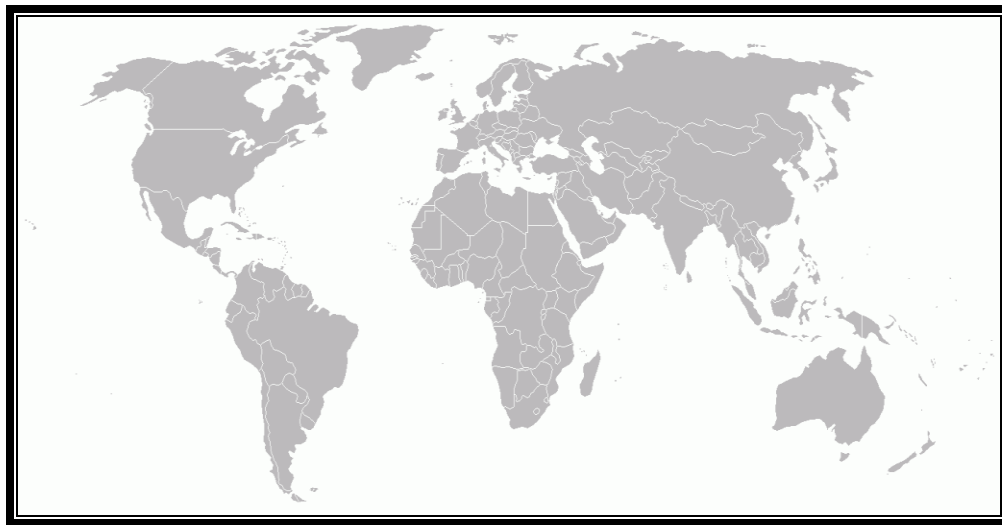


## GETTING INVOLVED: A GUIDE TO PARTICIPATION WITH IREM<sup>®</sup>'S INTERNATIONAL PROGRAM

---



### **Acknowledgements**

This guide was developed by IREM's International Services Advisory Board. Special thanks to the following members for their dedication to IREM's international program and their valuable contributions to this guide:

Shannon Alter, CPM<sup>®</sup>  
Susan Considine, CPM  
Deborah Kast, ARM<sup>®</sup>  
Andrew Swinkoski, ARM  
Michelle Wong, CPM

IREM Headquarters Contact:

Leah Misbin at [lmisbin@irem.org](mailto:lmisbin@irem.org) or (312) 329-6098

Want to learn more?

Write [international@irem.org](mailto:international@irem.org) or check out [www.irem.org/international](http://www.irem.org/international).

## Table of Contents:

1. An introduction to IREM's international program
2. The international program at-a-glance
3. IREM chapters and partners
4. Getting involved at the **individual level**
5. Getting involved at the **chapter level**

### Appendices:

- A: Guidelines and agreement obligations for participating in the Chapter Friendship Program
- B: Frequently asked questions

## **Introduction to IREM's International Program**

The international program at the Institute of Real Estate Management (IREM) has been developing since the 1970s, when IREM aimed to share its educational competencies with the rest of the world and join the international ranks of property management associations.

With its core mission and vision in mind, IREM has established its presence in the international marketplace. Today, IREM remains dedicated to its existing partnerships and enthusiastic about enlarging its network and collaborating with similarly-oriented organizations around the globe.

---

Get started today by contacting IREM's international department: [international@irem.org](mailto:international@irem.org),  
[www.irem.org/international](http://www.irem.org/international), (312) 329-6098

## International Program At-A-Glance

### Governance

- IREM is a professional membership association, governed by volunteer leaders and supported by headquarters staff. Within this structure, international chapters and programs are governed by the International Management Board; services and benefits for international members are overseen by the International Services Advisory Board.
- Member connections are created and knowledge shared at the International Business Practices Forum, which takes place at IREM's two national meetings.

