

IREM[®] PUBLICATIONS

Wherever you are...

Keep reading. Keep learning. Keep growing.



 eBooks Now Available!

YourCareerPartner



IREM Institute of Real Estate Management



No matter what stage of your career,
IREM has publications that fit your needs.

Practical Apartment Management, Sixth Edition

Edward N. Kelley, CPM® Emeritus

This sixth edition of Ed Kelley's popular best-seller is a practical guide to what's new in apartment management. The text has been completely revised to reflect the extensive changes that have occurred in the apartment industry over the past five years. This how-to, hands-on guide covers the basics of ownership, management, and insurance, as well as advanced solutions for marketing, leasing, and tracking residents of rental properties.

A few of the many updated topics in this edition include:

- Extra features in new apartment layouts and amenity packages
- Developing strategies for maximizing rent collections
- Innovative techniques for tracking residents and minimizing turnover
- Property maintenance, upgrading, and renovations
- Hiring and managing property staff
- Implementing budgeting and planning strategies
- Establishing policies to guide property operations
- Attracting prospects and curb appeal
- Leasing policies, the rental application process, and the lease document

RECENTLY
REVISED!



IREM, 2009
Hardcover, 416 pages
ISBN: 978-1-57203-141-8
Order #784 #784e
Regular: \$59.95 \$29.98
Member: \$47.95 \$23.98

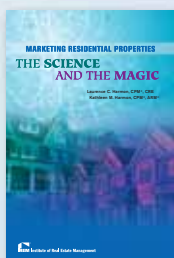
Marketing Residential Properties: The Science and the Magic

Laurence C. Harmon, CRE and Kathleen M. Harmon, CPM®, ARM®

Don't fall behind the times or behind your competition — with a little science and a little magic, you can transform your residential marketing strategy and your staff into a dream team of success! Revolutionize your marketing strategy and increase your property's bottom line. Renting or selling residential properties? This book is a practical "how-to" guide — the first of its kind — covering both realms of residential

- Create and implement a residential marketing master-plan
- Build a professional staff and get updated on Fair Housing
- Capitalize on new opportunities as the residential market fluctuates
- Train and coach your staff with new marketing techniques
- Act as a consultative leasing or selling agent

marketing. Ideal for the residential real estate novice or veteran, for leasing agents and sales agents, supervisors and sales trainers. Learn how to:



IREM, 2008
Softcover, 194 pages
ISBN: 1-57203-131-X
Order #792 #792e
Regular: \$54.95 \$27.48
Member: \$43.95 \$21.98

Community Associations: A Guide to Successful Management

Stephen R. Barber, CPM® and Vickie Gaskill, CPM®, ARM®, MPM®

The collaboration of two community management experts, this is a must-have educational resource guide for managers of common interest developments. It also provides solid advice and guidelines for both managers and individual members of association boards. Years of experience are condensed into a comprehensible format that covers all the facets of community association management.

Use this book to:

- Learn about the evolution of common interest developments, the different association types, and how to work with boards and members
- Address everyday challenges of community association management and to deal with them effectively
- Learn how to establish successful communications among all parties
- Utilize marketing and communications strategies to build your management business
- Eliminate any question as to exactly what your management fee should be
- Establish or improve your accounting, staffing and maintenance practices



IREM, 2008
Hardcover, 297 pages
ISBN: 1-57203-132-8
Order #793 #793e
Regular: \$59.95 \$29.98
Member: \$47.95 \$23.98

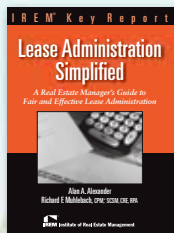
Lease Administration Simplified:

A Real Estate Manager's Guide to Fair and Effective Lease Administration

Alan A. Alexander and Richard F. Muhlebach, CPM®, SCSM, CRE, RPA

Accurate and efficient lease administration is an important component of every building's tenant relations program. But when leases are poorly administered, the property can be robbed of some of its cash flow and value through inaccurate billings. This publication will help simplify what can appear to be an intimidating document, by covering lease administration basics, including:

- How positive relationships with tenants make lease administration easier
- How real estate managers must understand the commercial lease and how the different provisions affect the landlord's investment, the property and the tenant's right to operate a business on its premises
- How to abstract a lease and who is qualified to do it
- How to calculate pass-through charges for retail, office buildings and industrial properties



IREM, 2009
Softcover, 108 pages
ISBN: 978-1-57203-139-5
Order #774 #774e
Regular: \$49.95 \$24.98
Member: \$39.95 \$19.98

Order online at www.irem.org



eBooks Now Available! Watch for the eBooks logo!

