



# **IREM Institute of Real Estate Management**

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## About IREM

The Institute of Real Estate Management (IREM®) has been the source for education, resources, information and membership for real estate management professionals for more than 70 years. An affiliate of the NATIONAL ASSOCIATION OF REALTORS®, IREM is the only professional real estate management association serving both the multi-family and commercial real estate sectors. With 81 U.S. chapters, eight international chapters, and several other partnerships around the globe, IREM is an international organization that serves as an advocate on issues affecting the real estate management industry.

Membership includes more than 18,000 individual members and 500 corporate members. IREM promotes ethical real estate management practices through its credentialed membership programs, including the CERTIFIED PROPERTY MANAGER® (CPM®) designation, the ACCREDITED RESIDENTIAL MANAGER® (ARM®) certification, and the ACCREDITED MANAGEMENT ORGANIZATION® (AMO®) accreditation. These esteemed designations certify competence and professionalism for those engaged in real estate management. In addition, IREM offers Associate, Student and Academic memberships.

Collectively, IREM Members manage more than 8.4 billion square feet of commercial space and more than 8.4 million residential units, totaling over \$1.5 trillion in real estate assets. IREM Members are employed by some of the most prestigious real estate firms in the world and nearly 70% hold upper-level management positions. Due to their professionalism and vast experience, property owners and investors worldwide continually seek out the management services of IREM Members.

For more information, visit <http://www.irem.org/aboutirem>

## IREM's History

The Institute of Real Estate Management was formed in 1933 by a group of Realtors® who were concerned with developing professionalism in the field of property management and who wanted to establish and maintain public confidence for this profession. In 2007, the Greater Cincinnati & Dayton, OH Chapter 9 is celebrating its 65<sup>th</sup> year of participation with the Institute. As an organization, IREM sets the standards of performance, experience and ethics for property managers, and awards those who qualified with the Certified Property Manager®, or CPM® designation.

The Institute of Real Estate Management is recognized as the only National Association comprised of real estate professionals responsible for managing all types of commercial real estate. Those who are members of the Institute are dedicated individuals who are sincerely concerned with the protection and interests of those who come in direct contact with the industry. To this end, the members of the Institute have subscribed to this Professional Pledge:

*I pledge myself to the advancement of professional property management through the mutual efforts of members of the Institute of Real Estate Management and by any other property means available to me.*

*I pledge myself to seek and maintain an equitable, honorable and cooperative association with fellow members of the institute and with all other who may become a part of my business and professional life.*

*I pledge myself to place honesty, integrity and industriousness above all else; to pursue my gainful efforts with diligent study and dedication to the end that service to my clients shall always be maintained at the highest possible level.*

*I pledge myself to comply with the principles and declarations of the Institute of Real Estate Management as set forth in its Bylaws, Regulations and this Code of Professional Ethics.*

For more information, visit <http://www/irem.org/about/irem/history.cfm>

### Our Mission

The mission of the Greater Cincinnati & Dayton IREM Chapter 9 is to serve the needs of all real estate management professionals; managers of multifamily housing, office buildings and retail shopping centers; site managers, property supervisors, property managers, asset managers and management company owners.

## Our Chapter Vision and Plan For The Future

### OUR VISION FOR 2007–2011

During the next five years, IREM Chapter 9 will work to increase membership, participation, and involvement, improving its educational and program offerings, and striving to become a recognized and respected resource in the community. To achieve this vision we will work to accomplish the following goals:

GOVERNANCE: To maintain committees that represents the membership and that adhere to policies set forth in the Chapter Bylaws.

To accomplish this goal:

- Maintain a succession plan, ensuring depth within the Chapter leadership.
- Structure the Executive Committee in a manner that will sustain involvement by candidates and industry partners.
- Place priority on recognizing the efforts of Chapter volunteers.

MEMBERSHIP: To steadily increase chapter participants, ensure our chapter participation consists of a diversified group of CPMs, ARMs, and candidates, and to increase the visibility and exposure of industry partners, adding value to the membership.

