



IREM Institute of Real Estate Management

COURSE LEARNING OBJECTIVES

Growth Strategies for Real Estate Management Companies (BDM601)

Lesson 1: Assessment, Definition, and Planning: Keys to Business Development

- Assess your real estate management company's strengths and weaknesses within the context of the market in which your company is located
- Define your company's niche within your specific market
- Explain why developing a business plan is vital to the success of a real estate management company
- Identify the elements of a business plan and correlate each element to a specific business development function

Lesson 2: Identifying Opportunities

- Identify opportunities for enhancing income streams within your current portfolio of properties and consider the advantages and disadvantages of those opportunities
- Determine if you are in a position to expand your niche within the real estate management market (considering geographic area, property types, client base, etc.)
- Evaluate income sources derived from ancillary services and develop a plan for implementing services that may be appropriate for your real estate management company
- Consider nontraditional management opportunities that may be available in the market in which your company conducts its business

Lesson 3: Creating a Marketing Plan to Recruit New Clients

- Describe how a marketing plan is used to expand business opportunities
- Discuss marketing tactics that position your company for long-term success

Lesson 4: Developing and Delivering Winning Presentations

- Identify sources for management proposals
- Describe effective management proposals
- Deliver presentations targeted to the requirements outlined in an RFP

Lesson 5: Closing the Deal

- Review concerns regarding the management agreement from the perspective of both a management company and an owner
- Define the contents of the management agreement
- Identify effective responses to objections frequently raised by clients about specific clauses in the management agreement

Ready to register for this course? Visit www.irem.org and click “Course Schedules” to see the offerings in your area.

IREM
National Headquarters
430 N. Michigan Ave.
Chicago, IL 60611-4090

Telephone (800) 837-0706
Fax (800) 338-4736