

# Early career survey

The results of IREM's spring 2025 survey to early career members under the age of 40 provides key takeaway. Learn more about the wants and needs of this critical group.



For those who manage to make a difference.™



# 2025 Early Career Survey

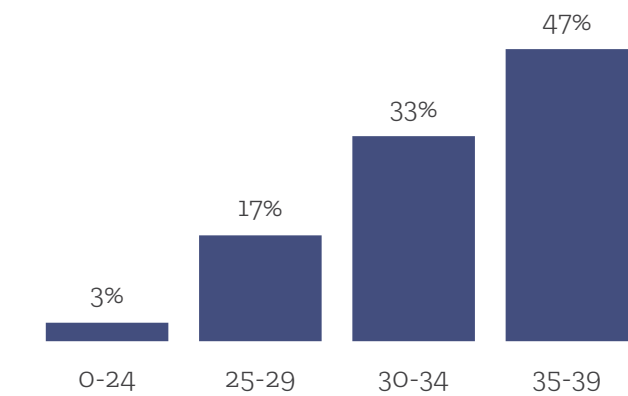
## Introduction

IREM’s 2021-2025 strategic plan identified the goal of equipping the next generation of real estate managers to impact the future success of the profession. This demographic represents the future of the industry and is key to the long-term success of the organization and the profession.

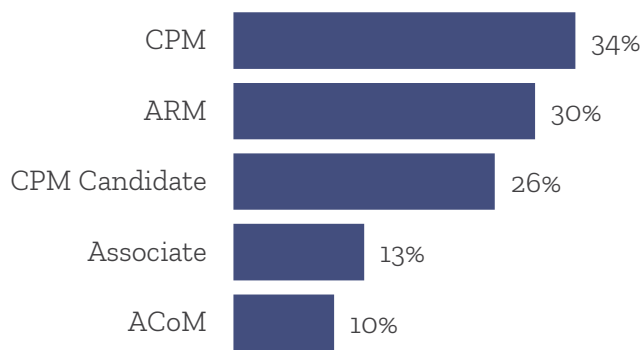
A short survey was conducted to better understand what early career professionals want and need as well as what they value. The survey was sent in April 2025 to members under 40. Student members were not included in the survey.

The survey was sent to approximately 2,000 members with just over 360 respondents. At a 95% confidence level, the margin of error is +/- 5%. Below is an overview of respondents.

