IREM® EDUCATION
It’s Time to Get Smart
PROFESSIONAL DEVELOPMENT TO MAXIMIZE YOUR POTENTIAL AND THE VALUE OF THE REAL ESTATE ASSETS YOU MANAGE

THE BEST PROPERTY MANAGEMENT EDUCATION IN THE WORLD, ONLINE AND IN THE CLASSROOM.
No matter your career level, IREM has a vast array of online education options to help you take your career to new heights.

Whether you’re planning to earn an IREM credential, or you’re looking to stay on top of the newest trends in real estate management, taking IREM courses demonstrates your commitment to the industry and to advanced professional development – **a commitment that employers, owners, investors, and clients crave and reward.**

- The best training available in the real estate management industry…period.
- Real-world skills and case studies from a trusted source.
- A comprehensive array of courses covering every property type, geared toward every experience level, and offered in convenient and flexible formats.

**Take control of your career. Knowledge is the great stabilizing force in changing times. Harness that force.**

Visit [www.irem.org/education](http://www.irem.org/education) to get started.
Real estate management training for every career level, for every property type, for every kind of mind.

From the Trusted Source

IREM has stood for ethics, education, and best practices in the world of real estate management for more than 80 years. Our credentials are the most esteemed in the industry and the most respected among the players who matter most.

Our courses teach you exactly what you need to know to succeed and thrive in your property management career – the skills and knowledge that employers look for and that owners and investors need. No matter who you are – whether you’re just starting out in your career or have decades of experience under your belt – or at a large company or in business for yourself – we have opportunities you’ll use.

In a changing world, everyone is looking for an edge. IREM education will give you that edge.

More than 60% of people who take IREM education were referred by a supervisor or colleague — proving our curriculum is so desirable, people can’t resist recommending it.

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The Benefits of IREM Education

- **Cover Core Competencies:** We know what employers and clients want, and we teach those skills.
- **Learn from the Ultimate Source:** IREM students set the pace in the industry, and leaders associate the IREM name with impeccable value and the highest industry standards.

IREM teaches real-world application, not just abstract theory — so you can be confident that you will put your new skills to practice right away.

- Gain financial acumen to create, maximize, and sustain value.
- Learn the ins and outs of real estate investing and economics.
- Use leading-edge marketing and leasing strategies for competitive advantages and generating higher returns for clients.
- Refine and advance your skills to become a polished leader and team player.
- Position yourself and your personal brand for career growth.
- Strengthen client relationships.
- Protect tenants, residents, and owners through maintenance and risk management.
- Find ways to trim waste and boost efficiency to sustain value.
- Learn operational processes that deliver optimum performance.

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IREM education has been beneficial in so many ways. When you spend time in the classroom, you get to know other students well. The people I took courses with are the people I confide in and trust the most. And the knowledge that I’ve gained has been key in helping me do my job with confidence and continue to grow and progress.

~ Jeff Bettinson, CPM®
Sutterfield-Helm
West Valley City, UT
Continually Updated Curriculum to Keep You In the Know

**Budgeting, Cash Flow, and Reporting for Investment Real Estate (FIN402)**
Maximize the financial potential of your properties and finally take control of your property’s financial future. In this course, you’ll master all the necessary budgeting and accounting skills to help you meet owner’s goals, impact NOI, and make an impact on your property’s value.

**Financing and Loan Analysis for Investment Real Estate (ASM603)**
While it may not seem important on a day-to-day basis, understanding financial concepts can help you build value and increase income for your business holdings. Let’s be honest. Fluctuations in the financial and real estate market are inevitable. But with this course, you’ll learn to produce higher revenue for your portfolio – despite the turbulence of the market.

**Performance and Valuation of Investment Real Estate (ASM604)**
It’s time to think long term. Here you’ll receive the tools and skills to determine the performance of real estate assets, allowing you to enhance the long-term financial outlook of your portfolio and secure the future prosperity of your business. While your competitors are thinking about tomorrow, you’ll be playing the long game, thinking 1, 5, and 10 years down the road. And that’s a mindset that investors need and crave in their managers.

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Asset Analysis of Investment Real Estate (ASM605)
This deep dive into asset management puts you in the driver’s seat, using real-world investment scenarios, to enable you to consistently deliver forecasted returns for owners and investors. Hands-on application of essential financial concepts will help you perform multiple cash flow analyses. Get ready for the big time.

