



IREM Institute of Real Estate Management

**IREM[®] Chapter 40
Western North Carolina**

Industry Partner Application

2017

**445 Blairmore Dr.
Charlotte, NC 28211**

704-301-0621

**iremnc40@carolina.rr.com
www.iremnc40.com**

*You are invited to participate in the IREM[®] Chapter 40 Industry Partner program.
Enclosed is information on the program and an application form.
Please contact the IREM[®] Chapter Office if you have any questions.*



IREM Institute of Real Estate Management

What is IREM®?

The Institute of Real Estate Management (IREM®) is an international community of real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing.

An affiliate of the National Association of Realtors®, IREM® is the home for all industry professionals connected to real estate management – and the only organization serving both the multi-family and commercial sectors.

We believe:

- That good management matters
- That well-managed properties pay dividends in terms of value and in the quality of life for residents, tenants and customers
- In professional ethics
- In the power of knowledge and the importance of sharing it

IREM® offers a variety of membership types for professionals of every experience level, from on-site managers to high-level executives. Our credentials, earned by meeting high standards of education, experience, and ethical business practices, include:

- Certified Property Manager (CPM®)
- Accredited Residential Manager (ARM®)
- Accredited Commercial Manager (ACoM®)
- Accredited Management Organization (AMO®)

For more than 80 years, IREM® has set the standard for best practices in real estate management. Today, IREM® membership includes more than 19,000 individuals and 550 corporate members.

IREM® Western North Carolina Chapter 40 was founded in 1960 and has been serving the local and regional community for over 50 years! Today's membership consists of nearly 300 certified and associate professionals serving the real estate community in a variety of property management roles.



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What is an Industry Partner?

The Industry Partner program is an opportunity for recommended firms to present their products or services to IREM® members who have demand, and in most cases, final purchasing authority. Property managers rely on a variety of companies and individuals to help provide their tenants and residents with the best service possible. The Industry Partner program benefits our members by providing a network of high quality vendors with which to do business.

The Industry Partner program is designed to foster professional relationships between our membership and a mix of locally-represented, reputable, quality service vendors, contractors, and other real estate related professionals. As an Industry Partner, you will have a variety of networking opportunities with our Chapter membership and other Industry Partners, while providing our chapter with a source of financial support which enables us to continue our commitment to education and professionalism.



IREM Institute of Real Estate Management

What does it mean to be an Industry Partner?

IREM®, like no other organization, has fully engaged real estate industry professionals in leadership roles. Becoming an IREM® Industry Partner has afforded O'Leary Group the opportunity to work alongside these professionals on accomplishing chapter initiatives. Active involvement by IREM® members assures the Industry Partner will have the opportunity to form relationships. And relationships lead to potential opportunities. This investment of resources and time has resulted in the outcome we had hoped for when joining IREM®.

Robin Turner, Director of Sales, O'Leary Group Waste Service

As a former Property Manager, relationship building with vendors was always very important to me in order to stand behind the projects that I was responsible for in my portfolios. IREM® allows industry partners to build that foundation with managers by the strategic networking opportunities. Now as an IREM® Chapter 40 Industry Partner, my company has been able to reach managers through face to face networking, after-hours events and even mere logo recognition through marketing which has resulted in more work for our company. My company stands behind IREM® and will continue to be an active sponsor now and in the future.

Dana McSwain, Director of Business Development, Carolina Site

We have been an IREM® Chapter 40 Industry Partner since 1993. Out of all the trade organizations we belong to, IREM® is the BEST in our opinion! We really appreciate IREM® keeping the Industry Partners to 3 companies per industry. It keeps everything balanced between the property managers and industry partners. We have also enjoyed the relationships we have developed since 1993 and the work is consistent. IREM® is also very professional, yet we all have a lot of fun together at the golf tournament, community service event, trade show, or after-hours functions.

Liz Etheredge, Owner, Mecklenburg Paint Company, Inc.