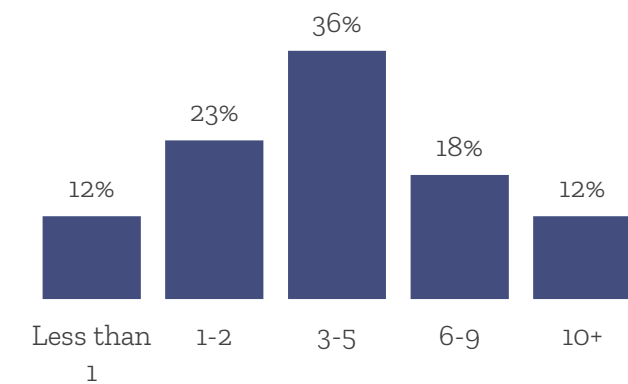
Age group



Memberships held

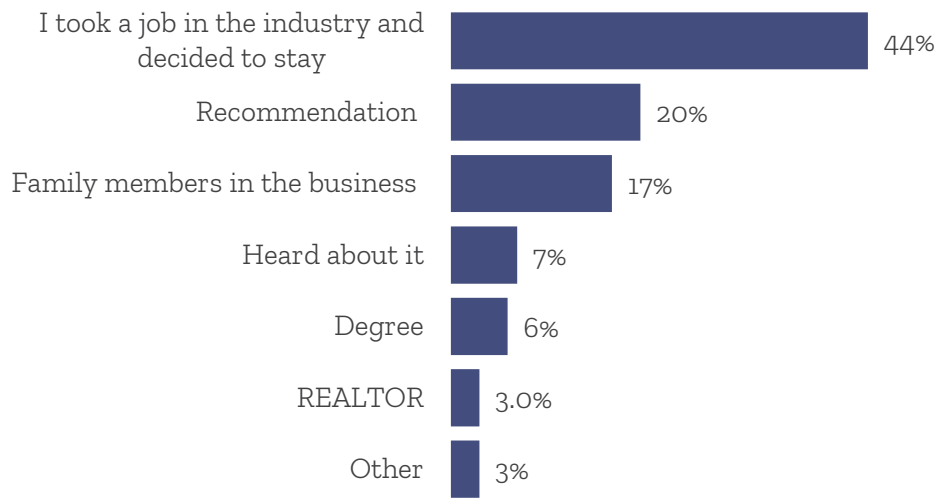


Years in current role



Highlights

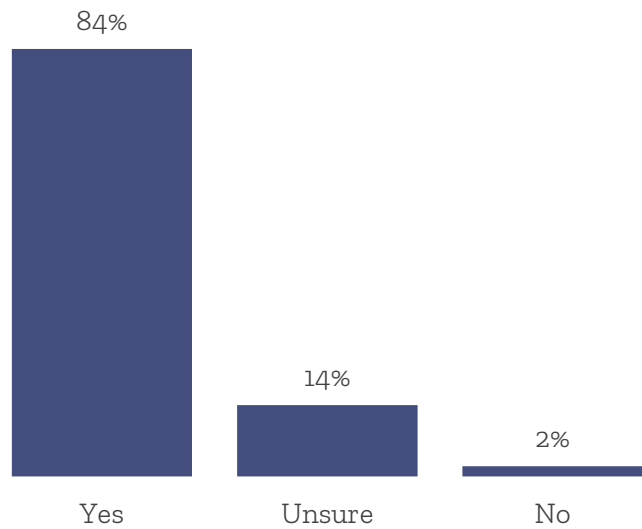
What was the primary reason you started a career in real estate management?



44% got started in the profession because they took a job in the industry and stayed.

In the next four highest selections, members learned about the profession either through a recommendation, family, heard about it, or got a degree.

