

Why You Should Hire a **CERTIFIED PROPERTY MANAGER® (CPM®)** to Manage Your Real Estate Investments

You and your clients own property for one reason – as a financial investment.

With years of experience and comprehensive management expertise, a CPM® can enhance the value of your real estate assets and make the most of your portfolio with professionalism and integrity, knowledge of the local market and a strong reputation. Entrust your investments to the best in the business.

OFFER PROVEN EXPERTISE

Experience is one of the defining qualities of a CPM®. About 83 percent of all CPM® professionals have over 14 years of experience with the average number of years of experience for CPM® Members being 22 years. Every CPM® must display proficiency in the core areas of real estate management, meet minimum portfolio requirements, pass a rigorous certification exam and prepare a management plan.

COMPETE SUCCESSFULLY IN YOUR MARKET

Whether your real estate investments are in one city or across the world, a CPM® knows how to position your properties in the local markets. For insight on other real estate markets, a CPM® can tap into a network of nearly 8,400 CPM® professionals worldwide.

COMMUNICATE WITH EASE

A CPM® is a seasoned professional with solid communication skills. From one-on-one interaction with residents or tenants to boardroom meetings regarding P&L statements, a CPM® can interact skillfully with a wide array of audiences.

TROUBLESHOOT PROBLEMS EFFICIENTLY

A CPM® has the ability to resolve complex issues and unforeseen obstacles quickly and efficiently. If a tenant crisis or a series of operational setbacks should suddenly arise, you can rely on a CPM® to provide immediate solutions.

OVERSEE ALL ASPECTS OF OPERATIONS

When you hire a CPM®, you hire a versatile specialist. A CPM® is trained to handle the full range of real estate management tasks, with skills covering the financial, legal, social, economic and physical areas essential to property performance. Most CPM® professionals manage mixed portfolios, including all types of office, retail and multifamily properties.

HELP YOU MAXIMIZE RETURNS

Hiring a CPM® means that you have someone who can do more than building maintenance. CPM® professionals are trained to streamline operations and take your ROI to new levels.

PROTECT YOUR INVESTMENT

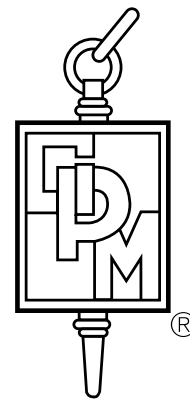
A CPM® must abide by the most stringent code of ethics in the industry, or risk losing the designation. The code is strictly enforced by IREM and requires the use of utmost care in managing your portfolio. You can trust a CPM® to manage your investments with unquestionable integrity.

COUNT ON A CPM® PROFESSIONAL TO DELIVER REAL RESULTS.

Investors and employers want honesty and professional integrity, communication skills, reputation, experience, knowledge of local markets, analytical problem solving, budgeting and accounting, and marketing skills. The CPM® delivers.

THE CPM® DESIGNATION BY THE NUMBERS

- Since 1936, CPM® members have been maximizing investment real estate for owners. The foundation of education and ethics still stands today. IREM stakes its global reputation on the performance and expertise of its CPM® Members.
- CPM® Members manage nearly \$2 trillion in real estate property assets
- CPM® Members manage 11.4 million residential units and 10.4 billion square feet of commercial space in the U.S.



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