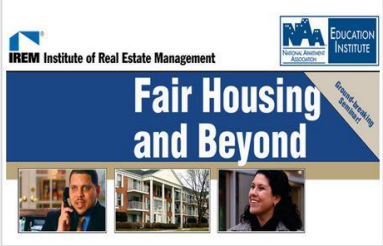



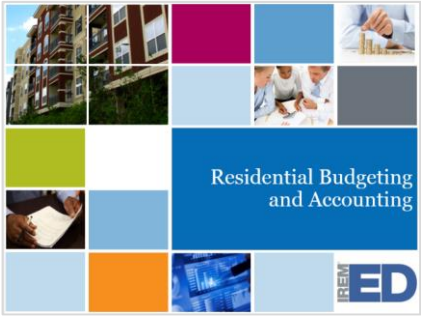




IREM Knowledge Products

Knowledge Products	Audience	Description	Pricing/Sales
<p>Fair Housing and Beyond <i>Launch Date: 2008 (Online and classroom course)</i></p> 	<p>IREM Members, NAA Members, and others in the housing management industry – management company executives, property managers, site managers, leasing professionals, maintenance technicians, office administration staff, vendors</p>	<p>Jointly offered by IREM and the National Apartment Association Education Institute (NAAEI). Video-delivered scenarios demonstrate how real-life situations require critical thinking and prudent decision making, the serious consequences of incorrect responses, coaching on how to avoid costly mistakes, and practical explanations of how federal, state, and local protected classes and barred discriminatory acts impact property operations. (4 hours)</p>	<p>Member: \$89 Regular: \$119</p> <p>Revised online course ready April 1</p> <p>Click here for info: Webpage</p>
<p>Managing Single Family Homes and Small Investment Properties <i>Launch Date: 2012 (Online and classroom course)</i></p> 	<p>Students and recent graduates, career changers, entry-level property management staff, Realtors, owners of small properties</p>	<p>Gain an in-depth understanding of the intricacies of managing single family homes and small investment properties, Maximize the value and financial potential of the properties you manage, Secure a reputation as a manager who knows what it takes to lease and manage a property, Earn the respect of residents (6 hours)</p>	<p>Member: \$99 Regular: \$119</p> <p>Click here for info: Webpage</p>
<p>Introduction to Property Management <i>Launch Date: June 2014 (Online and classroom course)</i></p> 	<p>Students and recent graduates, career changers, entry-level property management staff, anyone interested in starting in the property management industry</p>	<p>What it means to be a property manager, including an overview of the profession, different property types, and general skill sets required, specific knowledge required, a typical day in the profession, the employment outlook, and career paths. (3 hours)</p>	<p>Member: \$30 Regular: \$30</p> <p>Click here for info: Webpage</p> <p>Classroom version ready April 2015</p>

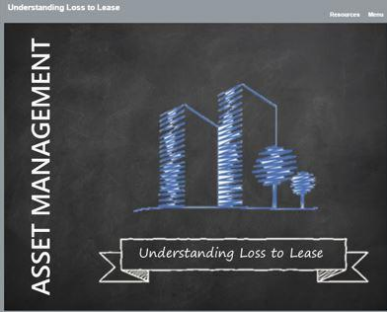


IREM Knowledge Products

Knowledge Products	Audience	Description	Pricing/Sales
<p>Staffing a Residential Management Team <i>Launch Date: 7/1/14 (Online course)</i></p>  <p>The graphic for 'Staffing a Residential Management Team' features a grid of images including a modern apartment building, a group of people in a meeting, and a handshake. The title 'Staffing a Residential Management Team' is centered in a blue box, with the IREM ED logo at the bottom right.</p>	<p>Residential site staff and those looking for core human resources skills</p>	<p>Fundamental components of the human resources function, including developing job descriptions, performing performance appraisals, recruiting, retention, and disciplinary action, legal issues pertaining to the hiring process, effective employee orientation procedures, management styles, intergenerational differences, effective communication techniques and conflict management strategies. (3 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>
<p>Residential Budgeting and Accounting <i>Launch Date: 7/1/14 (Online course)</i></p>  <p>The graphic for 'Residential Budgeting and Accounting' features a grid of images including a modern apartment building, hands holding a calculator, and a person working at a computer. The title 'Residential Budgeting and Accounting' is centered in a blue box, with the IREM ED logo at the bottom right.</p>	<p>Residential site staff and those looking for core finance skills</p>	<p>Accounting and budgeting skills needed to meet the owner's goals and objectives and to provide a foundation for making day to day operating decisions, components of cash flow, how site staff impact the property's net operating income, application of capitalization techniques to project the market value of a property, and budget capital for major expenditures. (3 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>




