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## **IREM and CCIM Institute form partnership**

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Boston, MA Institute of Real Estate Management (IREM) and CCIM Institute have formed a new partnership to advance their government affairs initiatives. This collaboration will increase both organizations' capability to monitor and act on legislative and regulatory proposals. IREM will also assist with expanding the CCIM Institute's advocacy initiatives, and work with the Institute to prepare members for meetings with legislators, which has never been more critical.

CCIM Institute and IREM have been working together throughout the pandemic to amplify the voices of commercial real estate and property management.

Collaborative efforts have included:

- Calls to Action customized for both for both CCIM Institute and IREM members;
- Legislative updates on the CCIM Institute and IREM COVID webpages;
- Coalition action, including participation in over 20 coalition letters; and
- Cohosting a webinar: Conducting Successful Meetings with Your Elected Officials.

"We were in the process of finalizing the partnership right before the pandemic hit," said CCIM Institute president Eddie Blanton, CCIM. "During the first few weeks of COVID, there was a plethora of letters and outreach to legislators on how to provide relief to the real estate industry. Luckily, our organizations were able to ensure our voice was heard in these letters and communications to members of Congress."

Although it's beneficial for the Institute and IREM to work together during the pandemic, IREM president Cheryl Gray, CPM, talks about the long-term benefits of the partnership. "In the long-term, I fully expect our advocacy affiliation to increase our creativity, innovation, and frame a more strategic public policy position for our organizations."

As CCIM Institute CEO/executive vice president Gregory Fine said, "We're thrilled to be collaborating with our colleagues at IREM. Collaborating on government affairs initiatives is a natural fit and will benefit our members by amplifying both our advocacy efforts, and by providing more frequent and in-depth updates on legislative issues."

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