In the next 3-5 years, do you see yourself remaining in property management?



84% intend to stay in property management over the next 3-5 years with 14% unsure.

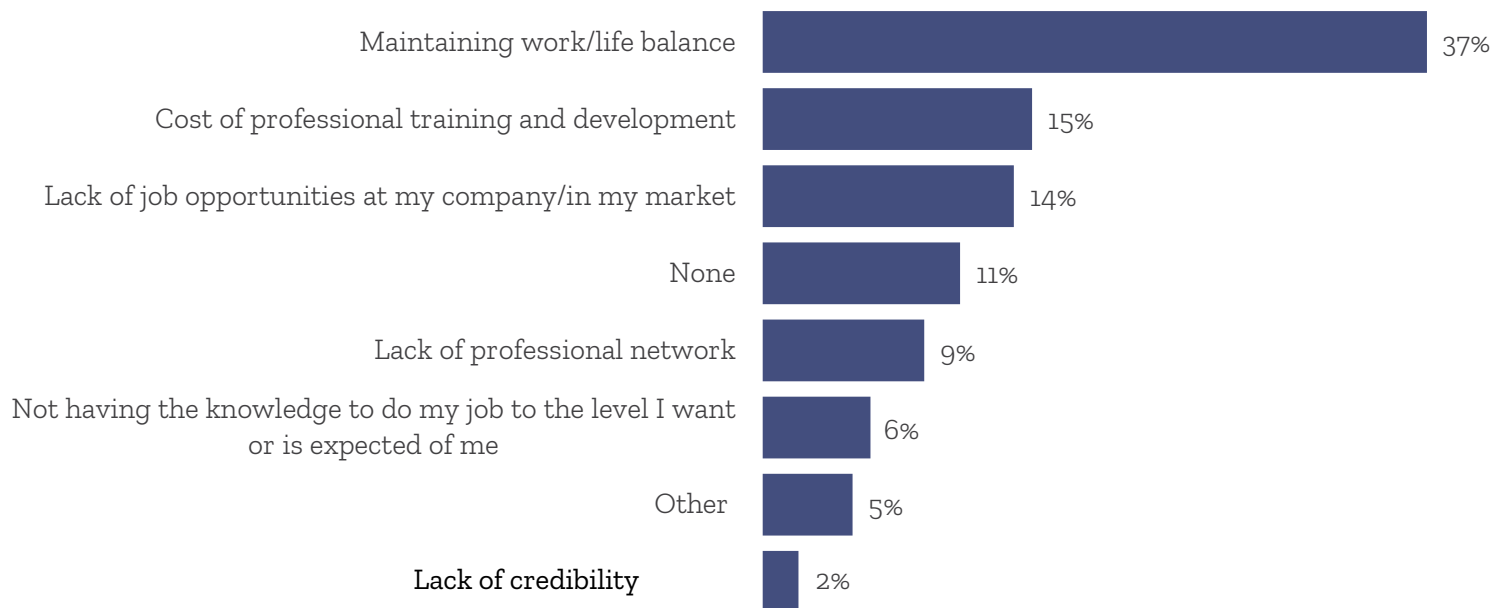
The actions that would encourage our early career professionals to stay in the field include higher pay (32%) and better work/life balance (31%). (See chart on the next page.)

