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FOR IMMEDIATE RELEASE

“Leading a Real Estate Company: Winning Management Strategies for the Next Decade” Published by IREM®

Report is First in New Series Called “IREM® Key Reports”

Editor’s Note: Review copies are available to media on request.

General Information: *Leading a Real Estate Company: Winning Management Strategies for the Next Decade*; IREM, 2004; 116 pages; softcover; IREM® Members, \$39.95, Non-Members, \$49.95 (plus shipping and handling and applicable state sales tax).

(CHICAGO, IL, December 18, 2003) *Leading a Real Estate Company: Winning Management Strategies for the Next Decade*, highlights key strategies that will help an organization achieve improved performance, profitability, and a competitive edge. The report is the first in a series of new publications from IREM® called IREM® Key Reports, each of which will provide an in-depth analysis of an important issue impacting the real management industry.

The eight strategies covered in the first report include:

- Real Estate is a Game...Master It!
- Get Focused...Your Future Depends on It
- Lead, Don't Manage
- Hire the Best...Fire the Rest
- Become Customer Centric
- Control Costs, Improve Processes
- Create a Differentiating Story
- Appoint Successors and Develop an Exit Strategy

The report concludes with 40 predictions on events that are likely to occur over the next decade that could significantly impact the real estate management industry.



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ABOUT THE AUTHOR

Leading a Real Estate Company: Winning Management Strategies for the Next Decade, is authored by Christopher Lee, president and chief executive officer of the Los Angeles-based CEL & Associates, Inc. A frequent speaker on real estate management issues, Lee is also the editor of *Strategic Advantage*, a quarterly newsletter for real estate executives.

PRICE AND ORDERING INFORMATION

Leading a Real Estate Company: Winning Management Strategies for the Next Decade, is priced at \$39.95 for IREM® members and \$49.95 for non-members, plus shipping, handling, and applicable state sales tax. To order, contact the IREM® Customer Service Department at 430 N. Michigan Ave., Chicago, IL 60611, or call toll-free at 1-800-837-0706, ext. 4650. Credit card orders (Visa, MasterCard, American Express, and Discover) can be faxed toll-free to 1-800-338-4736. Internet users can order the publication by accessing the IREM Web site at www.irem.org.

ABOUT THE INSTITUTE OF REAL ESTATE MANAGEMENT

The Institute of Real Estate Management (IREM®), an affiliate of the National Association of REALTORS®, is an association of professional property and asset managers who have met strict criteria in the areas of education, experience, and a commitment to a code of ethics. Founded in 1933, the Institute educates real estate managers, certifies the competence and professionalism of individuals and organizations engaged in the management of real estate, serves as an advocate on issues affecting the real estate management industry, and enhances its members' professional competence so they can better identify and meet the needs of those who use their services. The Institute has over 86 chapters and partnerships throughout the world.

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