



## BUILDING FOR TOMORROW: LEADING A SUCCESSFUL PROPERTY MANAGEMENT COMPANY

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](#).

During the course, 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.

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.

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"> <li>■ Best practices</li> <li>■ Strategic planning</li> </ul>
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"> <li>■ Talent strategy</li> <li>■ Shift your thinking</li> <li>■ Employment and compensation trends</li> <li>■ Organization and staffing</li> <li>■ Attract and recruit</li> </ul>
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"> <li>■ Developing a leadership development program</li> <li>■ Fostering a leadership development climate</li> <li>■ Succession planning</li> </ul>
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"> <li>■ Steps to position your company for success</li> <li>■ Key organizational strategies for the future</li> <li>■ Fostering innovation and creativity</li> </ul>
Defining an Ethical, Client-Centered Organization	Build ethical and profitable relationships with clients.	<ul style="list-style-type: none"> <li>■ Ethical leadership</li> <li>■ Customer-centricity</li> <li>■ Action plan</li> </ul>