### International Network

- IREM Members are located in 34 countries around the world
- IREM has 14 international chapters outside the United States—eight in Canada, plus chapters in Brazil, China, Japan, Korea, Poland, and Russia
- In addition, IREM has licenses with organizations in Bulgaria, Chile, China, and Ukraine to offer education in those countries
- 89% of international members are from a country in which there's a chapter—the other 11% are so-called at-large members in countries where a chapter has not been established

### Membership Totals (2010)

- 1,477 total international members – representing 8% of total IREM membership
- 1,024 International CPM Members – representing 12% of total IREM CPM membership
- 172 International CPM Candidates
- 271 International ARM Members

### Education

- Course materials are translated into seven languages—Chinese, Korean, Japanese, Portuguese, Russian, Polish, and Spanish
- There are 30 international faculty who teach IREM courses in their native languages
- Classroom courses are offered in the following countries:

Brazil	Japan
Bulgaria	Korea
Canada	Poland
Chile	Russia
China	Ukraine

Students who live outside these areas may take courses online or through the self-paced option to complete their educational program

## **IREM Chapters and Partners**

### **Brazil**

IREM education licensees in Brazil are SECOVI-SP in Sao Paulo and SECOVI-RIO in Rio de Janeiro. IREM Brazil Chapter No. 111 represents the membership

### **Bulgaria**

IREM licenses its education delivery to FIABCI-Bulgaria.

### **Canada**

IREM has an agreement with the Real Estate Institute of Canada (REIC) to sponsor education and deliver member services

There are three IREM Chapters in Canada—Edmonton Chapter No. 54, British Columbia Chapter No. 50, and Quebec Chapter No. 37 – plus five IREM Chapter Councils that operate as IREM Chapters within REIC Chapters - Calgary Chapter No. 116, Manitoba Chapter No. 114, London Chapter No 113, Ottawa Chapter No. 115, and Saskatchewan Chapter No. 117

### **Chile**

IREM licenses its education delivery to the El Colegio de Gestión y Administración Inmobiliaria de Chile (CGAI)

### **China**

IREM's education licensee is Shanghai Weston Real Estate Management Institute, which also provides support to the IREM Shanghai Chapter. IREM Shanghai China Chapter No. 118 represents membership

### **Japan**

IREM Japan Chapter No. 110 sponsors education and provides member representation

### **Korea**

IREM Korean Chapter No. 112 sponsors education and provides member representation

### **Poland**

IREM Poland Chapter No. 108 sponsors education and provides member representation

### **Russia**

IREM's primary education licensee is the Russian Guild of Realtors, which also provides support to the IREM Russia Chapter. IREM also has an education license with the Guild of Managers and Developers (GMD) in St. Petersburg. IREM Russia Chapter No. 109 represents the membership

### **Ukraine**

IREM licenses its education delivery to the Ukrainian Realtors Association

**For contact information for the above partners, visit [www.irem.org/international](http://www.irem.org/international) and click on the interactive map.**

## Getting Involved at the Individual Level

Participation is encouraged by individuals, including CPM, ARM, AMO<sup>®</sup>, ACoM, Associate and Student members of IREM.

### Help-out at an IREM national conference:

- Connect with international attendees during networking events or international sessions such as the International Business Practices Forum. Not sure how to tell who is international? Look for the flag lapel pin identifying the attendee's home country or the international badge ribbon.
- If you know the city where the conference is being held, help IREM Headquarters plan a property tour for international attendees by identifying a property, making contact with the property manager, and working with IREM international staff to handle logistics. Check out the FAQs for more information.
- Join international attendees at an after-hours socializing event.

### Add your name to the IREM International Resource and Contact List:

IREM regularly receives requests from members all over the world looking for special assistance. As a professional property manager, you can submit your name as a willing individual to be contacted as a resource. See the list below, and write [international@irem.org](mailto:international@irem.org) if you are willing to provide support in one or more of these areas. Please indicate your area of interest when you submit your name. Some options are:

- Answer professional questions on property management in the US or another country.
- Be available to an IREM translator to answer questions on real estate management terminology.
- Become a mentor by assisting an individual international student through the process of receiving a certification or designation. Check out the FAQs for more information.

