

CRAWL. WALK. RUN.

You have to
learn to crawl
before you
walk.

You have to
learn to walk
before you
run.

You have to
learn to run
before you
run like a
professional
athlete.

IREM - INSTITUTE OF REAL ESTATE MANAGEMENT

IREM is an international community of commercial and multi-family real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing. IREM® promotes ethical real estate management practices for our members through our national credentialed membership programs, provides an opportunity to network at monthly luncheons and other events, and maintains a database of select, qualified vendors.

IYP - IREM YOUNG PROFESSIONALS MISSION STATEMENT

IREM Young Professionals is dedicated to promoting professional and personal growth for young professionals in the asset and property management industry, partnering industries, and current IREM members by providing education, professional networking, and volunteer opportunities.

CRAWL.

FRIENDS OF **IREM** YOUNG PROFESSIONALS PURPOSE STATEMENT

We are here to build a sense of community within our organization and in our area, embrace and empower the next generation of Property Management Professionals, Industry Partner Professionals, and Professional Services in our market, and be their voice in our city!

CATEGORIES OF FRIENDS OF **IYP**

**IREM INDUSTRY
PARTNERS**

Professionals in Property maintenance service industries.

Example: HVAC Contractors, Plumbers, Electricians, Landscapers, etc.

**RELATED PROFESSIONAL
SERVICES**

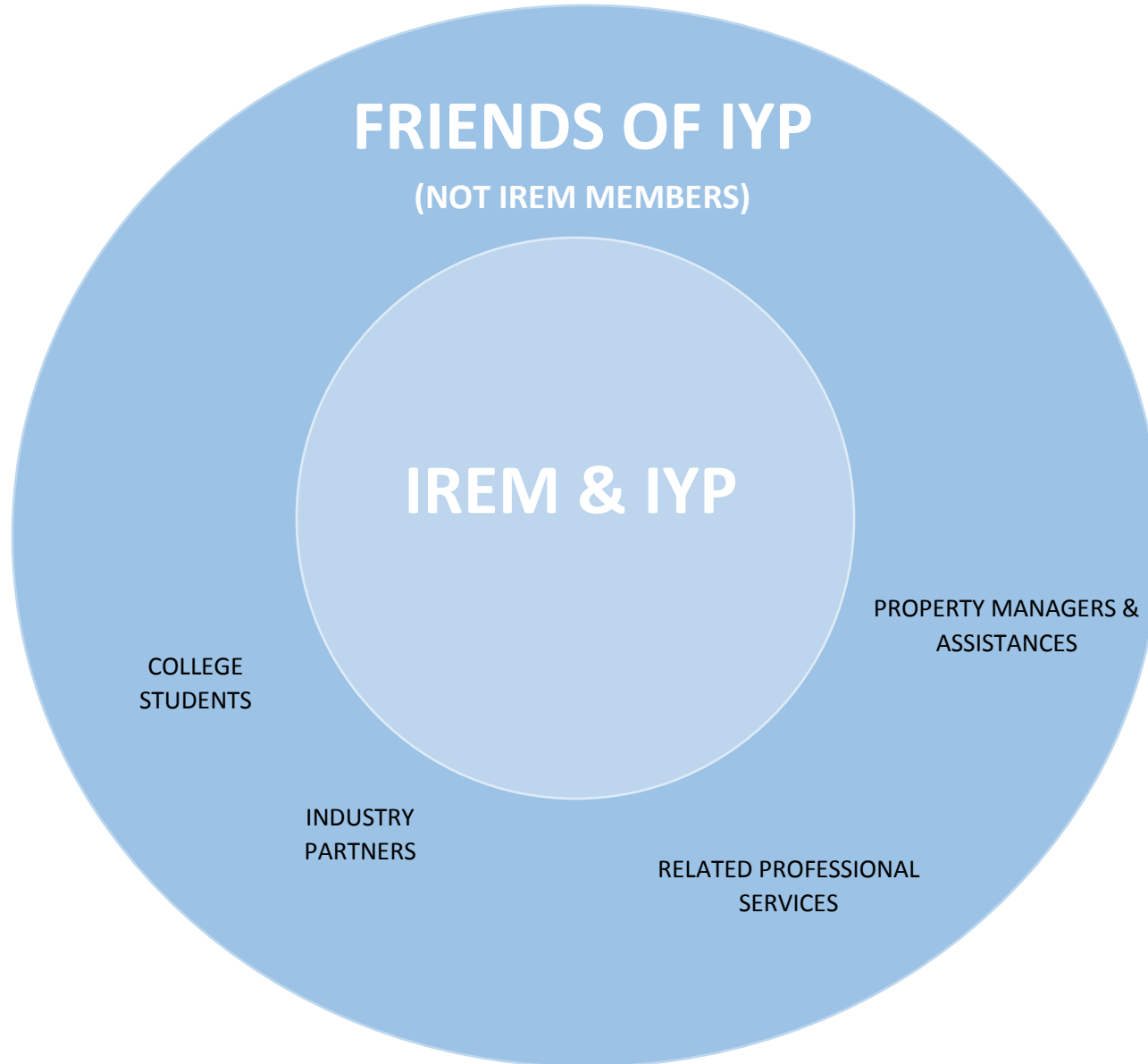
Professionals in a field that provides specialized business support to the property management industry.

