



Leading a Successful Property Management Company (BDM603)

In this course, you will explore ways to identify, develop, and implement best practices for building and leading a sustainable, customer-centric real estate management company. Through in-depth analysis of your company and teams, you will discover the latest strategies and best practices for building and leading a sustainable, customer-centric real estate management company. Designed for management company owners, executives, and department heads charged with driving business results, this interactive course gives you a template to create a forward-thinking organizational environment to grow your business. Completion of this course earns your firm credit towards IREM's prestigious [AMO® accreditation](#).

Specifically, you will:

- Compare best practices employed by successful real estate management companies to those employed by their organization.
- Identify ways to establish talent strategies and a leader development program to support the company business strategy.
- Create a forward-thinking organizational environment that fosters innovation and profitability.
- Build ethical and profitable relationships with clients.
- Develop realistic and achievable goals and action plans for company and personal improvement.

Lessons, Goals, and Topics

Lesson	Goal	Topics
The Making of a Best Practice Real Estate Management Company	Recognize what a best practice real estate management company looks like and consider a system for identifying, developing, and implementing best practices in your own company.	<ul style="list-style-type: none">■ Best practices■ Strategic planning
Talent Strategies	Describe how a best practice real estate management company is organized and implements a talent strategy to support the company's vision, goals, and strategies.	<ul style="list-style-type: none">■ Talent strategy■ Shift your thinking■ Employment and compensation trends■ Organization and staffing■ Attract and recruit
Creating a Leader Development Program	Identify how to establish a leader development program as a means for performance improvement, organizational change, and/or succession planning.	<ul style="list-style-type: none">■ Developing a leadership development program■ Fostering a leadership development climate■ Succession planning



Lesson	Goal	Topics
Forward-Thinking Strategies for Business Growth	Create a forward-thinking organizational environment that fosters innovation and profitability in order to grow business.	<ul style="list-style-type: none">■ Steps to position your company for success■ Key organizational strategies for the future■ Fostering innovation and creativity
Defining an Ethical, Client-Centered Organization	Build ethical and profitable relationships with clients.	<ul style="list-style-type: none">■ Ethical leadership■ Customer-centricity■ Action plan

What You Will Leave With

At the end of the course, you will leave with a plan in hand for taking action steps your company can take to implement key strategies and best practices identified during the course. In addition, you will receive the following IREM® publications:

- Best Practices: Real Estate Management Service
- Transformational Leadership in the New Age of Real Estate, Second Edition
- Business Strategies for Real Estate Management Companies, Third Edition