointment.
- Please do not use a workplace computer. All antivirus and firewall software should be disabled.
- The check in process is about 30 minutes long and is not factored into your appointment. Be sure to log into ProProctor to start your exam at least 30 minutes prior to your appointment time
- **There are no breaks allowed during the exam**, please take care of any needs before your exam begins.
- **No scratch paper is allowed.** Be sure your workspace is clear of any extra items and electronic devices except for your government issued photo ID.
- Read the Live Remote Proctoring FAQs here: <https://ptcnyc.com/remote-proctor-faqs/>

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## WHAT TO EXPECT AT THE TESTING CENTER

PTC has partnered with Prometric Testing Centers to deliver examinations to candidates. Here is what you can expect when you arrive at your Prometric Testing Center.

- Candidate Check-In
  - Candidates will be asked to present their IDs
  - Candidates will be asked to empty and turn out their pockets
  - Candidates will be “wanded” or asked to walk through a metal detector
  - Inspection of eyeglasses, jewelry, and other accessories will be conducted. Jewelry other than wedding and engagement rings is prohibited.
  - Religious headwear may be worn into the testing room; however, it may be subject to inspection by a testing center administrator before entry into the testing room is permitted.
  - Prometric provides lockers for candidates to store their purses, mobile phones, jackets, food, drinks and medical supplies.
- During the Exam
  - No breaks are scheduled during the exam. Candidates who must leave the testing room to take a break will not be given extra time on the exam
  - Candidates are only permitted to leave the testing room to use the restroom or access food, drink or medicine from their assigned locker.
  - Candidates who take an unscheduled break are subject to additional security screenings before being permitted to reenter the testing room
  - Accessing mobile phones, study materials, or anything other than food, drink or medicine during the examination is prohibited
  - Smoking is prohibited at the testing center
  - All examinations are monitored and may be recorded in both audio and video format

Please keep in mind: other exams will be administered at the same time as your examination. Therefore, examinees may hear ambient noises such as typing, coughing, or people entering and exiting the testing room that cannot be avoided. Prometric is unable to provide a completely noise-free environment. However, headphones may be requested to minimize impact.

Please see [Prometric’s website](#) for more information about what to expect on testing day.

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## RULES FOR THE EXAMINATION

Please read the information below carefully. You are responsible for adhering to the examination rules while at the testing center.



- ⇒ You must present your current driver's license, passport, or US Military ID at the testing center. Candidates without valid ID will NOT be permitted to test. Temporary or paper copies of your ID will not be accepted.
- ⇒ Cell phones, watches, and all other electronic devices are strictly prohibited at the testing center. Please leave these items in your car or in your assigned locker at the testing center. You may NOT access your cell phone, electronic devices, or study materials from your locker at any time.
- ⇒ No papers, books, or reference materials may be accessed during a break at a locker, taken into or removed from the testing room.
- ⇒ You may ONLY access snacks, drinks, medicines, or personal healthcare items from your locker.
- ⇒ No questions concerning content of the examination may be asked during the examination session. The candidate should read carefully the directions that are provided on screen at the beginning of the examination session.
- ⇒ Candidates are prohibited from leaving the testing room while their examination is in session, except for going to the restroom, or accessing their locker for food, drink or medicine only.
  - Those testing via Live Remote Proctoring may not leave the testing area at all for the duration of their examination.
- ⇒ Bulky clothing, such as sweatshirts (hoodies), jackets, coats, and hats (except hats worn for religious reasons), and most types of jewelry may not be worn while taking the examination. Proctors will ask you to remove such items and place them in your locker. Please see [Prometric's statement on Test Center Security](#) for more information.
- ⇒ All watches and "Fitbit" type devices cannot be worn during the examination.
- ⇒ No food/beverages are permitted inside the testing room. Leave these items in your assigned locker.

Contact PTC at (212) 356-0660 or [www.ptcny.com/contact](http://www.ptcny.com/contact) with any questions about the Examination Rules.

**Irregular or improper behavior that is observed, made apparent by statistical analysis, or uncovered by other means before, during or after the examination will be considered a violation of these rules and may constitute grounds for invalidation of a candidate's examination. CHPA will initiate an investigation and request suitable analyses and appropriate documentation.**

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## REPORT OF RESULTS

Candidates will receive unofficial, instant score reports after completion of the examination. Candidates are not eligible to use the CCHP credential until their official score report is received. Candidates receive their official score report via email from PTC approximately four weeks after the last day of the testing window. Scores on the major areas of the examination and on the total examination will be reported. Successful candidates will also receive certificates from CHPA.

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## TESTING CONDITIONS OR EXAMINATION FEEDBACK

Any candidate who feels that the examination effort was negatively impacted by the test center conditions should notify the proctor immediately. The situation should also be reported to PTC at [www.ptcny.com/contact](http://www.ptcny.com/contact) within 15 days of the test appointment. Any comments about the test itself should also be reported to PTC at [www.ptcny.com/contact](http://www.ptcny.com/contact) within 15 days of the test appointment.

