

# IREM® DALLAS 2018 STRATEGIC PLAN

**Mission Statement:** To advance the profession of real estate management while helping real estate managers prosper and add value to their companies and the properties they manage.

## GET IN THE GAME



### Membership Enhancement and Growth

- Communicate how IREM is relevant to the real estate management market
- Education, leadership development, and networking
- Create positive, rewarding experience for volunteering
- Engaging and empowering the next generation workforce
- Promote IREM credentials
- Interesting, relevant topics and programs/speakers
- Build upon academic outreach and relations with local colleges/universities in order to attract students in property management careers

### Promote Unique Value That Differentiates Membership from Others in the Industry

- Financial management education provided by IREM
- Property Manager-focused organization – collaborating and networking primarily with peers
- Prestigious reputation of IREM credentials in the real estate industry
- Ethics as a core value

### Leadership Development

- Leadership education for property managers
- Develop competent leadership

[www.irem-dallas.org](http://www.irem-dallas.org)

# IREM® DALLAS 2018 STRATEGIC PLAN



## GET IN THE GAME

TEAM IREM DALLAS CHAPTER 14

### IREM DALLAS 2018 STRATEGIC GOALS

Membership Enhancement and Growth

Promote Unique Value That Differentiates  
Membership from Others in the Industry

Leadership Development

IREM Dallas goals align with:

### IREM NATIONAL GOALS

- IREM is relevant to the real estate management market
- IREM engages and empowers the next-generation workforce – identifying what they need to succeed in the business – and plans for increasing membership and engagement within this segment
- IREM employs thought leadership to promote its brand
- IREM communicates unique value that differentiates members from others in the industry



[www.irem-dallas.org](http://www.irem-dallas.org)