



CELEBRATING
65 YEARS

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New edition of Principles of Real Estate Management available from IREM

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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, has been published by the Institute of Real Estate Management (IREM). 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 - 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.

VALUABLE TAKEAWAYS

Publication readers will take away vital information and informed insights on:

- * The various property types in the marketplace and the unique challenges of managing each one
- * The critical role played by the real estate manager and others on the management team
- * How to manage properties through management by plan and strong relationships with property owners.
- * Innovative uses of social media as a staff recruiting and marketing tool
- * The need to create sound practices for the physical and financial management of property.
- * And much more.

PRICE AND ORDERING INFORMATION

Principles of Real Estate Management, 16th Edition, is \$49.95 for IREM members and \$59.95 for non-members (plus shipping and applicable state sales tax). To order, contact the IREM Customer Service Department at 430 No. Michigan Ave., Chicago, IL 60611, or call toll-free at 1-800-837-0706, ext. 4650. Credit card orders (VISA, MasterCard, American Express, and Discover) can be faxed toll-free to 1-800-338-4736 or e-mailed to custserv@irem.org. Internet users can order the publication online by visiting www.irembooks.org.

ABOUT THE INSTITUTE OF REAL ESTATE MANAGEMENT

The Institute of Real Estate Management (IREM) is an international community of real estate managers across all property types dedicated to ethical business practices and maximizing the

value of investment real estate. An affiliate of the National Association of Realtors, IREM has been a trusted source for knowledge, advocacy and networking for the real estate management community for more than 77 years.

IREM is the only professional real estate management association serving both the multifamily and commercial real estate sectors and has 80 U.S. chapters, 13 international chapters, and several other partnerships around the globe. Worldwide membership includes nearly 18,000 individual members and over 535 corporate members.

IREM promotes ethical real estate management practices through its credentialed membership programs, including the Certified Property Manager (CPM) designation, the Accredited Residential Manager (ARM) certification, the Accredited Commercial Manager (ACoM) certification, and the Accredited Management Organization (AMO) accreditation. These esteemed credentials certify competence and professionalism for those engaged in real estate management. IREM also offers CPM Candidate, Associate, Student, and Academic memberships. All members are bound by the strictly enforced IREM Code of Professional Ethics.

Collectively, CPM Members in the United States manage nearly \$2 trillion in real estate assets, including 11.4 million residential units and 10.4 billion net s/f of commercial space. To learn more about the IREM and its chapter network, call (800) 837-0706, ext. 4650 (outside the U.S. call (312) 329-6000) or visit www.irem.org.

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