

**2024  
& beyond**

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INSTITUTE OF REAL ESTATE MANAGEMENT

West-Central Maryland Chapter

**IREM  
Strategic  
Plan**

# Overview & Mission

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This plan was developed by the 2022-2023 IREM West-Central Maryland Chapter 92 Leadership Development/Strategic Planning Committee. It serves as a guide for the chapter and the strategic goals we'll prioritize over the next 3-5 years to ensure the continued growth and sustainability of our chapter, and the profession as a whole.

Mission: To advance the real estate management profession through ongoing leadership, education, networking, mentorship & collaboration.

# History & Values

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## Leader in Education & Professional Development:

Since its inception, IREM has stewarded the real estate management industry in education and professional development. IREM continues to offer the industry's most robust curriculum and array of prestigious certifications, such as the CPM, ARM, and ACoM, to management professionals. Additionally, IREM continues to promote and foster professional development through myriad courses, seminars, webinars, workshops, whitepapers, and other local and national offerings.

## Policy & Advocacy:

IREM advocates and lobbies for the real estate management industry. IREM's impact on policy and legislation at the state and federal levels have not only allowed IREM and its members to have a seat at the table, but it has allowed IREM to steer the policy debate and shape favorable legislation. This continues to be a top priority for IREM and its membership, especially as new challenges impacting the industry (i.e. artificial intelligence, sustainability, etc) invariably emerge.



# History & Values Continued

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## Best Practices in Management:

Whether you are a seasoned veteran in the industry, a young emerging leader, or fall somewhere in between, it is critical that every manager understand and adhere to a set of standards, code of ethics, and best practices in the management of residential and commercial assets. Central to IREM's mission and core values is the establishment and codification of such standards, ethics, and best practices, and IREM wears this proudly as a badge of honor. At the local level, we must continue to promote and educate members and companies alike for the betterment of the real estate management industry.

## Cutting Edge Technologies:

Historically, real estate has lagged behind other industries in adapting to rapid technological advancements in the digital age. Through various innovations and the use of new cutting edge technologies such as machine learning and artificial intelligence, IREM seeks to be at the forefront of emerging technologies by collaborating with dozens of leading proptech and related technology companies.

## Networking & Collaboration:

Like any company or organization, IREM and its members thrive most when they are empowered and provided a forum to network and collaborate with like-minded individuals. As a global organization, IREM proudly represents a wide diversity of members from all walks of life and at various stages of their careers.



# Association Values



Solidarity  
& Collaboration



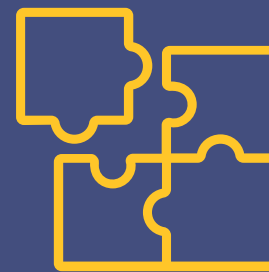
Diversity  
& Inclusion



Innovation



Transparency  
& Knowledge Sharing



Ethics &  
Integrity



Professionalism

# Strategic Plan:



## Increase Engagement and Membership of Young Professionals & Next Gen

### Goal

Recruit, engage, develop, and retain young and emerging leaders interested in building a career in the property management industry.

### Objectives

- Recruit young talent and future leaders from local universities and increase awareness amongst young professionals new to the industry.
- Engage students and young professionals through the development and execution of outreach and leadership development programs.
- Facilitate and promote IREM credentials and curriculum, and continue to broadly produce relevant industry content and professional development opportunities.
- Demonstrate and value of IREM membership and engagement to young leaders. Not only can IREM provide a roadmap to advance your knowledge base and skills, it can be your place for community, thought leadership, and networking.

## Reaffirm Commitment to Education and Professional Development

### Goal

Re-establish IREM as the global brand and leader in the property and asset management industry through its advanced education and professional development platforms.

### Objectives

- Increase awareness of corporate education programs and private offerings through Region 3 Education's robust educational platform.
- Enhance credibility and reverence of IREM credentials by virtue of highlighting and profiling success stories and thoughtful campaigning at chapter events and on social media.
- Enhance educational and professional development content and offerings to membership.



# Strategic Plan:

## Thought Leadership on Policy, Technology, and Innovation

### Goal

Be the go-to in thought leadership on salient topics and issues impacting policy, legislation, and governance; trends and disruptions in technology; leadership and business strategy, etc.

### Objectives

- Create and foster an environment that encourages and values ingenuity in policy, thought leadership, strategic thinking, best practices, and technology.
- Continue to develop and offer leadership-based content and programs through Region 3 Education offerings, private offerings, and chapter events.
- Create a "think tank" or focus group within the chapter that focuses on new trends, innovations, new technologies, and artificial intelligence so that IREM can continue to be the go-to source and leader in these rapidly changing and uncertain times.

## Enhance IREM Experience

### Goal

Create a renewed sense of relevance, belonging, and desire to be apart of the IREM family by enhancing all aspects of the IREM experience.

### Objectives

- Promote IREM as the vanguard and standard-bearer of advanced education and credentialing in the real estate management industry.
- Consistently provide high quality and relevant meeting programs, networking opportunities, professional and leadership development opportunities, community engagement, and personal and career growth opportunities.
- Demonstrate the benefits of being part of the IREM "family" and welcome new members, or existing but inactive members, with open arms.