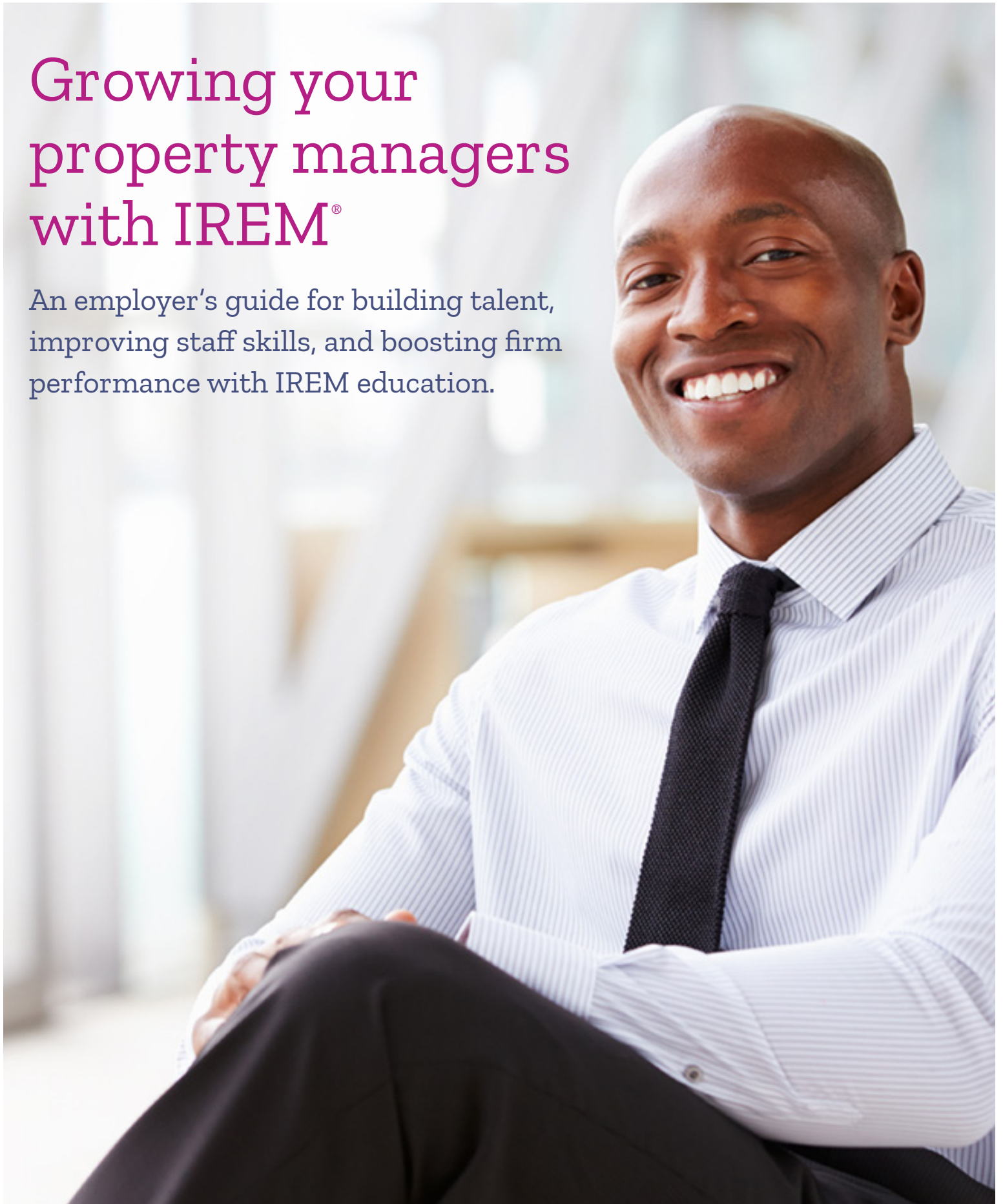


Growing your property managers with IREM®

An employer's guide for building talent,
improving staff skills, and boosting firm
performance with IREM education.



For those who manage to make a difference.™

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About IREM

IREM is an international institute for property and asset managers, providing complete knowledge to take on real estate management's most dynamic challenges.

For over 85 years some of the largest property management companies in the world have trusted IREM to help their associates master their craft, with emphasis on skills that can truly impact the firm's performance. Today, almost 20,000 leaders in commercial and residential management call this home for learning, certifications, and networking.

IREM-educated property managers master skills that drive performance for your company.

The number one challenge facing many property management companies today is recruiting and retaining a qualified workforce. With the average age of property managers at 50+, a large pool of property management talent will retire within a decade.