### Volunteer to serve on one of IREM's international bodies:

- The International Services Advisory Board
- The International Business Practices Forum

Check out the FAQs for more information.

### Become a country specialist:

If you are from a particular country or have knowledge on a particular country where IREM is active, you can provide a valuable service as a country or regional consultant and answer questions as IREM works to adapt programs to specific countries. Check out the FAQs for more information.

### Share your foreign language expertise:

IREM's international program works in English, French, Spanish, Japanese, Chinese, Korean, Portuguese, Polish, and Russian. Do you speak English and one of these other languages fluently? We want to know! IREM welcomes multilingual people to assist in various tasks associated with the international program.

---

Get started today by contacting IREM's international department: [international@irem.org](mailto:international@irem.org),  
[www.irem.org/international](http://www.irem.org/international), (312) 329-6098

**Attend a conference in another country:**

For more information and a schedule of international conferences, visit the international conference page.

**Write a *JPM*<sup>®</sup> article:**

Use properties outside the US to illustrate your article or write a regional focus on an area outside the United States.

**Volunteer to answer a “Manager on the Street” segment:**

Check out your latest version of the JPM to see this regularly featured segment of the International News page

## **Getting Involved at the Chapter Level**

By participating in the international program, your chapter can earn extra points towards your Chapter Star Award! See these ways below and get started right away!

**Help-out at an IREM National conference:**

Invite a country group to join your regional dinner. Check out the FAQs for more information.

**Make the role of international liaison an official position in your chapter:**

Your chapter can appoint this person to stay up-to-date on IREM’s international activities and to serve as the contact person for your international initiatives.

**Participate in the International Chapter Friendship Program:**

Please refer to Appendix A of this document to learn more about the Chapter Friendship Program. You’ll find the program’s purpose, goals and obligations, a template letter of introduction, and a sample agreement.

**Hold a country-themed chapter meeting:**

Invite a speaker or ask someone to present on the business practices of another country.

HINT: Faculty members from your chapter who just returned from an international assignment would be a great resource for this. Past and present IREM officers could also provide insight on what they learned during their IREM travels.

## Appendix A

### IREM International Chapter Friendship Program

#### Program Purpose and Goals

The purpose of the chapter friendship program is to provide IREM chapters in the US and IREM international chapters with the opportunity to formally affiliate. Participation in the chapter friendship program is voluntary and mutual.

The goals of the chapter friendship program are to:

- Foster the exchange of information and best practices between and among property managers in different countries.
- Seek to facilitate business opportunities for members of the two groups who may be working together in each other's markets.
- Encourage networking opportunities between and among members of the two associations.
- Cooperate for all other purposes which are mutually beneficial to IREM, and its chapters.

#### Obligations of a friendship agreement

- Participating chapters must designate a person to serve as the main contact on activities associated with the agreement. This person's name must be submitted to IREM Headquarters at the time that the Friendship Agreement is signed. This contact can be a member or the chapter IAE.
- Participating chapters sign an Agreement of Professional Friendship and Cooperation. A sample of this agreement is part of Appendix A of this document. Agreements are for one year.
- Participating chapters must formally reconfirm their agreement annually- IREM Headquarters will send out an email requesting reconfirmation in May of each year.
- Participating chapters are asked to report on activities resulting from the agreement at the IREM Fall Conference each year as part of the International Services Advisory Board meeting.
- Any monies chapters spend as part of the friendship program is the responsibility of the chapters involved. **IREM Headquarters does not provide financial support to chapters participating in the friendship program.**

#### Getting Started

Is your chapter interested in participating?

The first step is to make a connection with the chapter you would like to befriend. Check the online chapter directory for the president's email address and write them a letter of introduction! Use the following letter of introduction template to assist you. Remember to customize the letter- tell your future friendship chapter what makes your chapter unique!

**IREM International Chapter Friendship Program**  
Letter of Introduction Template

---

<Date>

<Name of president>

<Chapter number>

Dear <president's name>,

I represent chapter no. <XX> and we are interested in joining into a Chapter Friendship Agreement with your chapter.

