

Region 3

RVP Update

March 2017

IREM has hosted the first Super Regional, which encompassed the Northeast and included Regions 1, 2 and 3. I am proud to say that out of 100 attendees, Region 3 had the most at 36. This only supports what I talked about during the year end meetings at each chapter, that our volunteers are very committed to this organization.

We have an ambitious 2017 outlined for us by IREM National, with six goals targeted for the year:

- Our most important goal is to **Target Growth of the Millennial Market**. We will do this by:
 - Rebranding the ACoM certification to reposition it as a program designed for entry-level commercial property managers, and develop a new online course.
 - Deepening market penetration of the ARM certification by expanding our capacity to deliver RES201 and focusing on entry-level apartment community managers. As well as recruit, train and onboard new instructors.
 - Targeting CPM recruitment campaigns to millennials in the 20-30 age group who are entering the property management workforce.
 - Publishing a 30 under 30 campaign.
 - Offering a leadership-focused CPM program targeting real estate management practitioners under 35, exclusively for AMO firms, and
 - Continuing focused attention on racial and ethnic diversity, including more aggressive promotion of the IREM Diversity Scholarship program and continued outreach to Historically Black Colleges and Universities.
- Next, we will **Execute IREM's Strategic Meeting Direction**, which has been a hot topic this past year. This encompasses the launch of the new Super Regional meetings for chapter leadership training, complimented with industry education and networking events. Impacting federal policy through in-district advocacy at the grassroots level. And, the introduction of the IREM Global Summit, which is a retooling of the IREM Fall Conference as the single gathering of IREM Members from around the world.
- We will **Extend Outreach Efforts into Corporate Markets** by conducting the second Commercial Summit and implementing enhancements to the AMO program.
- To **Differentiate and Reposition the IREM Image**, we will be establishing IREM as a thought leader, with targeted attention in four key content areas – asset management, technology, leadership and best practices. Using a marketing consultant, IREM will develop and execute a rebranding initiative that includes a value proposition and resonates with target markets.
- Our IREM Certified Sustainable Property certification, REME Awards and Income/Expense Analysis Reports will be aggressively promoted and we will reinforce their value to **Elevate the Visibility of Key Programs**.
- Finally, we will **Plan for the Future** by filling the CEO role, adopting and executing a new three-year strategic plan and continuing the succession planning process targeted to both volunteers and IREM staff.

With the strength of Region 3 there for support, I know that we will accomplish each and every one of these as an organization.