

## JUGGLING ACT Maintain diligence when managing projects and properties

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COM), CPM®,  
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AS PROPERTY MANAGERS, WE ARE OFTEN PULLED IN MANY DIRECTIONS AND ARE REQUIRED TO WEAR MANY HATS—PROJECT MANAGER, COUNSELOR, FINANCIAL CONSULTANT, MARKETING DIRECTOR...THE LIST GOES ON. MANAGING SEVERAL PROJECTS AS WE DO CAN BE A JUGGLING ACT THAT WOULD PUT BARNUM & BAILEY TO SHAME ON THEIR BEST DAY.

As we attempt to keep as many balls in the air as possible, it's easy to brush other items to the side—that pesky tenant who reports problem after problem, or the daunting report that's overdue to the owner. Allowing these balls to fall while you juggle “more pressing issues” can have far-reaching negative effects, not only for you but for your employer as well.

This juggling act truly requires focus and discipline. In my experience the number one cause of dropping the ball is procrastination. As IREM Members we have all taken the pledge to be diligent not only when it comes to our education and professional development, but also when handling the affairs of those we represent. This notion is expressed over and over again in the IREM Code of Professional Ethics.

In Article 1. Loyalty to Client, Firm, and/or Employer, the code states that “A MEMBER shall be *diligent* in the maintenance and protection of the interests and property of the employer, and of the client.” In Article 4. Protection of Funds, the code states, “A MEMBER shall at all times exert

due *diligence* for the maintenance and protection of the client's funds against all reasonably foreseeable contingencies and losses.” And again in Article 8. Managing the Assets of the Client, “A MEMBER shall exercise due *diligence* in the maintenance and management of the client's assets and shall make all reasonable efforts to protect it against all reasonably foreseeable contingencies and losses.”

By its very definition, procrastination is the opposite of what we have pledged to do. Yes, there are certainly times when things should be set aside for a while, but that decision should be made with a clear focus. Prioritization is a diligent act that will not only allow you to juggle projects, it will help clarify the size, type and number of projects you will need to juggle at one time.

In your career you have more than likely attended a seminar or two on prioritizing or you may have even attended a course on how to juggle multiple projects. In fact, IREM offers these seminars and tools at their conferences. Make sure you use them. You should also revisit your task list daily to keep tabs on your projects. Use ticklers and calendars, or even the old standby of a rubber band around your wrist, to remind you of when things absolutely need to be done.

By using the tools afforded to you, keeping a clear focus, and exercising diligence in the management of assets you have been charged with, you will know which balls to keep in the air. ■



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