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IREM® Chapter 40 Industry Partner Program

Program Specifics:

- The opportunity to network with Charlotte's top property management professionals
- Industry Partner Membership is offered to a firm and not for the individual(s) within the company
- A firm may only be represented in ONE services category.
- A minimum of fifty (50%) percent of a firm's annual revenue must come from the services category for which it is represented. It is understood that some firms have multiple divisions and may not find revenues to equal or exceed this threshold. In such a situation, the IREM® Chapter 40 Executive Council will review the applicability of the validity of this requirement.
- A firm may only directly market to the IREM® Membership, within the category for which the Industry Partner is approved, at Chapter 40 IREM® events, in Chapter 40 IREM®- based publications and direct marketing.
- A firm must be sponsored by an IREM® Chapter 40 Member
- Approval required by the IREM® Chapter 40 Executive Council

Annual fees will be billed in December of each year, beginning the year after the firm enrolls. A prorated fee will be charged in the first year of application.

Silver Industry Partner: \$850 per year

A great way to meet IREM® members and keep your name in front of them.

The Silver Industry Partner will receive the following benefits:

- Industry Partner membership, permitting up to 1 company employee to attend events and luncheons, open to Industry Partners
- 1 complimentary luncheon ticket for each luncheon (registration is still required)
- 6 complimentary "guest" lunch tickets; can only be used for Property Managers and not for other vendors or Industry Partners
- Membership list provided in Excel format
- Listing on IREM® Chapter 40 website with a link to your company website
- Special "Industry Partner" name badges issued during luncheons
- First right of refusal for next year (if Industry Partner policy guidelines for membership are met)



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Gold Industry Partner: \$1,500 per year

This package will provide Industry Partners with the best coverage for their company and services.

The Gold Industry Partner will receive the following benefits:

- Industry Partner membership, permitting up to 2 company employees to attend events and luncheons, open to Industry Partners
- 2 complementary luncheon tickets for each luncheon (registration is still required)
- 6 complimentary "guest" lunch tickets; can only be used for Property Managers and not for other vendors or Industry Partners
- Recognition at all chapter luncheons (PowerPoint containing Industry Partner logos; IREM® Chapter 40 President announces each Industry Partner company and company attendees are allowed to stand)
- Company listing and logo displayed at all IREM® Chapter 40 luncheons and events (Banner)
- Recognition at the annual golf tournament (Banner); sponsorships sold separately
- Membership list provided in Excel format
- Listing on IREM® Chapter 40 website with a link to your company website
- Special "Industry Partner" name badges issued during luncheons
- Opportunity to write articles for the newsletter referencing your firm's services, in the approved Industry Partner category, but with focus on educating property managers
- Opportunity to sponsor special networking events with only IREM® Chapter 40 Members
- Use of IREM® Industry Partner logo on your website
- Industry Partner spotlight on website or through IREM® Chapter 40's social media outlets once per year
- First right of refusal for next year (if Industry Partner policy guidelines for membership are met)



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IREM® Chapter 40 Industry Partner Application

Company Name: _____

Mailing & Street Address: _____

City, State and Zip: _____

Phone: _____ Website: _____

Contact Name: _____ Contact Email: _____

Contact Phone (ofc): _____ Contact Phone(cell): _____

Type of Business (be specific): _____

Professional Alliances: _____

How did you hear about IREM®?

Have you ever attended an IREM® function? Yes _____ No _____ If so, which one & where?:

List two business references:

Name: _____ Company: _____

Phone: _____ E-mail: _____

Name: _____ Company: _____

Phone: _____ E-mail: _____

Section below to be completed by IREM® Sponsor (must be an IREM® CPM® member, CPM® Candidate or IREM® Associate Member who has used your services and can give a testimonial to your work ethic, integrity, and reputation):

Name: _____ Phone: _____

Email: _____

Length of acquaintance (min. 6 months): _____

Why do you recommend this company for the IREM® Chapter 40 Industry Program?

