



<p>Core Purpose The organization's reason for being</p>	<p>To advance the profession of real estate management while helping real estate managers prosper and add value to their companies and the properties they manage.</p>				
<p>Core Values A small set of timeless, guiding principles</p>	<p>We believe:</p> <ul style="list-style-type: none"> ▪ that management matters...that good management translates into value...that well-managed properties improve the quality of life for people who live, work and shop in them; ▪ in professional ethics; ▪ in the power of knowledge...and the importance of sharing it. 				
<p>Envisioned Future An aspiration for the future that is forceful, tangible, energizing, and challenging</p>	<p>IREM® will be the first choice of real estate owners, investors, and managers and their companies.</p> <ul style="list-style-type: none"> ▪ Those in real estate management and their companies will come to IREM – and stay with IREM – because it enhances their prosperity. ▪ IREM will be the primary source of education and knowledge for the real estate management profession. ▪ Real estate owners and investors will seek out IREM's professional real estate managers to manage their properties. <p>People will realize their lives are improved by living, working, and shopping in properties professionally managed by individuals and companies with IREM credentials.</p>				
<p>Strategic Principles Broad statements of direction to create drive and purpose</p>	<p>IREM will be acknowledged as the leader in providing comprehensive, trusted, relevant, accessible knowledge and information about and to the real estate management industry at its broadest level. ... sharing best practices and business trends across all asset classes and at all career levels</p>	<p>IREM and its brands will be positioned as market leaders. ... respected by practitioners, valued in the industry, recognized by the public</p>	<p>IREM will inform, guide, and support those who manage real estate assets from the property level to the portfolio level. ... incorporating operational management, asset management, sustainability, and technology</p>	<p>IREM's credentialing programs will be aligned with industry best practices and emerging industry and business trends. ... delivering cutting-edge curriculum and embracing contemporary training technologies and practices</p>	
<p>Strategic Initiatives Programs and activities that have the potential of significant impact on the organization and the markets it serves</p>	<p>1. Introduce, attract, and engage young talent to real estate management and prepare newcomers for career success. ... by connecting with colleges and universities, advancing employer-based outreach initiatives, engaging young professionals, and embracing demographic and generational shifts</p>	<p>2. Position IREM's credentialed members and firms for business success. ... by reinforcing the value proposition of those who hold the CPM®, ARM®, ACoM, and AMO® credentials to those who benefit from their professionalism and excellence</p>	<p>3. Inform, guide, and support the operation of companies that provide real estate management as a professional service and those who lead them. ... by offering products and services that maximize business enterprise value, acknowledge excellence, strengthen today's leaders, and build leaders for tomorrow</p>	<p>4. Develop and promote opportunities for deeper engagement with real estate management practitioners at all career levels. ... by cultivating vibrant chapters, fostering personal networking, and harnessing the power of social media and virtual networking platforms</p>	<p>5. Position IREM as an organization that serves, supports, and embraces the real estate management community on a global platform. ... through connections with practitioners and organizations around the world, by engaging with international coalitions</p>