

Build Your Career Equity

With Upcoming IREM Education

These IREM courses address essential human resources and important marketing concepts that will help your properties thrive in today's competitive real estate market.

Marketing & Leasing Office Buildings (MKL406)

Date: September 10 and 11, 2012
Time: Registration: 8:00 a.m.
Course: 8:30 a.m. to 5:00 p.m.
Place: Millennium Tower
10375 Richmond Ave., 1st Floor Training Room
Houston, TX 77042
Cost: \$590 Premier (CPM, CPM Candidates, ARM, ACM, AMO Members)
\$680 Classic (Associate, Student, Academic Members)
\$735 Nonmembers
TREC: 14 regular hours / no ethics or legal
Provider 0192 / Course 14-00-088-5141

Apply principles to practice by working with real-world scenarios designed to teach you the major aspects of market analysis, effective marketing practices, and successful lease negotiations for office space.

You'll learn:

- Market assessment: Regional and neighborhood analysis, demographic data collection, impact of various economic factors
- Leasing strategies: Stacking plans, office lease negotiation, working with broker relationships and commissions, commercial lease provisions, prospect qualification
- Tenant retention: Efficient resolution of tenant complaints, strategies for increasing tenant loyalty
- All about office markets including office, medical, and leasing retail

How you'll benefit:

- Drive leasing activity and build awareness of your office properties with a compelling marketing campaign
- Secure new tenants and maximize use of available space
- Negotiate commercial leases to suit the owner's objectives and close the deal

MKL406 and HRS402 Cancellation Policy: For a cancellation more than 10 business days prior to the course, student receives a full refund. If the cancellation occurs less than 10 business days (but a minimum of three business days) prior to the course, a \$75 administration fee is imposed to either refund the tuition or transfer the student to another course. Cancellation within 72 hours (3 business days), or if the student is a no-show, there is no refund or transfer provided. No exceptions can be made to the rules above.

 **IREM Institute of Real Estate Management**

Fax your reservation to: 713-783-0283, email
smichalk@iremhouston.org or mail to
5851 San Felipe, Suite 235, Houston, Texas 77057

Human Resource Essentials for Real Estate Managers (HRS402)

Date: September 12 and 13, 2012
Time: Registration: 8:00 a.m.
Course: 8:30 a.m. to 5:00 p.m.
Place: Millennium Tower
10375 Richmond Ave., 1st Floor Training Room
Houston, TX 77042
Cost: \$590 Premier (CPM, CPM Candidates, ARM, ACM, AMO Members)
\$680 Classic (Associate, Student, Academic Members)
\$735 Nonmembers
TREC: 14 regular hours / no ethics or legal
Provider 0192 / Course 14-00-049-5742

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

You'll learn:

- Planning and requirements: Staffing needs, job responsibilities, descriptions, and skills
- 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'll benefit:

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

Name: _____

Company: _____

Address: _____ ST: ___ Zip: _____

Email: _____

Phone: _____

Please bill my: ___ MC ___ Visa ___ AMEX in the amount of \$ _____

Acct# _____ Exp Date: _____

Signature _____

Enclosed is my check for \$ _____ Questions? Call 713-783-9225

Local scholarship program application can be found at <http://www.iremhouston.org/education.php>