The purpose of the chapter friendship program is to provide IREM chapters in the US and IREM International chapters with the opportunity to formally affiliate. Participation in the chapter friendship program is voluntary and mutual. Please see more information on this program, the program obligations, and a sample agreement on attached pages.

Let me tell you a bit more about our chapter: Our chapter has <XX> members and covers the <XX> geographical region. Most of our members manage <XX> property types.

We believe the members of each of our chapters could benefit from joining into this agreement.

Here are some ideas for how we can work together:

- Informally meet during an IREM conference
- Share our chapter's strategic plan
- Share our chapter's newsletter
- Link to your chapter's website from ours
- Profile a member from your chapter in our chapter newsletter or on our Web site
- Exchange professional articles by our members
- Learn about the business of your friendship country during a chapter meeting

I look forward to hearing a positive response back from your chapter on our proposal.

If you are interested in entering this agreement with us, please respond with some more information on your chapter and suggestions you may have for our future cooperation. I will take your response and present it at the next chapter meeting.

Thank you for your consideration.

Sincerely,

<XX>

**Agreement of Professional Friendship and Cooperation**

Sample Friendship Agreement

This document, when signed by both parties, shall set forth an agreement of professional friendship and cooperation between IREM <US Chapter No. XX> of the Institute of Real Estate Management (IREM®) and <IREM® International Chapter No. XX>. This agreement is for the purpose of undertaking joint efforts toward the enhancement of the property management profession in <XX> and the United States. This agreement must be renewed annually.

<IREM US Chapter No. XX> is a leading local organization representing the property management profession in the state of <XX> with a reputation for excellent training courses, publications, professional certification programs, and membership services.

<IREM® International Chapter No. XX> is a leading organization representing the property management profession in <XX> and was established to provide the necessary organization and leadership to facilitate the exchange of information and experience among members and to advance and benefit the field of real estate management.

<IREM US Chapter No. XX> and <IREM® International Chapter No. XX> desire to become associated with each other by entering into a professional friendship cooperative agreement for the purpose of:

Fostering the exchange of information and best practices between and among property managers in <XX> and property managers in the United States.

Seeking to facilitate business opportunities for members of the two groups who may be working together in each other's markets.

Encouraging networking opportunities between and among members of the two associations.

Cooperating for all other purposes which are mutually beneficial to IREM® and its chapters.

**Signed on behalf of:**

<IREM US Chapter No. XX>

<IREM® International Chapter No. XX>

\_\_\_\_\_

\_\_\_\_\_

Its: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Designated Contact for <US Chapter>

Designated Contact for <international chapter>

Name:

Name:

Email:

Email:

---

Get started today by contacting IREM's international department: [international@irem.org](mailto:international@irem.org), [www.irem.org/international](http://www.irem.org/international), (312) 329-6098

## Appendix B

### Frequently Asked Questions

#### 1. My chapter signed a friendship agreement with a chapter in another country. Now what?

The key to a successful friendship agreement is communication. Participating chapters should designate a point person to stay in touch with the friendship chapter. Make sure the point person for your friendship chapter is added to your chapter mailing list. Send them your chapter's newsletters, invitations, announcements, meeting minutes and other items you distribute to your chapter members to let them know how your chapter is doing.

Connect with them before every national meeting to check if members of the friendship chapter are attending. Make arrangements to casually get together or invite members of your friendship chapter to join your regional dinner.

One of the main challenges of the chapter friendship program is the language barrier. To solidify a relationship between members of two chapters, it is important for members to be able to communicate comfortably with each other. IREM highly recommends that chapters think about this before entering into an agreement.

Please refer to Appendix A of this guide for the obligations of entering into a chapter friendship.

#### 2. I am interested in submitting my name for the international resource and contact list. What is the time commitment if I agree to assist an international student?

