



## Register now for these upcoming classes from IREM!

February 13, 2012 - Design / Build

IREM is offering great classes. Register today!

Sustainable Real

Estate Management

February 29

Are your owners, tenants, and residents asking questions about going green?

Learn cost-effective, common sense answers and solutions about:

- \* Sustainable Property Operations
- \* Increasing Energy Efficiency
- \* Increasing Water Efficiency
- \* Improving Indoor Environmental Quality
- \* How to Reduce, Reuse, and Recycle
- \* The Sustainable Real Estate Management Company

This course is approved in New York State for 6 continuing education credit hours.

Tuition: \$99

Leadership & Human

Resource Essentials

For Real Estate Managers

March 12 - 13

Successfully face the challenges of hiring, managing and evaluating on-site staff and discover how to operate a seamless human resources function.

What you will learn:

- \* Planning and requirements: Staffing needs, job responsibilities and skills, job descriptions
- Recruitment and selection: Candidate qualification, employment offers and contracts, alternative
- \* Staffing options
- \* Training and development: Learning styles, training delivery, training programs, career development techniques
- \* Employee management: Employee motivation, performance evaluation, policies, and record keeping

How You Will Benefit:

- \* Select the right people for each job
- \* Maximize the productivity of your staff
- \* Reduce both the financial and emotional costs associated with turnover

Premier Member Rate: \$590

Classic Member Rate: \$680

Nonmember Rate: \$735

Marketing And Leasing:

Multifamily Properties

March 14 - 15

Position your property in the market to attract and retain new residents with key strategies for reaching qualified prospects, selling your property's benefits, and successfully closing the deal.

What you will learn:

- \* Market assessment. Neighborhood analysis, demographics, subject property and competition analysis, rent setting strategies
- \* Marketing strategies. Marketing campaign development, advertising, social media marketing, analytics Leasing office optimization. Communications protocols, legal compliance, online leasing, showing and closing techniques, prospect qualification
- \* Resident retention. Lease administration, retention programs, conflict resolution, marketing to existing residents, reputation management

How you will benefit:

- \* Position your property to succeed in your market
- \* Showcase your property in the best light to secure new residents
- \* Achieve higher levels of resident satisfaction and retention by effectively troubleshooting resident issues

Standard calculator recommended

Laptop optional

This course is approved in New York State for 14 continuing education credit hours.

Premier Member Rate: \$590

Classic Member Rate: \$680

Nonmember Rate: \$735

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