Now you can take IREM® publications with you, anywhere you go! Downloadable as a Zip File, IREM® eBooks can be read on any e-reader, or even on your computer!

IREM Key Report: Managing Your Maintenance Programs: A Guide to Implementing Cost-Effective Plans for Properties

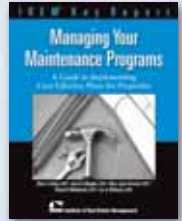
Brad J. Ashley, CPM®, John N. Gallagher, CPM®, Mary Jayne Howard, CPM®, Richard F. Muhlebach, CPM®, Lee A. Whitman, CPM®

COMING EARLY SUMMER 2010

Implementing a maintenance management program is a responsibility that impacts every aspect of managing, operating, marketing and leasing a property. Having a proactive plan in place to keep buildings well maintained not only enhances the appearance and value of properties, it allows a property manager to address vital maintenance issues.

Read this Key Report and learn:

- How a maintenance management program will enhance the cash flow and value of a building
- How to establish good communication with residents or tenants regarding maintenance operations
- How to develop operating and capital budgets for maintenance expenses
- How to negotiate maintenance agreements with contractors
- What steps must be taken to properly inspect properties
- How to handle maintenance requests from tenants or residents



IREM Key Report: Strategies for Working with Small Tenants

Shannon Alter, CPM®

This Key Report uses proven techniques and strategies to help real estate managers keep their small tenants in place, and facilitates preparations for any eventual vacancies. This text imparts valuable lessons and real-life examples that managers can apply to their own properties in today's global commercial and retail real estate arena.

Topics include:

- Finding, getting, and retaining good small tenants
- Helping small retailers merchandise
- Evaluating tenants and filling vacancies strategically
- Understanding the value of customer service as a point of differentiation
- Tips on how to discern when tenants are headed for trouble



IREM, 2009
Softcover, 72 pages
ISBN: 978-1-57203-142-5
Order #781 #781e
Regular: \$39.95 \$19.95
Member: \$31.95 \$15.95

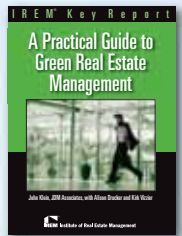
A Practical Guide to Green Real Estate Management

John Klein, JDM Associates, with Alison Drucker and Kirk Vizzier

Reducing the impacts of environmental resources provides opportunities for property managers and owners to increase the market value of their properties, minimize operating costs and better respond to market demands. This report covers the practical benefits of sustainability and offers examples and strategies to start going green.

You'll learn about:

- Where the real estate industry is today regarding sustainability
- How to assess your properties for energy consumption
- What you can do to minimize energy and water use in buildings
- How conservation efforts will affect your bottom line
- When and where to best apply green methods to your properties



IREM, 2009
Softcover, 96 pages
ISBN: 1-57203-180-8
Order #771 #771e
Regular: \$59.95 \$29.98
Member: \$47.95 \$23.98

Best Practices: Real Estate Management Service

NEW!

IREM created this guide featuring a set of best practices to serve as a practical and useful tool for real estate management company executives in operating their businesses successfully and professionally.

Developed by the IREM Industry Standards Advisory Board, this guide features 52 best practice statements, aligned around four categories:

- The management company
- Client relations
- Management of the property
- Tenant/resident relations

IREM Members: Download the digital version online for FREE!



IREM, 2009
Softcover, 26 pages
ISBN: 978-1-57203-148-7
Order #785
Regular: \$34.95
Member: \$27.96

Visit irembooks.org to learn about package deals!

Success Strategies for Commercial and Multifamily Real Estate Careers

NEW!

Natalie D. Brecher, CPM®

Your Personal Career Coach! A practical guide that provides the know-how to develop and manage your real estate career so you achieve the results you want. Interviews of successful real estate practitioners, along with the author's experience, provide the knowledge, ideas, and plan to create **career success!** Take charge of your future, plan your career path, and improve your professional success.