To accomplish this goal:

- Provide opportunities for all member types to participate in chapter programs and activities.
- Provide successful communication with members through the quarterly newsletter and website.
- Address member needs by adding/changing benefits and services pursuant to member satisfaction surveys.
- Enthusiastically welcoming new members and encourage volunteerism with the organization.
- Recognize member contributions to the success of the Chapter.

FINANCE: To increase sources of funds for education, programs, staff, national event participation, scholarship and outreach.

To accomplish this goal:

- The Executive Committee will establish a Sponsorship Committee.
- This Sponsorship Committee will research potential funding sources, and develop a five year funding strategy.

EDUCATION: To provide educational programs that meet the needs of the real estate industry, that are affordable, profitable, well attended, and positively evaluated.

To accomplish this goal:

- Offer IREM courses and seminars that meet designation and continuing education requirements.
- Collaborate with other IREM chapter to create regional educational offerings.

PROGRAMS: To develop programs of reasonable cost, which stimulate interest, are interactive, and which consistently result in increases in attendance.

To accomplish this goal:

- Offer chapter meetings and social events that caters to all member types; that are responsive to the diverse interests of varying property management specialties (residential, commercial, retail, industrial); and encourage participation by diverse individuals and young professionals.
- The Programs Committee will develop a calendar of programs that meets requirements established in the Chapter Bylaws and by IREM National.

COMMUNITY SERVICE: To be a good corporate citizen and to be recognized as such.

To accomplish this goal:

- The Chapter will support the efforts of local charities
- The Chapter will create meaningful opportunities for membership involvement in community service.
- The Executive and Programs Committees will explore options for future community service programs and establish a five year initiative to expand the Chapter's efforts.

OUR IMPLEMENTATION PLAN

KEY FOCUS AREA: **GOVERNANCE** GOAL STATEMENT: To maintain an executive committee that represents the Membership and that sets vision and policy.

STRATEGY	DELEGATED TO	INITIATIVE
<p>Maintain a Defined Line of Leadership Succession</p>	<p>Executive Committee</p>	<p>Nominate committee members to integrate the entire membership into the governance of the chapter.</p> <p>Maintain executive committee job descriptions that are reviewed and updated as needed.</p> <p>Conduct executive committee orientation.</p> <p>Adhere to guidelines established by the Chapter Bylaws in the nomination of executive committee members and committee chairs.</p>
<p>Strengthen Committee Leadership</p>	<p>Executive Committee</p>	<p>Maintain committee leadership job descriptions that are reviewed and updated as needed.</p> <p>Establish committee goals.</p> <p>Regularly evaluate committee success in meeting chapter goals and in addressing the needs of the general membership.</p>

(Continued) KEY FOCUS AREA: **GOVERNANCE** GOAL STATEMENT: To maintain an executive committee that represents the Membership and that sets vision and policy.

<p>Increase Participation by Candidates and Industry Partners</p>	<p>Executive Committee</p>	<p>Encourage first time volunteers in leadership positions.</p> <p>Establish a leadership mentoring program.</p>
<p>Recognition</p>	<p>Executive Committee</p>	<p>Place priority in recognizing the involvement of all committee members through an awards program that effectively conveys appreciation for the efforts of chapter volunteers.</p>
<p>Participation</p>	<p>All Committees</p>	<p>Support chapter leaders in attending regional and national meetings.</p> <p>Offer funding to subsidize participation.</p>

**KEY FOCUS AREA: MEMBERSHIP GOAL STATEMENT:** To steadily increase chapter participants, ensure our chapter participation consists of a diversified group of CPMs, ARMs, and candidates, and to increase the visibility and exposure of industry partners, adding value to the membership. During this five year period we will retain 90% of our chapter participants by involving them in committee activities, providing increased benefits, informative meetings, and educational opportunities.

