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## Place IREM publications on your summer reading list - by Richard Hitt

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Summer is a great time for reading. As a young student there was always the summer reading list. It's a practice I still keep today. So here are some recent publications from IREM that you may want to place on your list.

The 16th edition of Principles of Real Estate Management completely updated and expanded to reflect key changes and trends shaping today's economy and their impact on real estate management. A valuable resource for both industry newcomers as well as those needing a refresher on property-specific management issues, the new edition continues to provide comprehensive coverage of all key property types i.e. apartments, office, retail, and mixed-use developments.

The publication also covers the foundations of real estate and economics, more in-depth information on the relationship between government and real estate, and the effects of the Great Recession. Addressed, too, are topics ranging from savvy online marketing techniques through social media and other outlets to the impact of sustainability to sound maintenance techniques to keep all types of properties primed for occupancy.

Also new from IREM! Marketing Residential Properties: The Science and the Magic. This is the very first "how-to" text to cover all of residential marketing—leasing and selling. It's the fourth in a series of real estate marketing books written by Laurence Harmon, CPM, CRE, and Kathleen Harmon, CPM, ARM, pioneers and practitioners of residential marketing. This invaluable resource will inspire you to explore tactics and techniques beyond standard marketing and advertising strategies. You'll learn how to:

- \* Become a "consultative" leasing or selling agent. Explore your prospects' "buy" factors to match available housing products with your renters and buyers.
- \* Harness your demographic analysis to the power of Generational Marketing. Identify a definite target market for your residential products and then create a specific message that will bring them right to your doorstep.
- \* Develop fresh, innovative approaches proven to dramatically increase the number of residential housing units you lease or sell.

Also there is a new IREM Key Report: From Good to Great to Best in Class by Christopher Lee. It is the follow-up to Leading a Real Estate Company, a 2004 best-selling text - is an invaluable source for real estate managers looking to sustain a competitive advantage and develop optimal performance in everything from their branding platform to their generational marketing strategy. This publication provides an in-depth analysis - accompanied by new tables and diagrams of important trends and changes currently impacting today's real estate management industry. The report includes 50 predictions on significant future impacts to the industry, comprehensive historical analyses of the evolution of real estate management, and step-by-step guidelines designed to

streamline operational procedures and cultivate customer relationships.

So place these on you list and order your copy at [www.irembooks.org](http://www.irembooks.org).

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