Member-Get-a-Member Email templates

Modify one of these email template options and send it to a friend or colleague who you think would benefit from IREM membership. Personalize it where highlighted in yellow with the name of your friend or colleague and your own name at the end. Be sure to include your certifications!

Email template option 1

Subject: Let's talk about IREM — it might be just what you’re looking for

Hi [Friend/Colleague],

I wanted to share something that’s had a big impact on my professional journey — joining IREM® (the Institute of Real Estate Management).

What’s made the difference for me isn’t just the resources, education, or certification (though those are great); it’s the people. I’ve found a supportive network of colleagues who truly have my back — people I can call anytime with a question, or lean on when I need career guidance or encouragement.

I believe IREM can offer you the same — whether through their educational programs, certifications, or volunteering opportunities that open doors and elevate your visibility in the industry.

Do you want to go out for a coffee sometime? I’d be interested in hearing more about where you’re headed in your career. Maybe IREM is a good fit for you right now.

Looking forward to catching up!

[Your Name]

Email template option 2

Subject: Thought of you — and IREM

Hi [Friend/Colleague],

I was recently reflecting on the things that have really made a difference in my career growth — and IREM® (the Institute of Real Estate Management) came to mind.

I’ve been part of IREM for a while, but lately I’ve realized just how valuable their community has been. It’s not just about the resources, education, or certification (though those are incredibly helpful). It’s the relationships — a core group of professionals I can reach out to with questions, lean on for support, and grow with. This kind of network is rare, and it's made me think of who else might really benefit from it — and you came to mind.

If you’re exploring ways to grow professionally, whether through certifications, volunteering, or just expanding your industry circle, I’d love to treat you to coffee and chat more about your goals. Maybe IREM could be part of the path forward for you too.

Let me know what works for your schedule — I’d really enjoy catching up.

[Your Name]

Follow-up email template option

Send a follow-up email after you have your coffee or conversation with your friend or colleague. Be sure to use your unique URL so they can start the application process.

Subject: Great catching-up — here’s a bit more on IREM

Hi [Friend/Colleague],

It was great catching up — I really enjoyed our conversation and learning more about your goals and interests.

Since we touched on IREM®, I wanted to follow up and share why it meant so much to me. The education and certifications, like the [[CPM®](https://www.irem.org/certifications/for-individuals/cpm-certified-property-manager)](https://www.irem.org/certifications/for-individuals/cpm-certified-property-manager), [ARM®](https://www.irem.org/certifications/for-individuals/arm-accredited-residential-manager), and [[ACoM®](https://www.irem.org/certifications/for-individuals/acom-accredited-commercial-manager)](https://www.irem.org/certifications/for-individuals/acom-accredited-commercial-manager), are incredibly useful and respected in the industry. But honestly, what’s been most valuable is the community — a group of professionals I trust, who are generous with their time and insight, and who’ve helped me grow in ways I didn’t expect.

Beyond the network, IREM offers great opportunities to get involved, volunteer, or step into leadership roles that have a real impact. They’re also deeply engaged in industry advocacy, which helps me stay ahead of key trends and regulations.

And something I really appreciate — IREM has high ethical standards. The IREM Code of Professional Ethics has given me confidence in tough moments and helped build trust with clients and peers.

If you’re interested in applying for membership, use this unique link (it lets IREM automatically know that I’ve referred you): <https://www.irem.org/membership/associate-membership/associate-join?rf=> [Note: add your IREM ID number directly after the ?rf= without spaces]

Let’s stay in touch!

Best,

[Your Name]