IREM Knowledge Products

Knowledge Products	Audience	Description	Pricing/Sales
<p>Attracting and Retaining Residents <i>Launch Date: 7/1/14 (Online course)</i></p> 	<p>Residential site staff and those looking for core marketing and leasing skills</p>	<p>Students will learn how to conduct market, property, and comparison analyses, which are critical to setting optimal rents and meeting the owner's goals and objectives. They will also become familiar with how to determine appropriate marketing plans and leasing practices in order to successfully lease apartments to potential residents. Finally, they will identify the legal issues involved in residential management, (3 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>
<p>Residential Maintenance Operations <i>Launch Date: 7/1/14 (Online course)</i></p> 	<p>Residential site staff and those looking for core maintenance and risk management skills</p>	<p>The benefits and components of a maintenance and risk management plan, tools and techniques for inspections and risk management, how to implement an effective inventory and purchasing procedures to control costs, how to select and oversee contract workers, identify conservation techniques to improve sustainability and reducing operating expenses. (3 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>


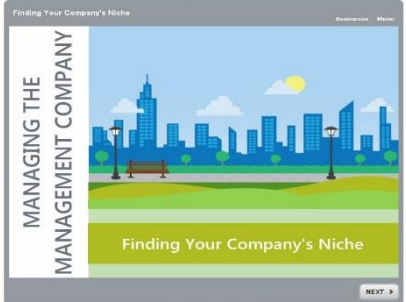
IREM Knowledge Products

Knowledge Products	Audience	Description	Pricing/Sales
<p>Asset Management: Understanding Loss to Lease <i>Launch Date: 8/29/14 (Online course)</i></p> 	<p>Mid-level managers</p>	<p>How to calculate a property's net rental income accounting for loss to lease based on the market. A case study property is used to walk through the pro forma statement from gross potential income through net rent revenue, fully accounting for loss to lease. (1-2 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>
<p>Asset Management: Understanding Leverage and Debt Structures <i>Launch Date: 10/31/14 (Online course)</i></p> 	<p>Mid- to executive-level property and asset managers</p>	<p>How the amount of debt and equity that make up a property's capital structure impacts the overall risk and return, how to establish a capital strategy structure in order to use financial leverage to increase property profits, review of the various tax implications of debt vs equity, and the overall impact of taxes on property profitability. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>
<p>Asset Management: Developing a Capital Strategy <i>Launch Date: 10/31/14 (Online course)</i></p> 	<p>Mid- to executive-level property and asset managers</p>	<p>How to optimize capital allocation to generate value and maximize long-term income. (1-2 hours) (To be submitted for CE)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>



IREM Knowledge Products

<p>Leadership: Delegating to Empower Your Team <i>Launch Date: 8/29/14 (Online course)</i></p> 	<p>Site- to Mid-level managers</p>	<p>Delegating as a leadership success strategy, understanding the barriers to effective delegation, when delegation is appropriate (and when it's not), what tasks should be delegated, and who to delegate to. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>
<p>Leadership: Building Effective Teams <i>Launch Date: 1/20/15 (Online course)</i></p> 	<p>Mid- to executive-level managers</p>	<p>Team dynamics and best practices for building effective teams. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>
<p>Leadership: Developing Critical Thinking <i>Launch Date: 1/30/15 (Online course)</i></p> 	<p>Executive-level managers</p>	<p>Techniques for effective critical thinking using a real-life case study and tips, best practices, and lessons learned from experienced practitioners. Steps in the critical thinking process, from identifying the problem and gathering information, to evaluating and determining solutions. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>