In fact, a 2019 poll of industry leaders at IREM's Global Summit event found 78% ranked "finding enough skilled people" as their top problem. And a recent 2021 IREM-commissioned focus groups again found "staffing" to be the top challenge.

By learning and certifying with IREM, your property managers get exposure to critical skills that when done right—building-by-building across the portfolio—can improve NOI and overall company performance.

In the war for talent, growing and retaining property managers will be key. But not just any growth will do.

IREM certifications, including the world renowned CPM® (Certified Property Manager) designation, prepare commercial and residential property managers in core finance, HR, leasing and maintenance concepts, plus advanced techniques in asset management.

Our coursework, publications, and on-the-job resources are developed by the leading international minds in real estate management.

There are three ways to enroll, for learning that fits any property manager's schedule:

Live online

An interactive online experience with an IREM instructor followed by an online exam

Self-paced online

Complete the coursework and the exam on your own – anytime, anywhere

Classroom (for groups)

We'll send an IREM instructor to your office or venue of your choice followed by an online exam

And our community of real estate management experts sharing best practices and new thinking is unmatched.

If your real estate management company needs to find, grow, and retain top property management talent, partner with IREM to develop a customized education or membership package that works best for your company.

When a property manager knows what a CPM knows, performance follows.

CPMs know 5 key skills that can directly impact portfolio (and company) bottom lines. See the skills on page 6.

What employers say about IREM-educated property managers:



“The CPM curriculum helps Regional Managers develop the mindset of an Asset Manager which makes them, and the organization, more valuable to our clients.”

Topher Olsen
VP of Culture & Inclusion
RPM Living



“The education I received from IREM is priceless and has been my foundation for managing, inspiring, and coaching staff engaged in the day-to-day operations of communities. IREM programs provide my team with solid training in property management and are my top choice for employee development.”

Dwayne Alexander, CPM®, ACoM, ARM®
President and CEO
Jacksonville Housing



“My CPM education has given me the skills to work with Owners and Asset Managers at their level. Sharing IREM knowledge with others helps us elevate the industry and better serve our clients and customers.”

Julia Paluka, CPM®
Area Manager & Broker of Record
The RMR Group

Get company rates on IREM education

Contact IREM and we'll purpose-build an education and membership package that fits your firm's goals—whether it's certifying entire groups of property managers, course subscriptions, or badges for individual and specialized skills, we can help.

Email irempartners@irem.org to learn more.

A recent survey of employers found industry certifications outranked five other methods for improving short-term property manager value to their firm. Keep reading to learn why the CPM is the marker of the highest-performing property managers.

A 2021 IREM-commissioned survey of employers found “Industry Certifications” ranked as the top way to improve property manager value in short-term over advanced/graduate degrees, elective coursework, regular networking, and trend-watching.

IREM certifications

Property management certifications that guarantee the skills and experience needed to drive NOI.

IREM-certified property managers are guaranteed to have experience managing a mid-sized portfolio or larger, and a mastery of the core concepts in finance, HR, leasing, maintenance, and more that it takes to successfully manage assets. In fact, it's built-in with every certification's requirements—so you'll know you're hiring a manager who knows their stuff, or investing in one who soon will.

Learn more about IREM's premier certifications, the CPM®, ARM® and ACoM:



Why your company benefits

Your property managers get advanced asset management knowledge and skills needed to maximize the value of any property, plus world-class real estate ethics training. All with the distinction of earning the industry's premier property management certification.

Your property managers will master core competencies like resident relations, leasing, maintenance, risk management, and budgeting with the preeminent certification for residential property management

Your property managers will learn core competencies in tenant relations, leasing, maintenance, risk management, and budgeting with this early-career certification in commercial property management.

A fit for...

Experienced property managers in any asset class

Early-career residential property managers

Early-career commercial property managers

Experience¹

Mixed portfolios are encouraged but must meet minimums. Learn more at irem.org/certifications

- 36 months experience
- Large portfolio:
- Residential: 200 units at 1–4 sites or 100 at 5+
- Commercial: 120K sq. ft., or 80K sq. ft. at 2+ sites
- Industrial: 200K sq. ft

- 12 months experience
- Mid-size residential portfolio (typically 15–60 units depending on type)

- 12 months experience
- 10K sq. ft. mixed-use or 20K non-residential

Time to earn

18–24 months

2–3 months

2–3 months

Investment²

~\$7,500–8,500

~\$1,100

~\$1,100



Did you know?

Employers rank "past management experience with a similar type/size of portfolio" as the number one most valuable attribute of a property manager?³

Ask about group pricing for certifying multiple team members.

Email irempartners@irem.org

1. Portfolio and experience prerequisites include performance of specific property management duties, and vary greatly by class of real estate. Additional requirements related to learning and testing also apply. For more on requirements, investment and other topics above visit irem.org/certifications.