Read the book and you'll...

- Explore available career options and select the right fit for you
- Determine your niche - the area of the industry that will work best for you
- Assess if you should be an employee or an entrepreneur
- Improve your standing in the marketplace
- Learn to network for maximum benefit
- Prepare an actionable plan to achieve your career goals!



IREM, 2009
Softcover, 240 pages
ISBN: 978-0-9744990-2-4
Order # 906
Regular: \$24.95
Member: \$19.95

Managing and Leasing Commercial Properties, Volumes 1 & 2

Alan A. Alexander and Richard F. Muhlebach, CPM®, SCSM, CRE, RPA

The essential resource for every manager of any type of commercial property! Encompassing property types from office and industrial buildings to shopping centers and medical buildings, these expert authors share valuable insights into the intricacies of commercial property management with take-aways for those new to commercial management as well as experienced professionals.

Coverage includes:

- Operational issues specific to various commercial property types
- Techniques for marketing and leasing commercial properties
- Lease negotiations specific to the challenges of each property type
- Best maintenance options for a property, including bid specifications for outsourcing
- The real estate manager's role in the development process
- Financial concepts and tools unique to managing commercial properties



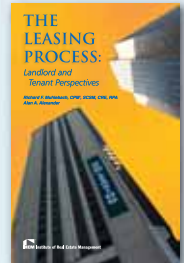
IREM 2007
Hardcover, 832 pages
ISBN: 1-57203-125-5
Order # 791
Regular: \$135.00
Member: \$108.00

The Leasing Process: Landlord and Tenant Perspectives

Richard F. Muhlebach, CPM®, SCSM, CRE, RPA and Alan A. Alexander

This book is the first of its kind to provide a comprehensive review of the lease negotiation process, elucidating the unique perspectives of both the landlord and the tenant. As veteran real estate management professionals with over 70 years combined experience in the field, the authors share the key components that go into each party's role in the leasing process, from the initial stages through execution. Gain tips for handling the toughest of negotiations in order to achieve a win-win outcome, and learn about:

- All the players in the leasing process, including legal and support staff
- Landlord/tenant concessions and options that may be granted
- Maintaining a building's value through the value of its leases
- Negotiating the brokerage agreement
- Knowing how market conditions affect the leasing deal
- Determining monthly rent and pass-through charges
- Elements found in a commercial lease document
- Successful communication strategies for negotiations



IREM, 2008
Hardcover, 354 pages
ISBN: 978-1-57203-139-5
Order #916 #916e
Regular: \$69.95 \$34.98
Member: \$55.95 \$27.98

Insider's Tips to Operating a Successful Property Management Company

Richard F. Muhlebach, CPM®, SCSM, CRE, RPA and Alan A. Alexander

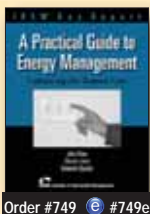
Whether you aspire to start your own company or strengthen your existing owner/client relationships, this publication will show you how to realize your goals, including:

- Strategies for successful staffing and company organization
- Components of a management proposal
- How to maintain ethical practices and professional standards
- Owner's evaluation and selection of a firm
- Leasing commissions and other financial incentives
- Steps for managing new accounts and expanding business profitability

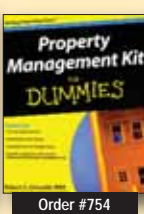


IREM 2007
Softcover, 80 pages
ISBN: 1-57203-127-1
Order #773 #773e
Regular: \$49.95 \$24.98
Member: \$39.95 \$19.98

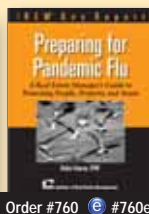
Additional Resources



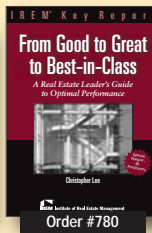
Order #749 #749e



Order #754



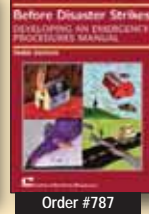
Order #760 #760e



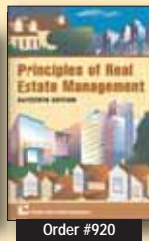
Order #780



Order #729 #729e



Order #787



Order #920

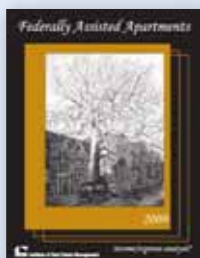
...ed, money-back guarantee!