The next three items: opportunities to grow at current employer/market, support to open their own business, and additional training/PD do not seem to be the main contributors to staying in the industry.

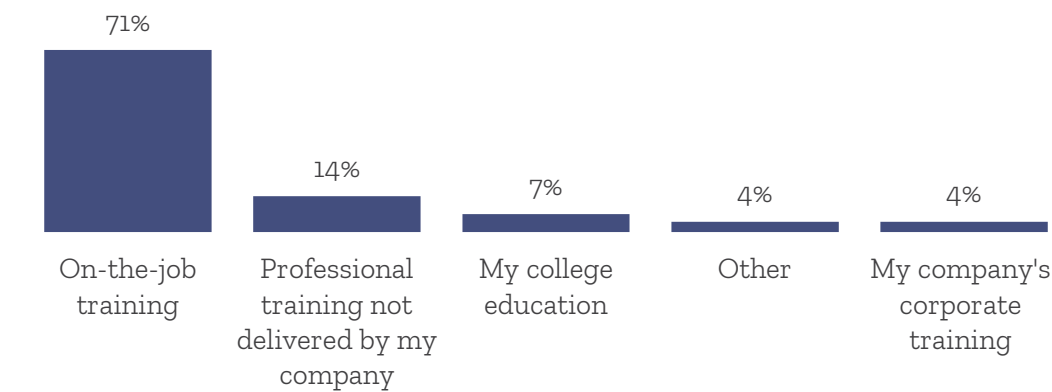
### What would most make you stay in property management?



### What is your biggest career challenge?



What training set you up for the most career success?