IREM® Chapter 40 Sponsor's Signature: _____



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IREM® Chapter 40 Industry Partner Application (Continued)

As an Industry Partner applicant, what can your company offer to IREM® Chapter 40 on what you perceive as the IREM® Chapter 40 Industry Partner Program?

IREM® Chapter 40 is organized by Committees. We value the input of Industry Partners in the work of these Committees, which are shown at the end of the IREM® Chapter 40 Industry Partner Policy Agreement. If your firm was approved as an Industry Partner, please indicate below which Committee(s) you would have interest in serving:

Please attach a description and/or brochure explaining your company's scope of operation.

IREM® Industry Partner Membership fees are based on a twelve month period

Please check one: [] Gold - \$1,500 [] Silver - \$850

During the year of application, the Membership is prorated based on the quarter of the acceptance by the IREM® Chapter 40 Executive Council, with fees as follows:

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Gold	\$1,500	\$1,125	\$750	\$375
Silver	\$ 850	\$ 640	\$425	\$215

Applicant's Signature: _____

Printed Name: _____ Title: _____

Date: _____

Upon receipt of IREM® Chapter 40 sponsor signature, please sign and return this application to:

**IREM® Western NC Chapter 40, 445 Blairmore Dr., Charlotte, NC 28211 or
Scan and email to: iremnc40@carolina.rr.com
Payment will be invoiced upon application approval**



IREM Institute of Real Estate Management

IREM® Chapter 40 Industry Partner Policy Agreement

(Please initial and/or sign below indicating that you have read and understand this policy)

Participation Agreement

- Participation is limited and will be filled on a first come, first served basis.
- Application will be reviewed and must be approved by the IREM® Chapter 40 Executive Council.
- Participation is mandatory for Industry Partners to maintain their Industry Partner status.
- Participation includes:
 - Attendance of Industry Partner annual meeting (January)
 - Attendance at 3 of 6 general membership luncheon/dinner meetings
 - Participation in two (2) of the following:
 - Evening event (November/December)
 - Property Management Summit (Third Quarter)
 - Golf Tournament (Second Quarter)
 - Social & community service events (Dates vary)
 - Trade Show (if separate from the Property Management Summit)
 - Lunch and Learn sponsorship (limited dates each year)

It is noted and understood that an annual review of each Industry Partner's status will be completed by the Industry Partner committee. If an Industry Partner does not comply with the Agreement, their status will be brought before the IREM® Chapter 40 Executive Council for further action which may include termination of participation in the program without refund of dues.

In addition to the above, applicant agrees to the following:

- **An "IREM® Industry Partner" shall not be a "member" of the Institute of Real Estate Management.** Only CPM® members (Certified Property Manager), AMO® members (Accredited Management Organization), ARM® members (Accredited Residential Manager), CPM® Candidates, ACoM® members (Accredited Commercial Manager), Associate members, Student Members or Academic members may be members. By signing the Industry Partner application, the Industry Partner agrees that their company nor their employees will be a member of IREM® nor shall use or permit the use of the CPM® or AMO® designations, ARM® certification, or other indicia of membership in, or affiliation with, IREM®. The Industry Partner understands that, if approved as an IREM® Industry Partner, Industry Partner may use the name Institute of Real Estate Management and/or its acronym "IREM®" only in conjunction with the words "IREM® Industry Partner" for the sole and limited purpose of indicating that Industry Partner is an "IREM® Industry Partner". Logo available upon request of the Chapter 40 office. Industry Partner understands that, should participation as an IREM® Industry Partner be terminated by Chapter 40 at any time, there shall be no refund of fees paid.



