

IREM[®] strategic plan

2021 and beyond

This plan was developed by the 2020 IREM Executive Committee and approved by Governing Council in September of 2020. It serves as a guide for the organization and the activities we'll prioritize over the next several years to ensure the long-term success of IREM, our members, and the profession. Each year's Executive Committee will review the plan to ensure relevance and account for a rapidly-changing environment and the needs of the organization.

Mission

IREM advances the profession of real estate management.

Vision

Real estate management professionals are recognized as essential for the success of our communities, the people who use the properties, and the investors who own the assets.

Values

Leadership

We believe that leadership is not just a position, it's a mindset. It's listening, understanding, and helping others succeed. IREM members lead the way, ensuring a sustainable profession for future generations.

Collaboration

We believe there's strength in members. When members join together to learn, network, and give back, they not only move the profession forward, they move each other forward. When one of us succeeds, we all succeed.

Integrity

We insist on uncompromising adherence to ethical standards. Our members do what's right, putting the interests of their clients, owners, tenants, and residents above their own.

Inclusion

We know our success depends on diversity. We're committed to understanding the perspectives of underrepresented groups and doing the work that's needed to include all voices.

Knowledge sharing

We hold ourselves accountable as knowledge experts with a responsibility to share all we know about property and asset management with each other. We advocate for continuous learning and sharing with peers, partners, and fellow organizations.

Awareness

Goal

Real estate management is known, understood, and globally recognized as a valued profession.

Objectives

Increase awareness of the value of property management professionals to employers.

Increase awareness of the value of professional property management to property owners and clients.

Increase awareness of property management as a career among students and others entering the workforce.

Increase awareness among practitioners outside of North America of property management as a true profession.

Next gen

Goal

IREM equips the next generation of real estate managers to impact the future success of the profession.

Objectives

Increase the impact of next generation within IREM leadership.

Improve digital/social engagement with next generation.

Increase engagement and participation of next generation in non-certification benefits.

Increase membership of next generation.

IREM experience

Goal

IREM is relevant to members and customers who are engaged on their terms.

Objectives

Improve consistency of member experience at the chapter level.

Increase effectiveness of communications about IREM opportunities and solutions.

Increase opportunities for engagement at all levels within IREM.

Improve perceived value of engagement in IREM.

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Education & life-long learning

Goal

IREM's knowledge solutions are recognized as essential and used by real estate management professionals and other real estate stakeholders.

Objectives

Increase knowledge of current and future real estate technology.

Improve corporate education programs for greater flexibility in delivering IREM education.

Enhance life-long education content, course selection, and delivery methodologies.

Explore continuing education requirements.

Explore decoupling membership and certification.

Equity, inclusion, and diversity

Goal

IREM leads the real estate management community worldwide in equity, inclusion, and diversity.

Objectives

Embrace EID and understand what it means to IREM and the real estate management community.

Foster an inclusive environment within IREM.

Identify and enhance alliances with potential strategic partners to advance EID.