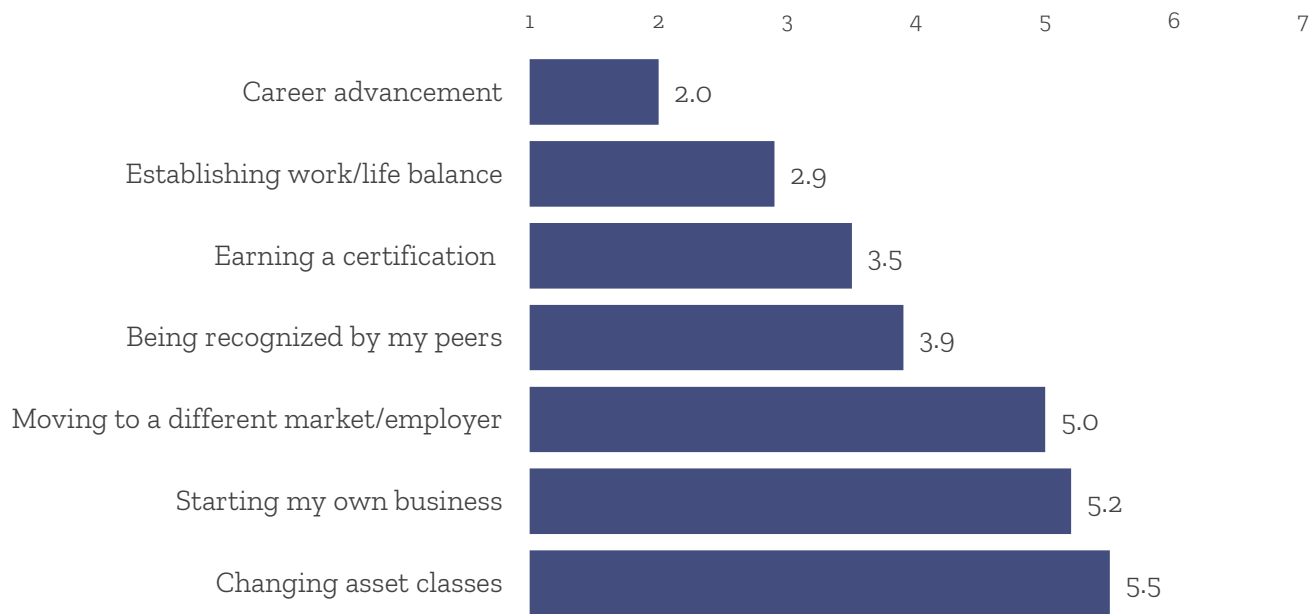


On-the-job training is the training that drives early career success (71%). Only 14% indicated the professional training not delivered by their company set them up for career success.

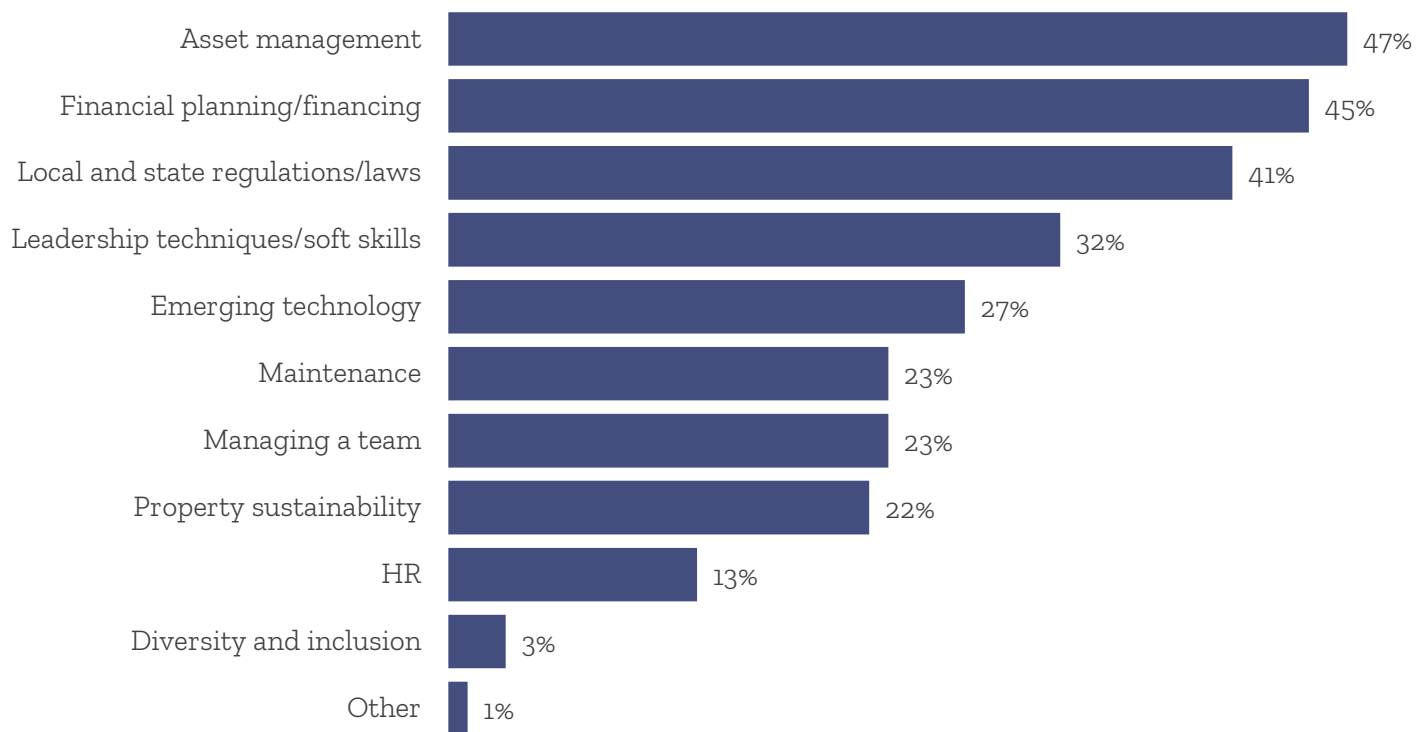
Career advancement for our early career members includes work/life balance and earning a certification.