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IREM[®] Chapter 40 Industry Partner Policy Agreement (Continued)

- **The IREM[®] Industry Partner program is not a National program**, but solely and exclusively under the direction and administration of Western North Carolina Chapter No. 40. All rules, regulations, privileges and penalties, costs, fees, changes, modifications, administration and such are under the sole direction and discretion of the Executive Council of the Western North Carolina Chapter No. 40.
- **New Industry Partners will be billed on a prorated basis** upon approval of their application by the IREM[®] Chapter 40 Executive Council. Payment will be due within thirty (30) days of billing. Payments not received within thirty days will be subject to a 10% late fee. Payments not received (either membership dues or an unpaid late fee) within sixty (60) days of original billing (or thirty (30) days in the case of a late fee) will be subject to immediate termination as an Industry Partner. Any amounts paid towards the initial billing will be refunded upon termination.
- **If the IREM[®] Industry Partner business expands** during the year to include services provided by other current IREM[®] Industry Partners, the IREM[®] Industry Partner agrees to notify IREM[®] within 15 days for approval by the Executive Council. If the service conflicts with a current IREM[®] Industry Partner, the company may not advertise that service to IREM[®] members. Industry Partner understands that failing to do so will initiate a review by the IREM[®] Industry Partner Committee and the Executive Council.
- **Sponsorship opportunities not included in the IREM[®] Industry Partner package will be offered to the IREM[®] Industry Partner for first right of acceptance.** After the deadline for "a la carte" sponsorships is offered, if an IREM[®] Industry Partner does not choose to accept a sponsorship opportunity, sponsorships may be offered to vendors that are not affiliated with the IREM[®] Chapter 40 Industry Partner program.
- **If the Industry Partner is renewing**, in addition to payment of the annual Industry Partner fee, the Industry Partner must sign the Industry Partner Policy Agreement, send a copy of the company's current marketing materials and designate which IREM[®] Chapter 40 committee(s) the company has interest in serving. Committees and their descriptions can be found at the end of the IREM[®] Chapter 40 Industry Partner Policy Agreement.

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IREM® Chapter 40 Industry Partner Policy Agreement (Continued)

- **Renewal billing to occur in December of each year**, for the next 12-month, calendar year. Billing of Industry Partner fees in December gives the Industry Partner the ability to pay the invoice in December or January, depending on the Industry Partner's accounting requirement. A 10% Late Fee will be assessed for all Industry Partner fees not paid by January 15, following the annual December billing. Any Industry Partner with outstanding Industry Partner fees or an unpaid late fee on February 15, following the annual December billing, shall be subject to immediate termination as an Industry Partner. Any amounts paid towards the annual billing will be refunded upon termination.

Initial _____

- **If IREM® Industry Partner does not renew**, IREM® Industry Partner agrees to remove the IREM® Industry Partner logo from their website or any other marketing materials.

Initial _____

By signing below, applicant agrees to the all the terms as stated in this IREM® Chapter 40 Industry Partner Policy Agreement:

Applicant Signature: _____

Title: _____

Company Name: _____

Date: _____

For Renewing Applicants:

- ✓ IREM® Industry Partner Membership fees are based on a twelve month period

Please check one: [] Gold - \$1,500 [] Silver - \$850

- ✓ Please attach the most recent description and/or brochure explaining your company's scope of operation.
- ✓ Please indicate below which Committee(s) you would have interest in serving (see listing and description, next three pages):



IREM Institute of Real Estate Management



Volunteer Services

A great way to develop and enhance your leadership skills, obtain increased industry visibility, gain prestige and recognition among your peers, and make stronger and more valuable business contacts.

Membership Committee

Admissions Team (ARM, ACoM, CPM)

As a CPM, participate in the interview process which qualifies applicants for candidacy and reviews their qualifications for the coveted CPM designation.

Industry Partners Team

As part of the support team, your efforts will work to strengthen relations with industry suppliers by soliciting select vendors and serving them as an account representative during the year. Work closely with the Trade Show and Golf Tournament Committee Chairpersons to facilitate Industry Partner participation in those and other events.

Corporate Outreach Team

Help develop and implement a dynamic process for capturing information from owners, developers, investors, and employers to determine what corporations want from real estate and asset managers. Help develop and implement a dynamic process for capturing information from students to determine what students want from real estate and how we can help them with that.