Leading a Winning Property Management Team (HRS402)
Recruiting, selecting, managing, and evaluating a property management team can be a challenge for even the most experienced leader. Leading a Winning Property Management Team will walk you through a day-in-the-life experience helping you to better understand your leadership strengths and areas for development so that you can maximize the productivity of your greatest asset – your team.

Marketing and Leasing for Strategies for Retail Properties, Multifamily Properties, or Office Buildings (MKL404, MKL405, and MKL406)
Learn key marketing and leasing strategies for the type of property you manage. With knowledge of the market and a compelling marketing plan, you’ll have what it takes to secure new tenants or residents, maximize available space, and meet owners’ goals.

Ethics for the Real Estate Manager (ETH800)
Becoming an accomplished business professional takes more than just hard work. In fact, how you respond to ethical challenges has a big impact on your long-term personal reputation and success in business. But being ethical is not just a matter of following the law – it’s meeting the standards and expectations that govern the real estate profession.

Managing Maintenance Operations and Property Risk (MNT402)
Get ready to exceed your client’s expectations. Once you’ve finished this course, you’ll have what it takes to create and oversee quality, proactive maintenance operations that will reduce capital expenses.

Visit www.irem.org/education to get started.
Managing Residential Properties (RES201)
This is your comprehensive, one-stop-shop solution to understanding and implementing the essentials of residential property management. From operations to finance to human resources, you’ll get every skill you could possibly need to optimize apartment management, and burnish your reputation in your marketplace.

Managing Condominium and Homeowners Associations (CID201)
This is your comprehensive, one-stop-shop solution to understanding and implementing the essentials of condominium and homeowners association management. From operations to finance to human resources, you’ll get every skill you could possibly need to optimize management of this unique property type and enhance your reputation in your marketplace.

Leading a Successful Property Management Company (BDM603)
Great leaders aren’t born; they’re made. And this course can take you from good to great with a unique, highly interactive curriculum that will help you implement strategies for building and leading a sustainable, customer-centric real estate management company. You’ll conduct hands-on analyses of your company and team to discover how to optimize your opportunities and solve your challenges.

Managing Single Family Homes and Small Investment Properties (SFH201)
Learn management agreements, ethics and legal issues, risk analysis, maintaining the property, financial tools, and marketing and leasing. Secure a reputation as a manager who knows what it takes to lease and manage a property.

Fair Housing and Beyond (FHS201)
Gain knowledge about protected classes and discrimination, disability, fair housing, and property operations. Avoid costly mistakes by understanding how federal, state, and local protected classes and barred discriminatory acts impact property operations.

Visit www.irem.org/education to get started.
IREM offers the best education in property management. I've been asked to teach for other industry organizations, I've examined their curriculum, and they convinced me IREM has the finest curriculum to teach people how to do property management.

Sheila Austin, CPM®,
Owner, Wedgewood Property Management & Consulting, LLC, Southfield, MI
**Convenient Delivery Options for Your Work/Life Balance**

**Online Courses:**
*The Ultimate in Convenience*

For professionals who value setting their own schedule, learning at their own pace, and taking courses anywhere with an Internet connection.

**Classroom Courses:**
*Face-to-Face Interaction*

For professionals who value learning in a group and the opportunity to network and exchange ideas with peers.

**In-house and Customized Training**

Enhance your organization’s employee development — incorporate IREM education and credentialing into your training programs. Building on IREM’s proven curriculum and cutting-edge delivery methods, we offer a variety of flexible solutions to meet your training needs and enable your employees to earn their IREM credentials — a win-win for your company and your staff! Contact us at 800-837-0706 ext. 6032 or customcourse@irem.org

Visit [www.irem.org/education](http://www.irem.org/education) to get started.
Essential Skills at the Right Price

Looking to improve a specific area or skill? Our quick-hitting on-demand professional development courses are the easiest way to transform yourself into a savvy, knowledgeable expert. These short and sharply-focused courses are the easiest way to gain increased confidence in the performance of you or your team and reap an immediate return on investment.

- Enhancing Property Value with Deep Retrofits
- Identifying and Presenting a Deep Retrofit Opportunity
- Calculating Deep Retrofit Value
- Financing Energy Efficiency Projects
- Accessing and Using Energy Data to Improve Property Operations
- Working with the Media
- Understanding Leverage and Debt Structure
- Developing a Capital Strategy
- Outstanding Facilitation
- Understanding Loss to Lease
- Starting a Property Management Company
- Delegating to Empower Your Team
- Attracting and Retaining Residents
- Residential Budgeting and Accounting
- Residential Maintenance Operations
- Staffing a Residential Management Team

For every level. For every need. For every manager.