In the next 3-5 years, what does career success mean to you?

Factors were ranked with 1 being most important and 7 being the least.

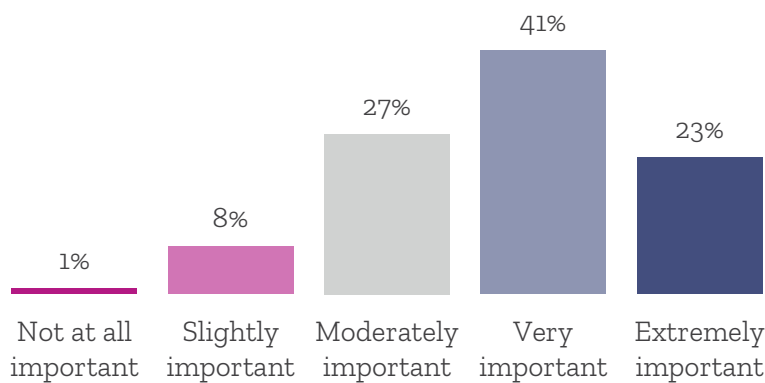


On what topics do you need more professional development/training?



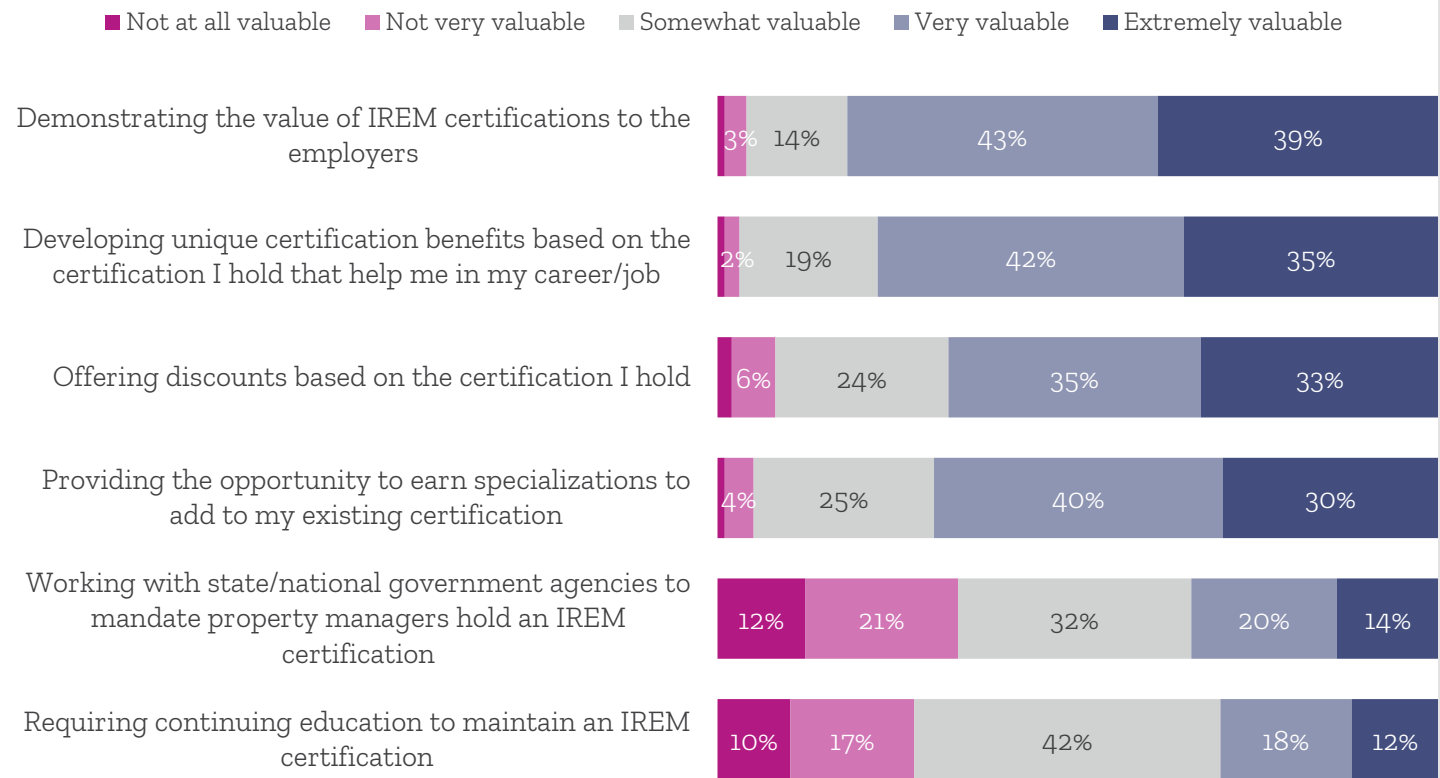
Asset management (47%), financial planning (45%), and state/local regulations and laws (41%) are what they want most from professional development and training.

How important do you believe an IREM certification is in the profession today?



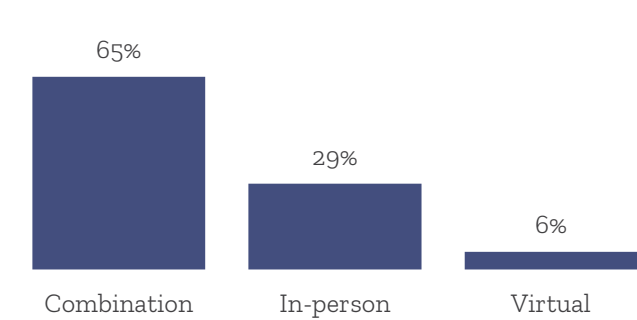
Most of those surveyed indicated that an IREM certification is very important (41%) or extremely important (23%) in this profession.

## Which of the following initiatives could IREM take that you believe would add the most value to our certifications?

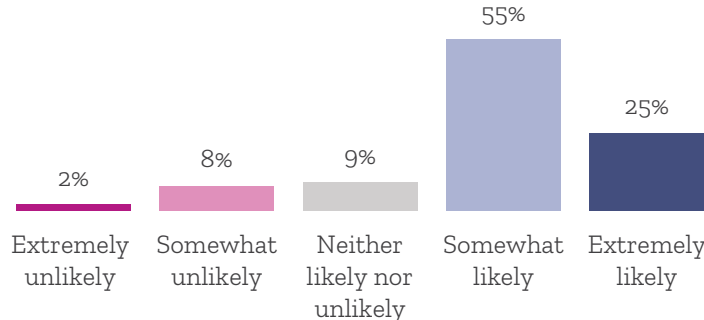


We asked what IREM could do to increase the value of IREM certification. Demonstrating the value of IREM certifications to employers as well as providing the opportunity to earn specializations to add to my existing certification were ranked highest.

