



Smart property managers know the value of an educated staff

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Old sayings stand the test of time for one reason: they tend to be true. In 1597 Sir Francis Bacon first said "knowledge is power" and these words are ones to live by. In the harsh economic realities of today, we all need to be as informed as possible to stay ahead and to remain competitive. The truth of Bacon's words are more true now than ever.

A smart building manager knows that not only should he/she stay ahead of current trends in the industry, but so should their staff. Nothing makes a manager's job easier, or makes a manager look better, than having a well schooled staff.

Whenever possible, managers should encourage boards and owners to allow their staff the time and funds to take a course to further their education. The mission of the Greater New York Chapter of the Institute of Real Estate Management has always been to provide outstanding educational opportunities to those in our industry. This fall, they are offering Successful Site Management, one of their most popular courses. It's an intense week-long immersion course covering residential site management from A to Z including enhanced content to address affordable and student housing. Those who successfully complete the course earn the accredited resident manager designation from IREM.

It is difficult to measure the true value of allowing employees to reach their full potential through furthering their education. But in the end, common sense prevails -someone who is afforded an opportunity usually leaps at it.

For more information on Successful Site Management or other IREM Greater New York Chapter courses offered this fall, please visit www.iremnyc.org

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