2. Costs vary based on classroom course expenses and varying IREM chapter dues amounts. Some fees are ongoing post-graduation.

3. According to recent IREM-commissioned survey of employers and talent managers, "Past experience" was the #1 indicator of property manager value, and the second most important criteria for hiring a Sr.-level property manager, after their personality traits.

The CPM (Certified Property Manager)

The CPM drives value for your firm, and their future.



An industry certification is the best way to quickly improve property manager value, and the CPM is the industry's best. It's the one that masters critical skills for overall portfolio performance in any asset class.

CPMs are ready to add value for your firm because they have:

1. Guaranteed experience managing a sizable portfolio
2. Advanced training in the financial concepts that raise portfolio value
3. Faster paths to upper managerial positions
4. Practical knowledge that helps them avoid missteps

When a property manager knows what a CPM knows, performance follows.

CPMs master the 5 key skills that can directly impact portfolio (and company) bottom lines, like how to:

1. Perform advanced financial and asset analysis calculations such as valuation, cash-on-cash return, and effective rent pricing strategies
2. Read and generate the top owner-requested financial reports that track building performance
3. Market the property and negotiate leasing to maximize rentable space and optimizes tenant mix or resident satisfaction
4. Create a proactive maintenance program that protects portfolio value – complete with policies and procedures, budgets, and capital improvement plans
5. Hire a performance-driven operations team, and when and why to terminate

The CPM (Certified Property Manager)

Here's what it takes to earn the CPM.

Courses and exams

CPM coursework includes rigorous study of six different property management disciplines. And, because graduating requires completion of an exam and management plan, CPMs are guaranteed to have mastered the material.

- **ETH800:** Ethics for the Real Estate Manager
- **FIN402:** Budgeting, Cash Flow, and Reporting for Investment Real Estate
- **MKL404/405/406:** Marketing and Leasing Strategies for retail, multifamily or office buildings
- **HRS402:** – Leading a Winning Property Management Team
- **MNT402:** Managing Maintenance Operations and Property Risk
- **ASM603:** Financing and Loan Analysis for Investment Real Estate
- **ASM604:** Performance and valuation of Investment Real Estate
- **ASM605:** Asset Analysis of Investment Real Estate
- **CPM Capstone:** Two-part final assessment with management plan and exam

Investment

Individual tuition, dues, and fees for an employee are typically \$7,500 – \$8,500 total. \$5,800 for eight courses and Capstone, \$850 in CPM, chapter, and affiliate dues, and \$535 in other enrollment and graduation fees. Special group pricing at reduced rate and IREM Foundation Scholarships are available.

Time

Earning the CPM will typically take a property manager 18 – 24 months, including coursework and exam. By partnering with IREM, your employees can get the same education more quickly and at a lower price. And FastTrack program options can speed up the process even more.

Learn more at irem.org/cpm



Did you know?

Employers regard the ability to understand how gross revenues and expenses impact NOI as a top 5 most important skills for their property managers. This is a core skill your employees will master with CPM coursework.¹

1. A 2021 IREM-commissioned survey of employers found "Industry Certifications" ranked as the top way to improve property manager value in short-term over advanced/graduate degrees, elective coursework, regular networking and trend-watching.

The ARM and ACoM

Maximize the value of your early-career property managers with two early-career certifications for specific asset classes.



Cut their time to mastery of core concepts down to just 2 – 3 months with coursework in budgeting, leasing, maintenance, risk management, resident and tenant relations, and more.



ARM (Accredited Residential Manager)

Push them to become resident experts with the early-career certification for residential property managers.



ACoM (Accredited Commercial Manager)

Setting a new standard in early-career commercial property management.

With these certifications, early-career employees get put on the fast track to impacting your company's bottom line performance because coursework covers skills like:

- Analyzing budget variances
- Forecasting income and expenses
- How to prepare a capital budget
- Selecting insurance that mitigates risk
- Determining competitive rents
- How to negotiate for different lease types
- How to read, and create, owner reports
- And much more

The ARM and ACoM

Here's what it takes to earn an ARM or ACoM.

Courses and exams

Online and classroom options are available, no matter which certification they choose. Each track is just two courses and a final live online proctored exam that guarantees their residential or commercial management knowledge.

ARM/ACoM Track

- **ETH800:** Ethics for the Real Estate Manager
- **RES201 or CML201:** Managing Residential or Commercial Properties
- ARM/ACoM Certification Exam

Investment

Individual tuition and exam fees for an employee are around \$1,100, plus prorated dues and IREM chapter dues for the year (maximum \$225 + average chapter dues of \$200 respectively.)