Example: Engineers, Financial Services, Lawyers, Marketing Professionals, etc.

COLLEGE STUDENTS

Students seeking a career in a field that is in Property Management, Building Services, or Related Professional Services.

IYP INTERFACES



FRIENDS OF IYP
(NOT IREM MEMBERS)

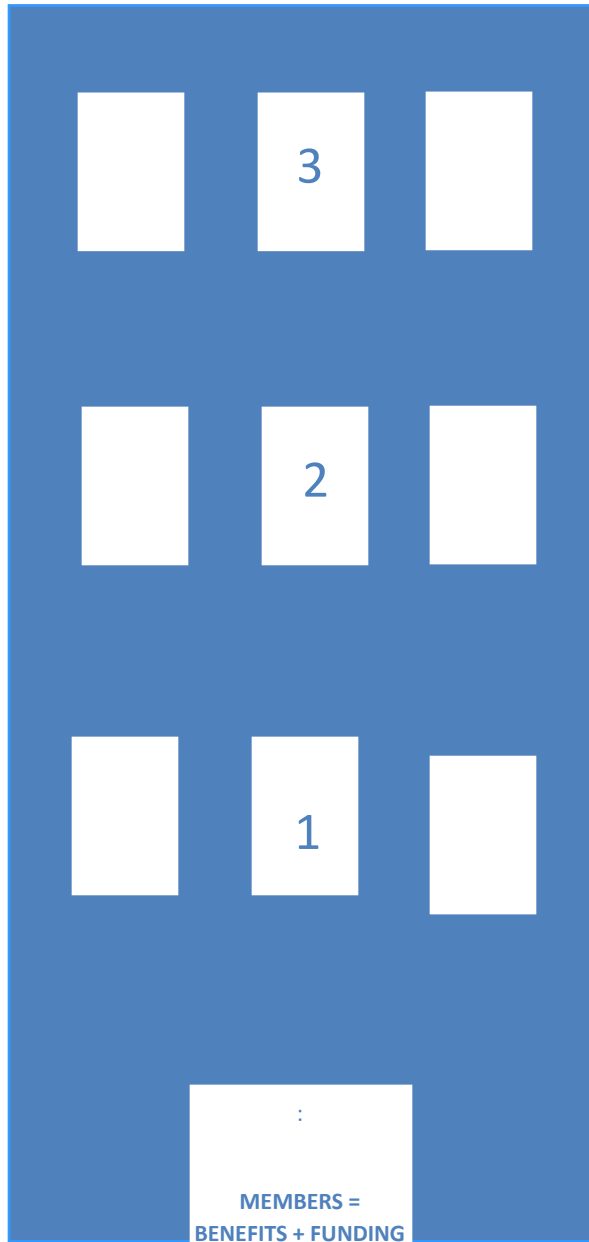
IREM & IYP

COLLEGE
STUDENTS

INDUSTRY
PARTNERS

RELATED PROFESSIONAL
SERVICES

PROPERTY MANAGERS &
ASSISTANCES



IYP BUILDING STRUCTURE

3. FINAL BUILDING COMPONENT

THE FINAL COMPONENT IS COLLEGE STUDENTS.

WITHOUT COLLEGE STUDENTS WE DO NOT HAVE A CIRCULATION OF YOUNG PROFESSIONALS STEPPING INTO POSITIONS OF PROPERTY MANAGEMENT, IREM INDUSTRY PARTNERS, AND RELATED PROFESSIONALS.

2. SECOND BUILDING COMPONENT

THE SECOND NECESSARY COMPONENT FOR IYP IS IREM INDUSTRY PARTNERS AND RELATED PROFESSIONALS SERVICES.

