

# Why Should You Hire a CERTIFIED PROPERTY MANAGER® (CPM®) to Manage Your Real Estate Investments?

You and your clients own property for one reason – as a financial investment.

*With years of experience and comprehensive management expertise, a CPM can enhance the value of your real estate assets and make the most of your portfolio. Entrust your investments to the best in the business.*

## Offer proven expertise

Experience is one of the defining qualities of a CPM. More than half of all CPM professionals have over 20 years of experience and 95 percent have worked in the industry for at least 10 years. Every CPM must display proficiency in the core areas of real estate management, meet minimum portfolio requirements, pass a rigorous certification exam and prepare a management plan.

## Compete successfully in your market

Whether your real estate investments are in one city or across the world, a CPM knows how to position your properties in the local markets. For insight on other real estate markets, a CPM can tap into a network of nearly 8,800 CPM professionals worldwide.

## Communicate with ease

A CPM is a seasoned professional with solid communication skills. From one-on-one interaction with residents or tenants to boardroom meetings regarding P&L statements, a CPM can interact skillfully with a wide array of audiences.

## Troubleshoot problems efficiently

A CPM has the ability to resolve complex issues and unforeseen obstacles quickly and efficiently. If a tenant crisis or a series of operational setbacks should suddenly arise, you can rely on a CPM to provide immediate solutions.

## Oversee all aspects of operations

When you hire a CPM, you hire a versatile specialist. A CPM is trained to handle the full range of real estate management tasks, with skills covering the financial, legal, social, economic and physical areas essential to property performance. Most CPM professionals manage mixed portfolios, including all types of office, retail and multifamily properties.

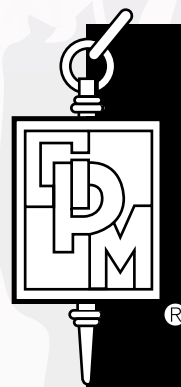
## Help you maximize returns

Hiring a CPM means that you have someone who can do more than building maintenance. CPM professionals are trained to streamline operations and take your ROI to new levels.

## Protect your investment

A CPM must abide by the most stringent code of ethics in the industry, or risk losing the designation. The code is strictly enforced by IREM and requires the use of utmost care in managing your portfolio. You can trust a CPM to manage your investments with unquestionable integrity.

## Count on a CPM professional to deliver real results.



### CPM Profile

Over half of all CPM professionals have 20+ years of experience; 95 percent have 10+ years of experience

Collectively, CPM professionals manage over \$1.5 trillion in real estate assets, including 8.4 million residential units and 8.4 billion net square feet of commercial space

To find a CPM in your area, visit [www.irem.org/CPM](http://www.irem.org/CPM).



**IREM Institute of Real Estate Management**