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## **IREM debuts new look and fresh focus with rebrand for 85th year**

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Hartford, CT The Institute of Real Estate Management (IREM) is kicking off their 85th year with an evolved brand position and a fresh new look to reflect who they are, what they believe in, and where they're headed. After 85 years of progress, of supporting and inspiring property and asset managers, IREM is still looking forward.

The rebranding of IREM was not undertaken lightly, nor quickly – and was completed with the assistance of a professional marketing and advertising firm. The goal was to respect their past and honor their distinguished history, but to also demonstrate that IREM is a champion of the real estate management industry, supporting professionals through all stages of their careers – from college students to young professionals to industry veterans. To show that IREM is vibrant, progressive, diverse, and energetic.

Benjamin McGrew, CPM, CCIM, 2018 IREM president, FiduciaryWest, LLC, Reno, NV said, “The goal of this rebrand was really two-fold. One, we wanted to differentiate and reposition IREM’s image in the marketplace. We feel we have a unique value proposition that separates us from others in the industry – helping property and asset managers grow and advance throughout their entire careers through training, development, and collaboration. Second, we really wanted to optimize the IREM brand to appeal to young professionals. We know that our profession is aging, and we want to attract young professionals and millennials, and show that real estate management is a worthwhile and rewarding career choice. We want to inspire pride in our field.”

“We are very excited to implement our new brand initiative and positioning, as we think it will really communicate IREM’s unique value and boost IREM’s members’ ability to compete in a changing marketplace. The goal is to be globally recognized as a go to resource for both residential and commercial real estate management, and for those who hold IREM credentials will to be sought out for their expertise and professional ethics,” said David McGuill, CPM.

IREM Connecticut Chapter No. 51 is now looking to the next 85 years and beyond. Their history starts today. IREM: For Those Who Manage to Make a Difference.

IREM is an international force of 20,000 individuals united to advance the profession of real estate management. Through training, professional development, and collaboration, IREM supports their members and others in the industry through every stage of their career.

They believe in their people, and they provide the tools they need to succeed. They open doors, forge connections, and help show the way forward. Backed by the power that comes with being an affiliate of the National Association of Realtors, they add value to their members, who in turn add value to their teams, workplaces, and the properties in their commercial and residential portfolios.

IREM memberships empower college students, young professionals, and industry veterans who are committed to career advancement. Earning our credentials, including the CPM, ARM, ACoM, and AMO, demonstrates a commitment to, and passion for, good management. These credentials, along with their courses and array of resources, all exist with one goal in mind – to make a difference in the careers of those who manage.

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