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## **IREM debuts new look, fresh focus and reveals rebrand for their 85th year**

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Boston, MA 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.

J. 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 Gregg Jenner, IREM Boston president.

IREM Chapter Boston Metropolitan Chapter No. 4 is now looking to the next 85 years and beyond.

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.

