



IREM to host 4th annual Asset Management Symposium - March 24

February 07, 2011 - Design / Build

The Greater New York Chapter of the Institute of Real Estate Management will be hosting their 4th annual Asset Management Symposium on March 24 at the McGraw-Hill Conference Center. The symposium is presented by GreenPearl Events. During the heyday of low interest rates, transactions were the name of the game. Acquisitions, deal structuring and raising capital were king. Asset management dropped away as an area of focus for generating returns and creating value.

Today, asset management has re-emerged as the central focus of real estate value creation. The game of transactional musical chairs has effectively stopped and everyone is essentially "stuck" with the buildings they were holding when the bubble burst. The strategy now is to develop cash flow and reposition buildings to their highest and best uses. To do this, property-level asset managers are focusing on three core areas: operations, leasing, and capital improvements.

John Loehr, managing director, real estate, Blackrock (\$11 billion in real estate assets under management) will kick off the Symposium with the opening presentation on the current state of Asset Management. Loehr will discuss how asset management became the "forgotten art" and how the realities of today's real estate market have changed the priorities of managers and investors alike, reigniting the demand for skills in property-level Asset Management. Don't miss this unique opportunity to hear from the best.

Join us on March 24, in New York City as we explore the resurgence of Asset Management to the forefront of value creation and cash flow generation.

For more information or to register please visit <http://greenpearlevents.com/irem>.

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