STRATEGY	DELEGATED TO	INITIATIVE
Maintain Membership	Executive Committee  Membership Committee  Programs Committee	Retain no less than 90% of chapter members by involving them in committee activities, providing meaningful benefits, informative meetings and educational opportunities.  Conduct a survey to assess member satisfaction and needs, identifying areas that need to be re-evaluated and remedied.
Increase Membership	Membership Committee	Conduct ODIEs meetings to promote IREM involvement by industry professionals.  Support student membership.  Collaborate with other industry associations in joint events/programs.

(Continued) KEY FOCUS AREA: **MEMBERSHIP** GOAL STATEMENT: To steadily increase chapter participants, ensure our chapter participation consists of a diversified group of CPMs, ARMs, and candidates, and to increase the visibility and exposure of industry partners, adding value to the membership. During this five year period we will retain 90% of our chapter participants by involving them in committee activities, providing increased benefits, informative meetings, and educational opportunities.

Implement a New Member Welcome Program	Membership Committee	Incorporate the “New Member Welcome Program for Chapters,” designed by the National Membership Committee, into a Chapter specific procedure to receive all member types.
Recognition	Executive Committee  Membership Committee  Programs Committee	Recognize member contributions, significant anniversaries and individual accomplishments.

KEY FOCUS AREA: **FINANCE** GOAL STATEMENT: To increase sources of funds for education, programs, staff, national event participation, scholarship and outreach.

STRATEGY	DELEGATED TO	INITIATIVE
Fiscal Success of the Chapter	Executive Committee  Finance Committee	Ensure that expenses are held within the limits of the approved annual budget.  Provide financial reports to the Membership via chapter meetings, website or newsletter.
Fund Development	Executive Committee	Develop a sponsorship committee that will determine funding opportunities for chapter activities, allowing for an expansion of offerings (programs and education) without depending solely on dues.
Fund Development Plan	Sponsorship Committee	Generate a five year plan that supports consistently growing sources of revenue

KEY FOCUS AREA: **EDUCATION** GOAL STATEMENT: To provide educational programs that meet the needs of the real estate industry, that are affordable, profitable, well attended, and positively evaluated.

STRATEGY	DELEGATED TO	INITIATIVE
Continue Educational Offerings	Executive Committee	Meet the needs of the CPM candidates, ARM, to fulfill requirements.
Resource for CE offerings	Education Committee	<p>Offer real estate licensing CE for courses and seminars.</p> <p>Sponsor seminars on topics relevant to the industry, attended by members and non-members.</p>
Successful Promotion	<p>Executive Committee</p> <p>Education Committee</p>	<p>Conduct ODIEs meetings to introduce IREM to other real estate professionals, promoting participation in the organization.</p> <p>Collaborate with other chapter in creating regional educational offerings.</p>
Support of CPM Candidates	Education Committee	<p>Identify and recruit CPMs to assist and mentor candidates through the designation process.</p> <p>Establish a scholarship program available to candidates for IREM education.</p>

KEY FOCUS AREA: **PROGRAMS** GOAL STATEMENT: To develop programs of reasonable cost, which stimulate interest, are interactive, and result in increased attendance.

STRATEGY	DELEGATED TO	INITIATIVE
Develop a Schedule of Programs	Programs Committee	<p>Programs will be stimulating, and interactive.</p> <p>Programs will be posted on the Chapter Website at the beginning of the year and offered to members of neighboring chapters.</p>
Base Programs on the Needs of Chapter Participants	Programs Committee	<p>Offer chapter meetings and social events that caters to all member types; that are responsive to the diverse interests of varying property management specialties (residential, commercial, retail, industrial); and encourage participation by diverse individuals and young professionals.</p>

KEY FOCUS AREA: **COMMUNITY SERVICE** GOAL STATEMENT: To be a good corporate citizen and provide opportunities for membership involvement.

STRATEGY	DELEGATED TO	INITIATIVE
Organize a community service event	Executive Committee  Programs Committee	Participate in community service programs with an emphasis on locally based charities  Contribute to the IREM Foundation in the form of an annual donation to the fund raising auction.
Identify local charitable organizations to support	Executive Committee  Programs Committee	Publicize within organization and recruit member involvement  Develop a schedule of activities/commitments for the next 5 years