



## IREM Skill Badge: Managing Single Family Homes (ISBSFH)

Single family home rentals are increasing. With over 33% of all U.S. rentals being single-family homes, this is one Skill Badge your entire team should earn. Grow your SFH portfolio and maximize the revenue stream from this asset class. Single-family homes present a unique set of challenges and opportunities for managers and owners. Become a savvy steward of SFHs.

### Course description:

You and your team will learn how to broaden your skills in achieving owner goals. You'll explore how to market and position your properties for peak performance. You'll learn the nuances of administering the terms of the lease with SFH residents. Apply maintenance best practices to preserve and appreciate the asset. Explore four strategies to respond to incidents and reduce risk. And lastly, expand budgeting skills to maximize income, reduce expenses, and invest in CapEx programs to grow the bottom line.

Earning this skill badge requires taking the course, including video instruction, and passing a 50-question online exam.

Open the doors to single-family homes and long-term success.

Earn the IREM<sup>®</sup> newest Skill Badge:  
Managing Single Family Homes

Only \$99



After taking the course and passing the exam, you'll earn IREM's Skill Badge: Managing Single Family Homes to:

- Manage to achieve the owner's goals
- Market to attract and retain high quality SFH residents
- Lease to best serve current and future residents
- Maintain the property to preserve the asset
- Manage risk by identifying, anticipating, and mitigating problems
- Budget to deliver increased NOI for SFH owners

### Course length

This course is approximately 3-6 hours, followed by a 50-question online exam.

### Cost:

\$99 / members

Register at [bit.ly/ISBASM1](https://bit.ly/ISBASM1)



## Managing Single Family Homes Skill Badge course outline:

Lesson/topics
<p><b>1. Managing single family homes</b></p> <ul style="list-style-type: none"> <li>Broaden your skills sets to achieve the owner's short and long-term objectives for SFHs. Debunk common myths around SFH management. Learn how to get started or expand in this growing asset class.</li> </ul>
<p><b>2. Marketing the property</b></p> <ul style="list-style-type: none"> <li>Learn how to attract and retain SFH residents while positioning the property for peak performance. Analyze property features and neighborhoods, determine competitive advantages, set rents, build your marketing plan, and more including SFH retention tactics.</li> </ul>
<p><b>3. Leasing the property</b></p> <ul style="list-style-type: none"> <li>Explore how to best serve future SFH residents and administer the terms of the lease. From showings, incorporating important lease clauses, handling of security deposits, to managing the SFH resident lifecycle.</li> </ul>
<p><b>4. Maintaining the property</b></p> <ul style="list-style-type: none"> <li>Learn how to apply preventive, corrective, and deferred maintenance to preserve and appreciate the SFH asset. Bolster your SFH property operations manual for maintenance and emergencies. How to handle roofing, HVAC, plumbing, appliances, outdoor surfaces, as well as fire safety, working with contractors, and more.</li> </ul>
<p><b>5. Managing risk</b></p> <ul style="list-style-type: none"> <li>Explore four of the best strategies to react to incidents at SFHs with the ultimate goal of reducing risk.</li> </ul>
<p><b>6. Budgeting and financial tools</b></p> <ul style="list-style-type: none"> <li>Expand your knowledge of financial reporting to maximize SFH income, and reduce expenses (including vacancy, repairs, and CapEx) to deliver increased NOI for owners. Learn to create a detailed budget, handling trust accounts, cost-benefit analysis of capital improvements, and their impact on achieving higher rents.</li> </ul>

## Prove your expertise with these recommended Skill Badges:



### Building Technology

Learn how technology can increase your team's productivity and elevate the resident-tenant experience. Plus support your building's operations.

\$99 Member

\$129 Non-member

Register: [bit.ly/ISBTCHS](https://bit.ly/ISBTCHS)

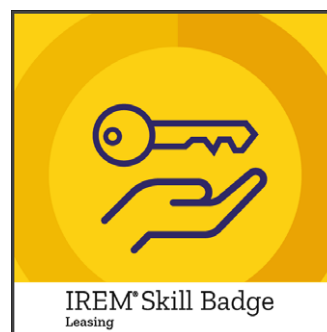


### Fair Housing

Property managers need clear policies related to Fair Housing. IREM's Fair Housing Skill Badge provides real-life scenarios to enhance property operations and reduce risk.

\$29

Register: [bit.ly/ISBFHS1](https://bit.ly/ISBFHS1)



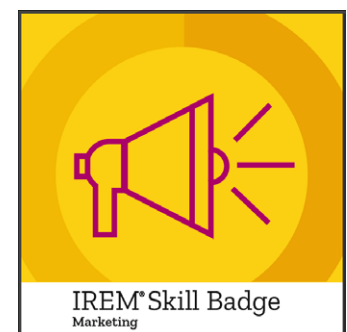
### Leasing

IREM's Leasing Skill Badge will teach you key leasing strategies for all property types – commercial and residential – so that you can gain verified expertise in this important area.

\$99 Member

\$129 Non-member

Register: [bit.ly/ISBLSG](https://bit.ly/ISBLSG)



### Marketing

Marketing is a real estate management tool that helps you position your property to succeed in your marketplace. Learn marketing strategies and build your competencies to help your property flourish.

\$99 Member

\$129 Non-member

Register: [bit.ly/ISBMKG](https://bit.ly/ISBMKG)