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65 YEARS

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IREM debuts the latest version of IREMFIRST

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Countries around the world are working to ease the credit crisis so businesses can operate. I heard on the news this morning that the big three auto makers need loans in the amount of \$25 billion so they do not run out of money by the end of 2009. Stock markets around the world have been going up and down like a yoyo and hitting new lows. These wild swings are not helping confidence. I am curious, are these swings in the market based on value or emotion?

There is no doubt when capital markets change and we experience changes in value in real estate there are opportunities. These opportunities may not be apparent immediately but through education and experience they will be. IREM FIRST is one of those resources that benefit real estate managers.

IREM has launched an enhanced, interactive generation of IREMFIRST (for information, resources, solutions and training), its comprehensive online information resource for IREM members and the real estate industry at large. Accessible at www.IREMFIRST.org, the site contains the information and tools real estate managers across all property sectors need to maximize their professional performance. It also includes user-driven, community building features that encourage online professional networking and information sharing among industry peers.

IREM president Regina Mullins, CPM, commenting on the debut of the enhanced IREMFIRST.org, said, "Creating this rich resource, and making it available to all of our industry colleagues, underscores IREM's belief not just in the power of knowledge, but also the importance of sharing it. We're convinced that managing and leveraging knowledge aligns with IREM's long-established goal of advancing our profession while helping all real estate managers prosper and add value to their companies and the properties they manage."

More site benefits: The updated site enables users to:

- *Track the latest industry information, forms and tools showcased on the dynamic, constantly changing homepage.
- *Join the IREMFIRST community by posting a professional profile to showcase their background and experience as well as allowing others to post user endorsements and testimonials.
- *Participate in online forums to connect and consult with respected practitioners in the industry. "Ask the Expert" feature of these forums is available only to IREM members.
- *Contribute to the site and voice their opinions by rating and commenting on content - if registered and be recognized for contributing via a Community Leaderboard.
- *Take advantage of the site's "Career Center," which provides the resources that are essential to build and advance a real estate management career.
- *Access a "Knowledge Center" containing core industry information drawn from IREM's education courses and other resources on topics ranging from technology and business development to sustainability and risk management.

*Keep up-to-date on industry happenings via a constantly updated events calendar.

Three user categories: The site accommodates three categories of users:

*IREM members have free access to the entire site and all of its downloadable resources.

*Non-members can register for free and contribute to the site, be a part of the community, and access the site's downloadable resources, â€”some of which are free and others not.

*Guests, who need not register but have restricted access to the site and its offerings.

Getting started:

*Access www.iremfirst.org and log in using your IREM login information, or register for a free account if you are a non-member.

*Take a quick flash-tour on the homepage to get an overview of its many features and offerings.

*Join the IREMFIRSTNetwork - create your user profile by clicking "Edit Profile"!

IREM is celebrating its 75th anniversary in 2008.â€”Major sponsors of the year-long celebration areYardi Systems, a leading provider of high-performance software solutions for the real estate industry, and the REALTORS Commercial Alliance (RCA), the collective commercial constituency within the National Association of REALTORS.

To learn more about IREM and its chapter network visit www.irem.org. Please join us at our next chapter meeting and learn more about the institute.

Winder Nordblom is the 2008 president of the Boston chapter of IREM, Boston, Mass.

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