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## REQUESTING A HANDSCORE

Candidates who fail the examination may request a hand scoring of their data file. Hand scoring is a manual check of the data file by the testing service to determine if there have been any errors in scoring. Although the probability of such an error is extremely remote, this service is available. Requests for hand scoring must be received by PTC no later than 90 days after the date of the examination by completing and returning the Request of Handscore form on [www.ptcny.com](http://www.ptcny.com) with payment of \$25. Candidates who fail the examination will not be permitted to see the examination questions. For reasons of test security, no candidate is allowed to review the examination or any of its items.

To ensure correct reporting of results, PTC automatically performs handscores of examinations of candidates who score within 3 points of passing as a quality control measure. Thus, it is extremely doubtful that any examination results will change from “fail” to “pass” through handscoreing.

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## CONFIDENTIALITY OF EXAMINATION SCORES

CHPA/PTC will release the individual test scores ONLY to the individual candidate. Any questions concerning test results should be referred to CHPA or PTC.

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## REEXAMINATION

Candidates must wait a minimum of six months between exams. Candidates are allowed to take the examination three times in succession over an 18-month period. Candidates that do not pass the exam after three attempts must wait a minimum of one year before sitting for the examination again. A new Application and the retake fee must be submitted each time.

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## ATTAINMENT OF CERTIFICATION & RECERTIFICATION

Eligible candidates who pass the Certified Corporate Housing Professional Certification Examination are entitled to use the designation CCHP after their names and will receive certificates from the Corporate Housing Providers Association. A registry of Certified Corporate Professionals will be maintained by the CHPA and may be reported in its publications.

Certified Corporate Housing Professional Certification is recognized for a period of three years at which time the candidate must have met at least one of the following requirements:

1. Earn 24 CEUs every three years. Visit [www.chpaonline.org/CCHPRecert](http://www.chpaonline.org/CCHPRecert) for detailed information regarding accepted CEUs.
2. Take and pass the Certified Corporate Housing Professional Certification Examination in effect at that time.

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## REVOCATION OF REGISTRATION

Certification may be revoked for any of the following reasons:

1. Falsification of an Application.
2. Misrepresentation of certification status.

An appeal mechanism exists for challenging revocation of certification. It is the responsibility of the individual to initiate this process.

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## CONTENT OF THE EXAMINATION

The CHPA Corporate Housing Professional Certification Examination is a computer-based examination composed of a maximum of 100 multiple-choice, objective questions with a total testing time of 1.75 hours. The content for the examination is described in the Content Outline on the next page.

The questions for the examination are obtained from individuals with expertise in corporate housing and are reviewed for construction, accuracy, and appropriateness by the CHPA.

CHPA, with the advice and assistance of the Professional Testing Corporation, prepares the examination.

The CHPA Corporate Housing Professional Certification Examination will be weighted in approximately the following manner:

I.	Operations	37%
II.	Financial Management	26%
III.	Marketing and Sales	37%

## **I. OPERATIONS (37%)**

- A. Business Strategy
  - 1. Philosophy
  - 2. Standard Operating Procedures
  - 3. Current Community and Association Activities
  - 4. Strategic Planning
    - a. Goals
    - b. Budgeting
    - c. Marketing
    - d. Mission and Vision Statements
- B. Product and Inventory Flow
  - 1. Leasing
    - a. Standard Practices
    - b. Other
  - 2. Financial Goals/Applying “Demand to Supply”
  - 3. Communicating Information to Sales and Operations
  - 4. Apartment Inventory Control
- C. Ethics and Legal
  - 1. Corporate Housing Association Code of Ethics
  - 2. PCI Compliance
  - 3. Fair Housing
  - 4. Taxes
  - 5. Interpreting Apartment Community Lease Documents
- D. Data System
  - 1. Personal Computer Functions
  - 2. Recordkeeping Systems
  - 3. Information Technology
    - a. CRM
    - b. Property Management Software
    - c. Accounting Packages
- E. Management of Guest Services
  - 1. Daily Schedules
  - 2. Customer Service Standards
  - 3. Apartment Content Inventory (furniture, house wares, utilities, etc.)
  - 4. Housekeeping Procedures (weekly or biweekly housekeeping, turn cleans, final cleans, etc.)

- 5. Apartment Set-Up and Tear Down Procedures
- 6. Resident Arrival and Departure Procedures
- 7. Emergency Response Procedures
  - a. Bed Bugs
  - b. Other
- F. Employee Human Resources Policy and Legal Requirements
  - 1. Legal Hiring Requirements
  - 2. Hiring Guidelines
  - 3. Training Procedures

## **II. FINANCIAL MANAGEMENT (26%)**

- A. Financial Statements
  - 1. Profit/Loss Statements
  - 2. Daily Financial Reports
  - 3. Budgeting Process
  - 4. Occupancy, Rate, and Profitability Calculations
- B. Financial Reports
  - 1. Future Expense and Revenue Projections
  - 2. Historical Expense and Revenue Data
  - 3. Acceptable Accounting Principles
  - 4. Strategic Business Goals
- C. Cash Flow Management
  - 1. Accounts Receivable Process
  - 2. Accounts Payable Process
  - 3. Standard Collection System
  - 4. Auditing Information for Accuracy
  - 5. Posting Money into Correct Accounts