IREM Knowledge Products

<p>Managing the Management Company: Starting a Property Management Company <i>Launch Date: 8/29/14 (Online course)</i></p> 	<p>Mid- to executive-level managers looking to start, or recently started, a management company</p>	<p>Key decision points related to starting a management company, the primary requirements for success, strategies for business development, management fees, and staffing, and tips, best practices, and lessons learned from experienced company owners. (1-2 hours)</p>	<p>Member: \$69 Regular: \$89</p> <p>Click here for more info: Webpage</p>
<p>Managing the Management Company: Working with the Media <i>Launch Date: 10/31/14 (Online course)</i></p> 	<p>Company executives, senior staff, property managers, site managers</p>	<p>Managing the public image of a property by understanding how the media works, how to establish media relationships, and how to develop targeted messages. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>
<p>Managing the Management Company: Finding Your Company's Niche <i>Launch Date: 12/29/14 (Online Course)</i></p> 	<p>Company executives and senior staff involved in business development</p>	<p>Identifying a specific niche in the marketplace to continue growing a real estate management business, managing a specific type or size of property, providing particular services for a competitive advantage. (1-2 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for more info: Webpage</p>

IREM Knowledge Products

Knowledge Products	Audience	Description	Pricing/Sales
<p>Center for Creative Leadership (CCL) <i>Launch Date: July- ebooks Sept- Online</i></p> 	<p>Mid- to executive-level managers</p>	<p>IREM and CCL are partnering to deliver digital learning products that provide superior leadership education. Products include 11 ebooks and 13 interactive online courses with soft skill topics ranging from managing ambition, active listening, response to change and career tracking.</p>	<p>ebooks Member: \$9.50 Regular: \$11.95</p> <p>Courses Member: \$79.00 Regular: \$99.00</p> <p>Click here for more info: Webpage</p>
<p>Train the Trainer: Outstanding Facilitation <i>Launch Date: 12/6/14 (Online)</i></p> 	<p>Real estate professionals in training positions within Property Management Companies. Seasoned professional interested in becoming a facilitator for their industry.</p>	<p>Outstanding Facilitation is an online course designed to help you, understand the unique characteristics of adult learners, break down facilitation into its essential components, examine methods that maximize learning, review guidelines, checklists, and forms for the planning, presentation, and evaluation of knowledge transfer, and assess effective facilitation techniques. (3 hours)</p>	<p>Member: \$89 Regular: \$109</p> <p>Click here for the demo: Webpage</p>
<p>Community Association Management <i>Launch Date: 2010 (Online course)</i> (The IL Department of Finance and Professional Regulation recognizes this course for the education requirement the Community Association Managers license.)</p>	<p>Illinois practitioners who administer for the remuneration of the financial, administrative, maintenance, or other duties for a community association</p>	<p>Focus on the unique and complex challenges of managing common interest developments/HOAs, including relationship management, governance, legal and risk management, ethics, financials, and maintenance management. (8 hours)</p>	<p>Member: \$480 Regular: \$480</p> <p>Click here for info: Webpage</p>

IREM Knowledge Products

The information you need.

**Tools to help you do your job better
today and tomorrow.**



Other knowledge products IREM has available:

- **Business Strategies for Real Estate Management Companies (*Revised*)** Member: **\$35.95**, Regular: **\$44.95**
- Forms and checklists (free for members; fee for non-members)
- Webinars (free for members; fee for non-members)
- Publications (member and non-member fee)
- Credentialing courses (member and non-member fee)
- Leadership white papers (free for members; fee for non-members)
- Financial tools (free for members; fee for non-members)
- IREM Executive Edge – education component of fall conference (member and non-fee)
- *JPM* (free for members and subscriptions for non-members)
- Free website content – videos, tutorials, recorded webinars, articles, blog, e-newsletter, research & stats, slideshares, public policy news and legislative whitepapers, career center