



## IREM Skill Badge: Marketing (ISBMKG)

In less than a day, learn powerhouse fundamentals of marketing for real estate management. Go beyond communication basics to learn how property is valued, understand today's market conditions and the best ways to attract and retain tomorrow's residents and tenants.

### Course description:

Marketing is the only real estate management tool that helps you position your property to succeed in your marketplace by effectively attracting and retaining residents and tenants. Learn growth strategies for marketing all property types – commercial, residential, and more – and build your competencies to help your properties flourish. At only \$99 for IREM members, you can afford to send the entire team. Marketing is everyone's job.

With the Marketing Skill Badge you'll learn:

- Marketing and leasing economics
- Analyzing your market
- Setting profit-building rents
- Marketing strategies, trends, including social media

Learn powerhouse fundamentals  
of marketing in less than a day.

Only \$99



The Marketing Skill Badge will build specific skills related to:

- Marketing and leasing impact on increasing property value
- Property-specific considerations and their influence on desirability
- Market analysis process to help with growth strategies
- How economic factors impact value
- Key marketing strategies for multifamily, office, and retail properties to increase retention of residents and tenants

### Course length

This course is approximately 3-5 hours, followed by a 100-question online exam.

### Cost:

\$99 / members

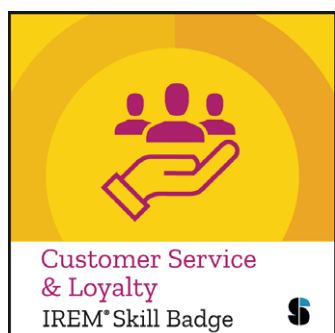
Register at [bit.ly/ISBMKG](https://bit.ly/ISBMKG)



## Marketing Skill Badge course outline:

Lesson/topics
<p><b>1. Economics of marketing and leasing</b></p> <ul style="list-style-type: none"> <li>• Owner's goals and objectives</li> <li>• Impact of marketing and leasing on value</li> <li>• Pro forma statement of cash flow</li> <li>• Valuation</li> </ul>
<p><b>2. Analyzing the market</b></p> <ul style="list-style-type: none"> <li>• Multifamily and office building considerations</li> <li>• Retail property considerations</li> <li>• Market and property analysis</li> <li>• Economic factors</li> </ul>
<p><b>3. Setting rents</b></p> <ul style="list-style-type: none"> <li>• Getting to price</li> <li>• Competitive analysis using a comparison grid</li> </ul>
<p><b>4. Marketing strategies, trends, and social media</b></p> <ul style="list-style-type: none"> <li>• Marketing plans</li> <li>• Working with brokers</li> <li>• Marketing tactics</li> <li>• Measuring effectiveness</li> <li>• Social media strategy</li> <li>• Reputation management</li> </ul>

## Prove your expertise with these recommended Skill Badges:



### Customer Service & Renter Loyalty

Increase retention and satisfaction levels through an optimal customer experience and a culture of community-building. Discover ideas to generate financial success

\$29

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



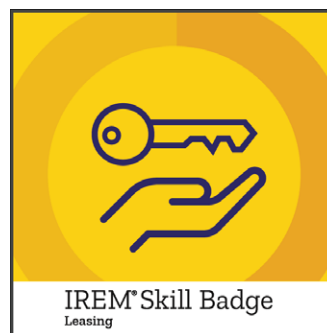
### Building Technology

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)



### Leasing Skill Badge

Build the skills needed to increase leasing for commercial and residential properties. Learn key leasing strategies for all to be more attractive to residents and tenants.

\$99 Member

\$129 Non-member

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



### Building DEI

Knowledge is power. Understand how diversity, equity and inclusion elevates properties and supports career growth. This course is a must-have for everyone on your team.

\$29

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