



# INDUSTRY PARTNER

**PROGRAM INFO 2018**

**INSTITUTE OF REAL  
ESTATE MANAGEMENT**  
Houston Chapter, No. 28

5851 San Felipe, Suite 235  
Houston, TX 77057

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[www.iremhouston.org](http://www.iremhouston.org)

## **THE INSTITUTE OF REAL ESTATE MANAGEMENT (IREM<sup>®</sup>) HOUSTON CHAPTER**

IREM Houston has been the source for education, networking and resources for real estate management professionals since 1955. An affiliate of the National Association of Realtors<sup>®</sup>, IREM serves commercial, multifamily, retail and industrial real estate sectors.

IREM Houston is the third largest in the world, and has over 600 members. Our leaders strive to keep members informed on the latest industry trends, legislative activities, and safety standards, as well as providing education seminars, community service opportunities, job referral services, and candidate assistance services.

In an effort to enhance knowledge and professionalism, the Houston Chapter awards between \$10,000 and \$25,000 annually in local scholarships for courses. IREM also promotes ethical real estate management practices through its credentialed membership programs. These esteemed designations certify competence and professionalism for those engaged in real estate management. As a result, IREM Members are employed by some of the most prestigious real estate firms in the world.

### **THE MISSION OF THE IREM HOUSTON CHAPTER IS TO:**

- Provide premier real estate related education and training.
- Promote professionalism and ethical standards in real estate management.
- Increase recognition of IREM and its designations.
- Monitor, communicate, and impact issues affecting the real estate industry.
- Enhancing chapter growth through timely and proactive services to its members.

**OUR INDUSTRY PARTNERS PROGRAM WAS ESTABLISHED IN 1994**

and maintains most of its original Partner companies. Industry Partners are encouraged to use IREM functions to network with their target market. Luncheons, seminars and social events are the perfect arena to meet prospective clients and maintain relationships with current ones. The IREM Industry Partners Program is limited to 40 companies at any one time so that the opportunities to meet and network with key decision makers in the industry is maximized.

As with any sales, marketing or volunteer effort, you get out what you put in. It is a requirement that Industry Partner representatives volunteer on IREM Committees, take advantage of sponsorship opportunities that support Committee initiatives, provide news and blog articles, donate door prizes and maintain active involvement in the organization. This will ensure that you reap rewards for your marketing dollar.

Etiquette at IREM events is simple. IREM members attend luncheons and seminars to receive information and to network with their peers. Please keep this in mind. Use these opportunities to allow property managers to put a name and face with your company and follow up on prospective leads at a later time.

## **PROGRAM BENEFITS AND OPPORTUNITIES INCLUDE:**

- An exclusive program limited to 40 companies. With the exception of our Fashion Fundraiser and Golf Open, all IREM events are closed to outside vendors.
- Opportunities to network with the Houston area's top professional property managers and real estate decision-makers.
- Complimentary attendance, with prior registration of one representative at IREM luncheons. (Does not include jointly held luncheons with other groups or special event luncheons). Up to two additional representatives are welcome to attend at the discounted member rate, with reservations only.
- Special badges (2) to wear at IREM luncheons stating that you are an "Industry Partner"
- Opportunities to serve on IREM Committees with property management professionals.
- Recognition throughout the year in member communication, social media outlets and reminders.
- The opportunities to write or provide articles for our news and blog communications.
- Opportunities to sponsor industry events.
- Recognition including your logo on our website.
- Notification of all IREM events and networking opportunities.

## **PROGRAM POLICIES:**

- Our program is limited to a total of 40 service providers, with no more than three Partners in any one category type, excluding Janitorial.
- The cost of our Industry Partners program is \$2,500.00 per year. The Executive Council reserves the option to terminate membership at any time during the year with or without cause. Terminated Partners will be reimbursed for the remaining months in the calendar year on a prorata basis.
- To better support the industry, our organization and our members, it is a requirement that Industry Partners participate in committee activities, attend at least three events, contribute financial sponsorships, donations and prizes totaling an additional \$2,500 annually. Our Executive Council believes these opportunities gain the most exposure for your company.
- The IREM Treasurer and Executive Council monitors the quality of the program. Chapter leaders welcome feedback from Industry Partners.
- Industry Partners can request an annual set of IREM mailing labels with member names and addresses for their marketing use. There is a \$25 fee for the label printing.
- Industry Partners not making prior reservations for the monthly luncheons may be charged the member late fee.
- Non-endorsement disclaimers may be used when acknowledging an Industry Partner to the membership and in advertising materials.
- Industry Partners may not use the IREM logo in their company collateral, but may use the approved Industry Partners logo.
- Benefits of being a Partner will be published in the application package.
- Applications will be approved at the Executive Council meeting following receipt of application. Executive Council reserves the right to decline any application with or without cause. Once approved, membership fees are calculated on a calendar year and may be prorated. Participation in the Industry Partners program is reviewed annually and participants are renewed at the discretion of the Executive Council.



**PROGRAM APPLICATION**  
Application Processing Fee \$250

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Email: \_\_\_\_\_ Other Professional Affiliations: \_\_\_\_\_

How did you first become familiar with IREM? \_\_\_\_\_

Sponsor Name (must be a CPM): \_\_\_\_\_ Telephone: \_\_\_\_\_

List names, addresses & phone numbers of 2 business references:

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

If paying the application fee by MasterCard, Visa or AmericanExpress credit cards, please include information below:

Credit Card account number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please sign the form and send to IREM Houston, 5851 San Felipe, Suite 235, Houston, TX, 77057 with your nonrefundable \$250 application fee. Once we have an available position in the program and you accept, you will be billed for the \$2,500 annual membership fee.**

*Please note: A partner shall be a Partner, not a member of the Institute. Only CPM members, AMO member firms and ARM committee participants may be members. By signing below, I agree that I shall not hold myself out to be a member of the Institute of Real Estate Management, nor shall I use or permit the use of the CPM, ARM designations or any other indication of membership in, or affiliation with, the Institute. I understand that, if approved as an Industry Partner, I may use the name Institute of Real Estate Management and/or its acronym "IREM" only in conjunction with the words "Industry Partner" for the sole and limited purpose of indicating that I am a Partner of the Institute. The "Industry Partner" program is not a National program but solely and exclusively under the direction and administration of the IREM Houston Chapter. All rules, regulations, privileges and penalties, costs, dues, changes, modifications, administration and such are under the sole direction and discretion of the IREM Houston Chapter. The IREM Houston Chapter may modify and/or terminate participation and/or the program without prior notice.*

Company: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_