WITHOUT PROPERTY MANAGEMENT PROFESSIONALS, IREM INDUSTRY PARTNERS, RELATED PROFESSIONALS WE DO NOT HAVE BENEFITS FOR COLLEGE STUDENTS.

1. FOUNDATION

THE FOUNDATION FOR IREM YOUNG PROFESSIONALS IS PROPERTY MANAGEMENT PROFESSIONALS.

WITHOUT PROPERTY MANAGEMENT PROFESSIONALS WE DO NOT HAVE BENEFITS FOR IREM INDUSTRY PARTNERS, RELATED PROFESSIONALS AND COLLEGE STUDENTS.

WALK.

3. RECRUIT COLLEGE STUDENTS

- Contact the Job Placement Coordinator or the Dean of Business at local Colleges & Universities.
- Get a list of events that would be beneficial to advertise Friends of IYP.

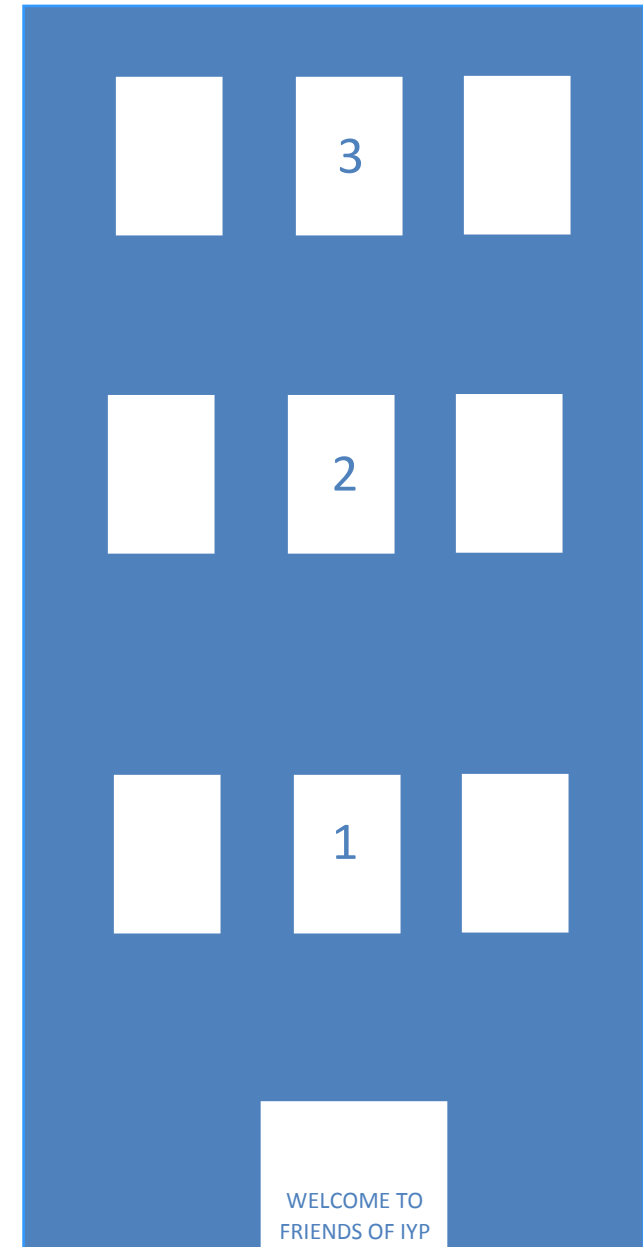
2. RECRUIT INDUSTRY PARTNERS & RELATED PROFESSIONAL SERVICES

- Provide professional networking opportunities.
- Hold networking events with Property Management Professionals, Industry Partners, and Related Professional Services.
- Hold meetings at a neutral location downtown.

1. RECRUIT PROPERTY MANAGEMENT PROFESSIONALS

- Reach out to other Property Management companies.