IREM has a number of English speaking at-large international students, meaning they live in a country without an IREM presence, and they are working through the IREM courses using one of IREM's distance learning options. As a result, at-large students refer their specific questions to IREM Headquarters. At-large students looking to connect with an existing member are usually interested in getting advice on how to approach IREM courses, professional advice, have questions about the course material, or they just want to learn more about US property management standards. The time commitment varies based on the student- it may involve one email communication or a series of communications over the course of that student's study.

#### 3. An upcoming IREM conference is in my hometown, and I'd like to help with planning a property tour for international delegates. What do I need to do?

The first thing to do is to contact Leah Misbin, Manager of International Operations (312) 329-6098 or [lmisbin@irem.org](mailto:lmisbin@irem.org). The IREM International Department is always searching for interesting buildings to use for tours for international conference attendees.

Tours are usually less than 10 people during the Leadership and Legislative Summit and up to 65 people during the Fall Leadership Conference.

---

Get started today by contacting IREM's international department: [international@irem.org](mailto:international@irem.org), [www.irem.org/international](http://www.irem.org/international), (312) 329-6098

The ideal tour is of a property, either residential, commercial, or office, with new and innovative features unique to that property or the properties in the area. It is important that a property manager is on hand to conduct the tour and that attendees have the opportunity to walk through the premises, see a unit, explain the intricacies of the management, and provide property data.

During the Fall Conference, those on the tour frequently will be divided into smaller groups based on language with interpreters. The property should be able to accommodate this.

Here is a list of recent tours:

- NAR Building in Washington, DC, to see state-of-the-art green innovation
- The Trump Tower in Chicago to view this new mixed-use building overlooking the Chicago River
- Celebration, Florida, a planned community developed by the Disney World Corporation with a governing structure similar to a condominium association

**4. I am originally from Brazil and I am interested in getting involved, specifically with the IREM Brazil program. What can I do to help?**

As a national from a country (outside the US) where IREM has a strong presence, there are many ways you can assist and advance the international program. IREM looks towards members who can bridge the language and cultural gap. Examples of areas where you can provide assistance are: working with a translator or course developer to come up with the best translation or adaptation of professional terminology, answering questions on how business practices vary between countries, and providing language assistance on IREM resources or in person at an IREM conference.

**5. What is the difference between the International Services Advisory Board and the International Business Practices Forum?**

The focus of the International Services Advisory Board is on IREM members and chapters, whereas the focus of the International Business Practices Forum is on the business of real estate management.

The stated purpose of the International Services Advisory Board is to:

- (1) Serve as a forum for the exchange of international chapter best practices and discussion of international member services.
- (2) Identify, develop, and monitor mechanisms to serve the specialized needs of international members.
- (3) Monitor, and oversee the activities of international chapters and regions; and identify, develop, and monitor mechanisms to serve international chapters and regions.

The International Business Practices Forum is a place where business practices outside the US are shared and discussed. The purpose of the forum is to create opportunities for members to share

information with respect to international business practices as well as provide an environment in which international members can meet each other and network.

The International Services Advisory Board has a chair, vice chair, and members. The International Business Practices Forum has only a chair or vice chair, whose role is to identify the theme and topics of the forum, as well as assist and guide Forum speakers.

**6. My region is interested in inviting an international chapter to our regional dinner during a national meeting. How should we go about doing that?**

Your chapter can contact the IREM international department to find out which international chapters will be represented at the upcoming conference. The international department can put your chapter in contact with a point person representing the chapter in attendance. Your chapter can then invite the international attendees directly or IREM can distribute the invitation for you. Please note, IREM does not provide financial support for this type of outreach activity.

©2011 Institute of Real Estate Management. All rights reserved. IREM® logo, IREM®, CERTIFIED PROPERTY MANAGER®, CPM®, the CPM key logo, ACCREDITED RESIDENTIAL MANAGER®, ARM®, the ARM torch logo, ACCREDITED MANAGEMENT ORGANIZATION®, AMO®, the AMO circle logo, and *JPM*® are registered marks of the Institute of Real Estate Management.

---

Get started today by contacting IREM's international department: [international@irem.org](mailto:international@irem.org),  
[www.irem.org/international](http://www.irem.org/international), (312) 329-6098