## **III. MARKETING AND SALES (37%)**

- A. Market and Industry Awareness
  - 1. Consumer and Company Trends
  - 2. Comparing Competitive Bids
  - 3. Demographics
    - a. Generations X, Y, Baby Boomers
    - b. Geographic
  - 4. Competitive Market Analysis
  - 5. Government
  - 6. Relocation
  - 7. Insurance



- B. Strategic Sales Plan
  - 1. Communicating and Projecting Corporate Image
  - 2. Business Development
  - 3. Client Retention
  - 4. Standard Selling Procedures
  - 5. Budgets
- C. Increasing Profitability
  - 1. Sales Goals
  - 2. Performance Level
  - 3. Price Strategy
  - 4. Vacancy Management

- D. Cultivation of Relationships
  - 1. Sales Cycle and Components
  - 2. Developing New Markets
  - 3. Understanding Corporate Culture
  - 4. Client
- E. Website/Social Media/Advertising
  - 1. Pay Per Click
  - 2. Organic Searching
  - 3. Search Engine Optimization (SEO)
  - 4. Market Share
  - 5. Facebook
  - 6. LinkedIn
  - 7. GDS

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## SAMPLE EXAMINATION QUESTIONS

In the following questions, choose the one best answer.

1. Which of the following is a protected class under the Fair Housing Act of 1968?
  1. Race
  2. Income
  3. Marital status
  4. Bankruptcy status
  
2. The amount spent on property rent can be found on the
  1. budget report.
  2. balance sheet.
  3. occupancy report.
  4. profit and loss statement.
  
3. What is the objective of an initial sales appointment?
  1. Meet the client
  2. Present as much information about product and service as possible
  3. State ability to meet or beat any prices received from the competitors
  4. Uncover the corporate housing needs of the client to be prepared with a solution for the second meeting

CORRECT ANSWERS TO SAMPLE QUESTIONS

1. 1; 2. 4; 3. 4

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## ONLINE PRACTICE TEST

- WHAT IS IT** A practice test consisting of 25 questions with a testing time of 1 hour taken over the Internet.
- WHY TAKE IT** To experience taking a computerized exam, to review an example of the type of content included in the Certified Corporate Housing Professional Certification Examination, and to learn more about question format, style, and level of difficulty.
- SCORE REPORT** After completing the online practice test, you will receive an instant score report showing test performance in each of the content areas. The score report does not provide correct answers or indicate which questions were answered correctly and incorrectly. Once the practice test is scored, you cannot return to the test to review the questions.
- NOTE:** The online practice test is an optional tool candidates may use as they prepare for the certification examination. While the practice test may help candidates identify areas of strengths and weakness, it should not be used as the only means to determine candidate preparedness or readiness to test. Since the practice test is NOT intended to be a study guide nor the sole source of preparation for the actual certification examination, candidates are NOT provided with the answer key, rationales for each question, nor notification of which specific items were answered correctly or incorrectly.

Though the specific questions that are on the practice test will not appear on the actual certification examination, it allows candidates to become familiar with the style of questions that may be asked. The instant score report received after practice test submission shows overall test performance as well as performance in each of the content areas. Candidates may find this information useful in determining future study needs. Once the practice test is scored, candidates cannot return to the test to review the questions. Performance on the practice test does not guarantee similar performance on the actual certification examination.

The PTC Online Testing System does not demonstrate the testing software used during the certification examinations. Those who purchase the online practice test should be aware that they will use a different testing platform when they take certification examinations at designated proctored testing centers.

The practice test is not a requirement for certification eligibility nor does it contribute in any way to success on the certification examination. There are many ways candidates should prepare for the certification examination. Candidates should use a variety of resources and consider their own education and experiences. Review the content outline and reference materials listed in the handbook for additional exam-related information.

## CONTENT INCLUDED

- I. Operations
- II. Financial Management
- III. Marketing and Sales

**FEE** The online practice exam is included in the application fee and is available free of charge to candidates. Upon approval of your application you will receive a coupon code and instructions to take one free attempt of the Online Practice Test for Corporate Housing Professionals from PTC.

If you are interested in taking the practice test only or wish to retake the practice test the fee is \$50 payable by credit card only. ***Please note: There is only one version of the practice exam available; questions will be the same if you take the practice exam more than once.***

**HOW TO APPLY** Go to <https://secure.ptcny.com/webtest/> and follow directions on how to apply online.

**FURTHER INFO** Visit [www.ptcny.com](http://www.ptcny.com) or contact Professional Testing Corporation at [www.ptcny.com/contact](http://www.ptcny.com/contact)

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## REFERENCES

References and other study material can be found on the CHPA website. Please visit their website, <http://www.chpaonline.org/cchp> for more information.

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