IYP RECRUIT STRATEGY



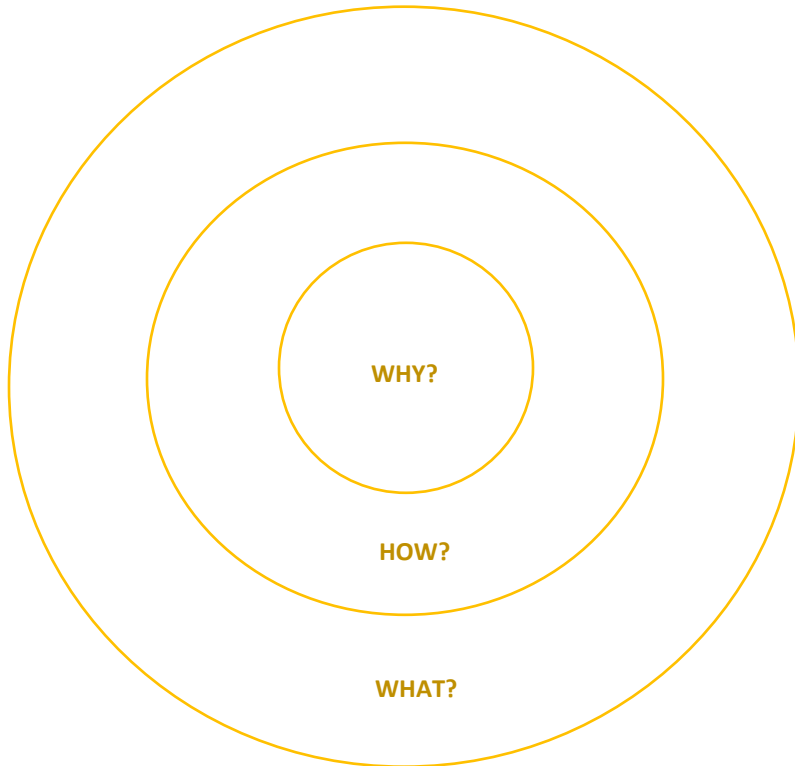
IYPCURRENT MEMBER BENEFITS



CURRENT BENEFITS — PROPERTY MANAGEMENT, IREM INDUSTRY PARTNERS, RELATED PROFESSIONAL

- Professional Networking
- Invitation to IREM Luncheons
- Fundraising Event – Children’s Hospital 5K & Half Marathon
- Volunteer Opportunities –Hike for Mental Health
- Business Opportunities
- Cocktail Socials
- Social Events
- Selling the “Why join friends of IREM Young Professionals” (Our Purpose, Cause, Belief)

IYP APPLYING THE GOLDEN CIRCLE – MARKETING



WHY = The Purpose
What is your cause? What do you believe?

HOW = The Process
Specific actions taken to realize the Why.

WHAT = The Result
What do you do? The result of Why. Proof.

IYP GOLDEN CIRCLE

WHY?

Strengthen the community through strengthening your business relations.

What do you think it is?

HOW?

Through networking, events, and community involvement.

What do you think it is?

WHAT?

Member Benefits

What do you think it is?

IYP MEMBERSHIP 2015 GOALS

GOALS 2015 - NEW MEMBERSHIPS

10 - 15 Property Management Professionals

5 - 10 IREM Industry Partners

5 - 10 Related Professionals

IYP can't offer much in the way of membership benefits to College Students without building the core of the group which is Property Management Professionals, IREM Industry Partners, and Related Professionals.

IYP Timeline Goals

Let's work on developing a goal timeline....

2014

Sep Oct Nov Dec

2015

Jan Feb Mar Apr Jun Jul Aug Sep Oct Nov Dec

CRAWL TRANSITIONING INTO WALKING

Growing a membership base.

WALKING TRANSITIONING INTO RUNNING

Enabling IREM Young Professionals to create successful events.

RUNNING TRANSITIONING INTO PROFESSIONAL ATHELTE

Accomplishing IREM Young Professionals Mission Statement.

RUN.

IREM YOUNG PROFESSIONALS

IYP ABILITY TO OFFER ALL **MEMBER BENEFITS**

REAL ESTATE MANAGEMENT:

Professional Development Opportunities – Certifications, Education, Mentorship

Professional Networking

Business Opportunities

Market Business/Services

Community Outreach – Volunteer, Fundraisers

IREM INDUSTRY PARTNERS:

Professional Networking

Business Opportunities

Community Outreach – Volunteer, Fundraisers

Market Business/Services

Educate Clients on your Business/Services

RELATED PROFESSIONALS SERVICES:

Professional Networking

Business Opportunities

Community Outreach – Volunteer, Fundraisers

Market Business/Services

COLLEGE STUDENTS:

Mentoring Opportunities

Internship Opportunities – One Month with Property Management Professional/Industry Professional

Scholarship Opportunity – Required minimum of community volunteer hours and meets high academic standard

Professional Networking

Business Opportunities

Community Outreach – Volunteer, Fundraisers