Benchmark your properties and increase their performance

Income/Expense Analysis: Federally Assisted Apartments

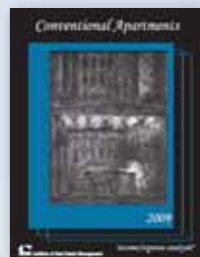
- Surveys of nearly 1,000 apartment buildings nationwide
- Data on five federally assisted programs
 - HUD sections 202, 221(D)3, 236, Section 8 and Rural Development section 515
- Building and subsidy type reports within metropolitan reports
- Tenant turnover and operating ratios



2009 Edition
Softcover or online, 192 pages
ISBN: 978-1-57203-146-3
Item #951
Regular: \$374.95
Member: \$187.95

Income/Expense Analysis: Conventional Apartments

- Surveys of nearly 3,100 multi-family properties
- Analysis of more than 150 metropolitan markets
- Presented in:
 - dollars per square foot of rentable area
 - percentage of gross possible income
 - dollars per unit
- Summarized by building type
- Statistical breakdowns by age, size and range
- Analysis of vacancy rates and turnover trends
- A variety of historical trend reports
- Reports on Section 42 properties



2009 Edition
Softcover or online, 218 pages
ISBN : 978-1-57203-144-9
Item #855
Regular: \$419.95
Member: \$209.95

Income/Expense Analysis: Office Buildings

- Surveys of over 2,000 private-sector office buildings
- Over 50 specific categories
- Presented in dollars per square foot
- Arranged by building size, height, age and rental range
- Major metropolitan and suburban market studies
- Revenue, expense and vacancy trends
- Energy consumption analysis, operating ratios and leasing commissions



2009 Edition
Softcover or online, 282 pages
ISBN: 978-1-57203-143-2
Order #842
Regular: \$419.95
Member: \$209.95

Income/Expense Analysis: Shopping Centers

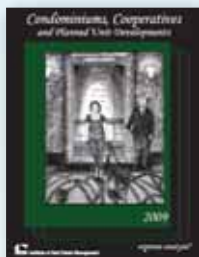
- Detailed analysis of over 400 shopping centers
- Income based on type of leases and anchors
- Chart of accounts that provides over forty expense items
- Data by age of center, size, regional areas and national statistics
- Tracks non-enclosed common spaces
- Special reports: leasing fees, expansion, tenant turnover, type of ownership, and gross sales analysis



2009 Edition
Softcover or online, 212 pages
ISBN: 978-1-57203-147-0
Item #759
Regular: \$419.95
Member: \$209.95

Expense Analysis: Condominiums, Cooperatives and Planned Unit Developments

- Surveys of nearly 1,800 community associations nationwide
- Metropolitan, regional and national breakdowns
- Grouped according to association type and building type
- Analysis of over 30 expense categories
- Tracks utilities, maintenance, insurance, taxes and amenities
- Hundreds of operating breakdowns
- Median monthly assessments
- Amenity package analysis



2009 Edition
Softcover or online, 280 pages
ISBN: 978-1-57203-145-6
Item #858
Regular: \$374.95
Member: \$187.95

Buy all 5 and save 15%
Regular Price: \$1,708.95
IREM Member Price: \$854.95



IREM Institute of Real Estate Management

IREM Headquarters (800) 837-0706
430 North Michigan Avenue (312) 329-6000
Chicago, IL 60611-4090 (800) 338-4736
www.irem.org custserv@irem.org



*Read any good
books lately?*

www.irembooks.org

©2010 Institute of Real Estate Management. All rights reserved. IREM®, the IREM® logo, CERTIFIED PROPERTY MANAGER®, CPM®, ACCREDITED RESIDENTIAL MANAGER®, ARM®, Income/Expense Analysis®, Expense Analysis®, and JPM® are registered marks of the Institute of Real Estate Management.

IREM encourages diversity. We welcome individuals of all races, genders, creeds, ages, sexual orientations, national origins, and individuals with disabilities. Our organization strives to provide an equal opportunity environment among its members, vendors, and staff.