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Visit www.irem.org/education to get started
A Lifelong Investment In Your Career
An IREM Membership for Everyone

For Instant Membership
If you are engaged in the real estate industry and want an instant connection to the IREM community, become an Associate Member by simply applying online.

For Asset and Property Managers
If you manage or oversee a team who manages large portfolios of multi-family, office, retail, or industrial properties, the Certified Property Manager® (CPM®) designation and membership is your path. Begin the process of earning your CPM by applying online for CPM Candidate membership.

For Residential Site Managers
If you manage small to mid-size residential portfolios, the Accredited Residential Manager® (ARM®) certification and membership is perfect for you.

For Commercial Site Managers
If you manage small to mid-size commercial portfolios, the Accredited Commercial Manager (ACoM) certification and membership is for you. The ACoM is a great stepping stone to the CPM designation.

Visit www.irem.org/membership to get started
IREM MEMBER DISCOUNTS—APPLY, SHOP, AND SAVE!
As a member benefit, all IREM Members receive special rates on courses and IREM products. Apply today and see the IREM Member advantage!

For Real Estate Firms
If your firm wants global recognition and increased marketability, and you have a CPM in an executive position supervising your real estate management activities, make the leap from great to elite by earning the Accredited Management Organization® (AMO®) accreditation.

For College Students
If you are a full-time college student who wants to jump-start a career in real estate management, Student Membership is what you need.

For College Instructors
If you are a part-time or full-time college instructor of real estate, real estate management, or related subjects and want to provide your students with the most comprehensive learning experience available, Academic Membership is perfect for you.

Visit www.irem.org/membership to get started
I have profited enormously from the exceptional value of my CPM designation, so I enthusiastically encourage our employees to put it high on their professional development plans. The knowledge and skills you come away with in preparing to earn the CPM and the ongoing resources and connections that IREM provides is the competitive advantage in this constantly-changing industry.

~ Karen Whitt, CPM®
President, US Investor Services and Real Estate Management Services
WHY CHOOSE IREM EDUCATION?

We have over 70 instructors who are true experts in their fields, averaging more than 21 years of experience.

40% of employees say that professional development is the most important factor in growing their career.

A Lifelong Investment in Your Career

77% of employees use enhanced online learning programs to develop their careers.

80 years of proven success have helped us understand the competencies you need to maximize your potential.

Visit [www.irem.org/education](http://www.irem.org/education) to get started.
Benefits of the IREM Community

Chapters
- With 80 U.S. and 13 international chapters, IREM is there to serve you at a local and global level.
- Expand your network of industry contacts and grow your business.

www.irem.org/Chapters

Global
- From Canada to Japan, from Brazil to Korea, IREM offers classroom education on four continents in multiple languages.
- Private in-house training available to real estate companies around the world.

www.irem.org/International

Income/Expense Analysis® Reports
- The most precise, cleanest benchmarking data available.
- Available in five property types: office, shopping centers, conventional apartments, federally assisted apartments, and condominiums/co-ops/PUDs.
- IREM Members save 50%.

www.irem.org/IE

Find Your Next Job and Build Your Career
Explore our robust career center, search for jobs, and post your résumé on the only job board dedicated exclusively to real estate management.

www.irem.org/Careers

Knowledge Resources
- Award-winning Journal of Property Management.
- Timely webinars, free for members.
- Books, whitepapers, forms and checklists, like the new:
  - Managing and Leasing Commercial Properties, Second Edition
  - What Property Managers Do: IREM Real Estate Management Job Analysis
  - Transformational Leadership in the New Age of Real Estate, Second Edition

Visit www.irem.org/education to get started.
I’m in a family business and we now own and operate just our own properties. I’ve found all of the IREM courses to be very specific to the day-to-day challenges and responsibilities property managers face and I like the fact that they’re filled with real-life examples. The courses are highly engaging. There’s a big focus on problem-solving, which is what today’s property managers do on a daily basis.

*Michael Rossi, Vice President,*  
*Rossi Real Estate Corp.,*  
*Downers Grove, IL*