Time

Earning either certification will typically take your employees 2–3 months, including coursework and exam. Coursework, exam and final application can be completed in as little as a week, while the graduation process lasts 1–2 months.



Did you know?

According to a recent survey of employers, the most important skills for a property manager to possess were the ability to quickly resolve tenant complaints, hire and manage vendors cost-effectively, and build and manage a budget. These same skills are the focus of the ARM and ACoM certifications.

IREM Skill Badges

IREM Skill Badges train in-depth on a single core competency.

New IREM Skill Badges are extended in-depth courses on individual, specialized skills for your property managers and extended property staff that can be earned in 4 – 6 hours, without the rigor and cost of certification. You'll quickly see improvement in individual topical skills needed for a single aspect of their day-to-day work. No prerequisites. No experience needed.

Our most popular Skill Badges:

Marketing Skill Badge

Covering modern marketing strategies and skills, like how to analyze the market, set rent, leverage social media, and more.

Leasing Skill Badge

Covering leasing strategies for all property types, including how to negotiate a lease and manage resident and tenant relations.

Maintenance & Risk Management Skill Badge

Covering skillful building management that reduces loss and preserves the owner's investment.

Managing Distressed Properties Skill Badge

Covering how to spot and develop a plan to solve common issues at a distressed property, how to reposition and find a new owner, and when to develop an exit strategy.

We're always expanding our Skill Badge offerings. Learn more about these and other IREM Skill Badges at irem.org/courses/skill-badges

Flash their badge

IREM has partnered with Credly to award digital badges for those who've earned an IREM certification and/or Skill Badge. Boost your reputation and theirs by adding it to employee email signatures, social profiles, and your company website.

IREM Skills On-demand courses and webinars

Access IREM property management courses on mission-critical skills and trending topics.

At a low price and in as little as one hour, your property managers can brush-up, or learn a new skill with IREM Skills On-demand courses, or webinars happening live online weekly. There are no credits, certifications, or badges involved—just fast, practical learning with stand-alone courses on topics from asset management to leasing to sustainability, starting at \$59 for members.

Catch these popular titles live online, or on-demand later:



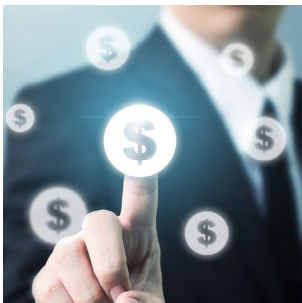
Introduction to Waterfall Calculations

Property managers learn to allocate cash flow among two or more partners, starting from scratch, from financial expert David Ringstrom, CPA.



Expediting Affordable Housing Applications

Teach employees how to speed up employment/income and asset verifications, prep applicants and self-audit. Complete with templates for moving at warp speed.



Working with Capital

Expert instructor Sal Dragone, CPM, CCIM walks through the process of preparing a capital budget that helps eliminate emergencies and maximize the health of the property.

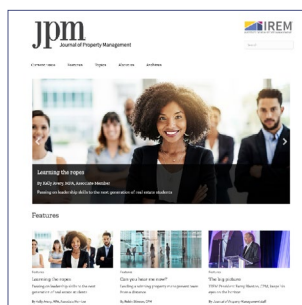
Subscribe today

Property and real estate management companies can now get 40% off unlimited property management webinars and Skills On-demand courses with all-new subscription options for enterprises. Email us for pricing options irempartners@irem.org

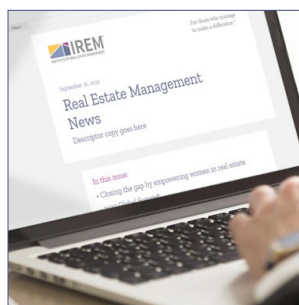
Beyond courses. Here are more great IREM resources for employers and their property managers (and most of them are free).



IREM publications
Property managers learn to allocate cash flow among two or more partners, starting from scratch, from financial expert David Ringstrom, CPA.



Journal of Property Management
The industry's must-read magazine from the premier institute.



Real Estate Management News
The latest news from across the industry, hand-picked and delivered to your employee's inboxes weekly.



Podcasts
Property management podcasts that follow real estate managers as they take on current issues.

IREM forms and checklists

Give them access to a library of over 275 free property management forms and checklists.

Whether they're starting from scratch, or just borrowing language and ideas to add to your in-house template, signing up your employees as IREM members gives them access to the best IREM forms, curated from across asset classes, regions and decades of real-world usage.

Popular on irem.org

Rental transaction checklist
Security deposit release
Capital expenditure budget actual report
Lease proposal generic

Leasing prospects report
Elevator inspection
Risk evaluation checklist HOA
Association Accounting Form

Tenant ledger
Yield analysis form
Hazardous weather alert
And so many more