



CELEBRATING  
55 YEARS

# nerej

## **IREM Boston Chapter #4 Strategic Plan**

January 03, 2008 - Owners Developers & Managers

IREM Metropolitan Boston Chapter #4 will strive to incorporate and exceed the strategic goals of the Institute of Real Estate Management. Including credential awareness and industry recognition as the leader in education, networking and best practices. We will improve on providing service to our members based on their changing agendas to effectively to meet their professional and educational needs. The current strategic plan will be constantly reviewed, reevaluated and revised as necessary.

As part of our 2008 strategic planning, we will review IREM headquarters plan and implement an achievable plan for our chapter that achieves national's goals.

### **Chapter Goals**

1. Promote ARM, CPM and AMO Accredited Commercial Manager credential awareness to owners, investors and property management firms.
  - a. Through increased local advertising in partnership with IREM headquarters.
  - b. Use electronic formats.
  - c. Write articles on timely topics.
  - d. Trade shows
2. Outreach to senior level executives of property management companies that are not currently involved in IREM to gain their support and involvement, particularly by means of the ODIES program.
3. Provide education programs for members and non-members that are timely and tailored to the property management profession and the current industry challenges.
  - a. Offer IREM educational offerings that will allow those seeking designations to complete requirements locally.
  - b. Collaborate with other chapters in the region on educational offerings.
4. GO NORTH. Service the members of the entire Chapter. Hold an event, educational program or ODIE visits in Vermont, New Hampshire & Maine.
5. Increase membership participation in Chapter events by 15%.
  - a. Offer a broad spectrum of events.
  - b. We will present topics of interest including real estate issues, management practices, networking and legislative updates.
6. Keep members current on all legislative issues pertaining to the real estate industry through IREM and other sources.
7. Hold a gala event in May 2008 to celebrate the Chapter's 70th Anniversary.
8. Raise \$25,000 for the Boys & Girls Club.