Activities/Events Committee



Community Outreach

Be a part of the helping hand of IREM and take our Chapter's community service to the next level. Plan events, secure resources and acquire staffing for projects that benefit our community and charities.

Golf Tournament

Be a part of the planning, coordination, promotion and execution of this annual event including recruitment of players and sponsors.

IREM Social Events

Social is dedicated to promoting growth for professionals and a variety of social events for all ages, IREM, the asset and property management field, by providing education and social networking mixers in a casual, progressive and fun environment.

Trade Show Committee

Responsible for developing and promoting the annual trade show and sponsorship opportunities for the Industry Partners.



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Education Committee



Candidate Guidance Team

Become a mentor and guide CPM Candidate members through the education process to reach their goal of becoming a CPM and support the Membership Committee. Determine the educational needs of our members and work with the Education sub-committee on holding education classes.

Legislation

Monitor local, state and national legislative issues and keep members informed of all pertinent legislative activity. Track legislative and regulatory issues at the local, state and national level which have an impact on the real estate management profession and industry. Serve as liaison to other real estate organizations regarding governmental affairs. Provide the necessary organization and leadership to facilitate our Chapter's annual trip to Capitol Hill, including, but not limited to, interview time with every delegate (both Senate and House of Representatives) for the state of North Carolina.

Lunch-n-Learns

Help identify ways to add value to IREM members benefits by producing additional education opportunities for our members. Coordinate lunch and learns, educational programs, and obtain speakers and presenters that assist members in their continuing education.

Programs

Committee selects topics and speakers for monthly programs; coordinates introductions, promotes and communicates with speakers. Be a part of bringing quality programs to the IREM Members.

Marketing / Communication Committee

Greeting Committee

Responsible for greeting and welcoming all Candidates, visitors, guests, etc. Assist with scheduling greeters for each membership meeting. Greeters will not only welcome guests at sign-in, but also make every attempt to introduce guests to members and sit with them during the luncheon meetings.

Income/Expense Analysis

Participate in the solicitation and collection of expenses analysis information for the IREM National publication on office buildings, shopping centers, apartments and retail centers. This is an extremely important tool for property managers.



Newsletter Committee

Use your creative writing talent to help produce newsletters that will keep the members of IREM Chapter 40 informed of pertinent information along with upcoming social and educational events.



Social Networking

Join this dynamic group to support IREM Chapter 40's social networking efforts. Develop and grow our presence on Facebook, Linked-in, twitter, and more.



IREM Institute of Real Estate Management

A Special Thank You to our 2016

IREM® Industry Partners

IREM® Chapter 40 would like to recognize our following "Partners" for their generous sponsorship and contributions:

Gold IREM® Industry Partners

A & K Painting
Allied Barton Security Services
Arborguard Tree Specialists
The Budd Group
Carolina Asphalt
Carolina Site Concepts
Environmental Diversified Services
Foster Lake & Pond Management
Interstate Contract Cleaning Services
Mecklenburg Paint
Mitec
North American Landscaping
O'Leary Group Waste Services
Plyler Paper Stock
Western Waterproofing

Radco Construction Services
RAM Pavement Services
The Ray Company
Republic (Allied) Waste
Roby General Contractor
Schindler Elevator Corporation
Scotties Building Services
Servpro
Stone Building Services
Stuart Dean Company
Sun States Security
Thyssen Krupp Elevator
United Maintenance Corporation
Visual Concepts Signs & Lighting

Silver IREM® Industry Partners

Austin Canvas & Awnings
Belfor USA
Duke Energy
Elite Maintenance Services
Fire and Life Safety America
Joffie Contracting Services
Horack Talley Attorneys
The Maintenance Team
Maintenance & Construction Services
Mechanical Contractors
Mid American Metals

Otis Elevators
PPG Paints
Rayburn, Cooper & Durham Attorneys
SCS Maintenance Services
Security 101
Sedgefield Interior Landscape
Sweep-A-Lot
Tax Advantage Property Services
Valley Crest Landscape Maintenance
Waste Management