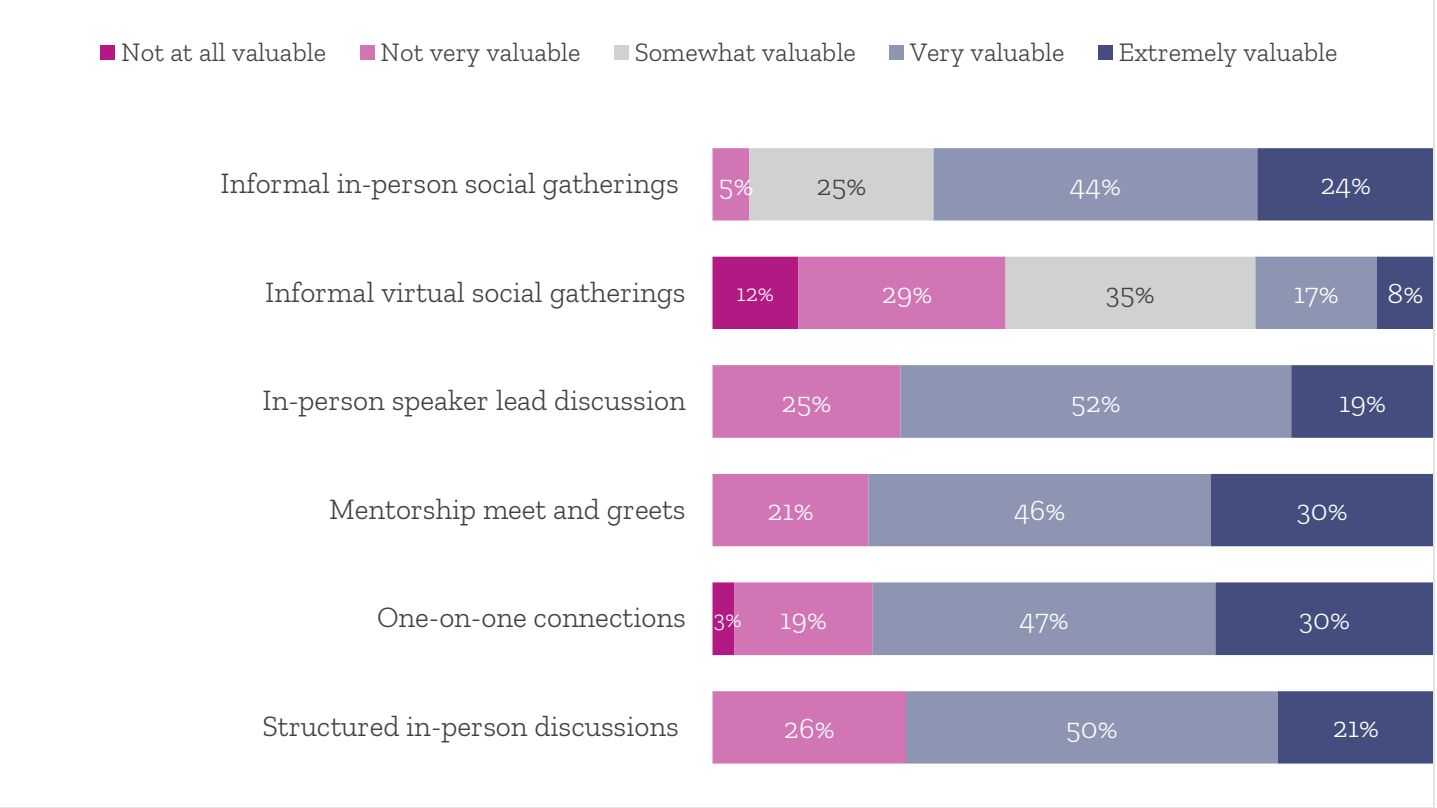
What best describe how you prefer to connect with other professional property managers?



If IREM were to offer an IREM member-only online networking platform, how likely would you be use it?



How valuable do you find the following networking opportunities?



55% indicated they are somewhat likely and 25% extremely likely to use an IREM member-only online network. Additionally, when asked about the value they find in different networking opportunities mentorship meet-and-greets along with one-on-one connections were valued highest while informal virtual social gatherings ranked lowest.