

## Private Offerings...

Here's What Our Clients Say:

"The ability of IREM Region 3 Education to bring classes into our offices was very beneficial as we were able to get many students through the classes at one time, at our convenience and without traveling to outside locations."

...**Karen Krackov, CPM®, Grubb & Ellis**

"Bringing IREM classes to our employees in our own training facility was very convenient, increased interaction and idea sharing between colleagues, and the discount that we received for having the class in-house saved the company money!"

...**Christina White, CPM®,  
Vornado/Charles. E. Smith**



"The quality of the education I received through IREM and Region 3 surpasses that of any other industry association courses I have taken."

...**Katherine V. Shiplett, RPA, CPM®,  
CB Richard Ellis**

Clients such as

**Kettler Management**

**Vornado/Charles E. Smith**

**JBG**

**Cafritz Company**

**The Donaldson Group**

**Trammell Crow Company**

**Housing Opportunities Commission,  
Montgomery County, MD**

**Housing Authority, City of Annapolis**

and many others have reaped the benefits of IREM private offerings sponsored by Region 3 Education.



## IREM Education

*Private Offerings Customized  
For Your Business*

**Let us bring the best real estate management training to your workplace on your schedule.**

### IREM Region 3 Education

Greater Metropolitan Washington DC Chapter 8

Maryland Chapter 16

Central Virginia Chapter 38

Virginia Tidewater Chapter 39

Northern Virginia Chapter 77

West Central Maryland Chapter 92

**Region 3 Education  
301-948-6234 or  
iremchapter77@aol.com**



# Subject Matter that Matters...

To You and Your Business

Turn to IREM to learn about:

- Property Financial Management and Asset Management
- Professional Ethics
- Marketing and Leasing
- Business Development
- Legal Issues and Risk Management Strategies
- On-site Maintenance and Risk Management
- Human Resource and Relationship Management
- Fair Housing/ADA
- Common Interest Developments
- Sustainability



## The Credentials

### CERTIFIED PROPERTY MANAGER® (CPM®)

The most prestigious credential for real estate managers, including multi-family, office, retail and industrial properties. Educational requirements for the CPM® designation include\*:

- One intermediate Marketing & Leasing course (MKL405 or MKL406)
- Human Resource Essentials (HRS402)
- Maintenance & Risk Management (MNT402)
- Investment Real Estate: Financial Tools (FIN402)
- Investment Real Estate Financing & Valuation, Parts One, Two & Three (ASM603, 604 & 605)
- Management Plan Skills Assessment (MPSA)
- CPM Certification Exam
- Ethics for the Real Estate Manager (ETH800)

### ACCREDITED RESIDENTIAL MANAGER® (ARM®)

One of the most recognized certifications for site managers of small to mid-size residential portfolios, including those who manage conventional apartments, federally-assisted housing, condominiums, and single-family homes. Educational requirements for the ARM® designation include\*:

- Successful Site Management (RES201)
- OR
- Marketing & Leasing, Multifamily (MKL405)
  - Human Resource Essentials (HRS402)
  - Maintenance & Risk Management (MNT402)
  - Investment Real Estate: Financial Tools (FIN402)
  - Ethics for the Real Estate Manager (ETH800 or IREM Ethics Online)

### ACCREDITED COMMERCIAL MANAGER® (ACoM®)

IREM's new certification for site managers of small to mid-size commercial portfolios, including those who manage office, retail, and industrial properties. Educational requirements for the ACoM® include\*:

- Marketing & Leasing, Office Buildings (MKL406)
- Human Resource Essentials (HRS402)
- Maintenance & Risk Management (MNT402)
- Investment Real Estate: Financial Tools (FIN402)
- Ethics for the Real Estate Manager (ETH800 or IREM Ethics Online)

### ACCREDITED MANAGEMENT ORGANIZATION® (AMO®)

A key step toward global recognition of your real estate management company, gaining the AMO® accreditation generates business and networking among the most elite firms in the industry. Firms seeking the AMO® accreditation must have a CPM® in an executive position supervising its real estate management activities. Educational requirements include:

- Growth Strategies for Real Estate Management Companies (BDM601)

And two of the following:

- Today's Leadership Challenges (HRS603)
- Human Resource Essentials (HRS402)
- Maintenance & Risk Management (MNT402)

\*Other requirements relating to work experience, portfolio size and successful completion of the application are also required for designations. The courses above fulfill only the educational requirements of the designation. Students who hold some other real estate designations and/or undergraduate or graduate degrees in real estate or property management may be able to skip some courses.

Let Us Design a Customized Program for Your Employees...

From individual to credential-based programs, we do it all—your way

## Why Choose IREM?

**IREM credentials are the most highly-esteemed and sought-after, both internationally and in the United States.**

⇒ IREM courses won't just give you a quality educational experience, they will prepare you for earning our premier credentials.

**Employees acquire expanded knowledge of current industry issues**

⇒ All courses are taught by seasoned real estate managers who have decades of experience and are current practitioners.

⇒ Students learn about practical applications to day-to-day business, not just abstract theories.

⇒ IREM courses present opportunities to network with other industry professionals and exchange best practices.

**Enhanced productivity and performance**

⇒ Employees will learn about progressive management strategies that will enhance overall quality of their work.

Manage Your Training with Flexible Options...

Courses can be taught one or two days per month over several months, using your own training room.

# Learn from the Best in the Business



All of our instructors have the experience and expertise to give you the practical knowledge you need to excel in the industry. Simply put—IREM instructors are the best in the industry. To be considered for a position on the IREM faculty, an applicant must be a CERTIFIED PROPERTY MANAGER® (CPM®) and must also have:

### Training

IREM instructors must participate in a comprehensive selection and training program which includes intense teaching simulations.

### Integrity

IREM instructors stand behind their designations and ethical business practices—their level of experience, expertise and enthusiasm are unsurpassed in the industry.

### Perspective

As practitioners, IREM instructors give you the well-rounded training experience you need to improve your skills and advance your career.

## IREM Region 3 Instructors

**Leonard Frenkil, Jr., CPM®** is Executive Vice President and Principal of Washington Place Management, AMO®, located in Baltimore, Maryland. His firm manages for third parties and principals alike, with a primary focus on residential properties and multifamily and manufactured housing. They also have active commercial and industrial portfolios totaling approximately 200,000 square feet.

**Anthony W. (Tony) Smith, CPM®** is Regional Vice Chairman of the CB Richard Ellis Mid-South Region, AMO®. The firm manages and leases over 30 million square feet of office, business center, and retail properties in the Virginia and Carolina markets. Mr. Smith provides strategic and operational guidance to the company, as well as providing asset management, development and financing services in his role as Senior Vice President of Robinson Development Group, Inc.

**Cindy Clare, CPM®** serves as President of Kettler Management Inc., a McLean, Virginia based property management firm specializing in apartments that range from high-end luxury to affordable housing. Ms. Clare joined Kettler in March 2005, and oversees operations of more than 13,000 apartments currently under management.

**Ramón J (Ray) Venero, CPM®** has been involved in the commercial real estate investment and management business since 1978. He has held leadership positions with national real estate syndicators, regional real estate development and management companies.

**Connie J. Patterson, CPM®** is President of The Connie Patterson Company, offering services nationally in consulting, residential and commercial management, and asset management. Previously Ms. Patterson was Vice President of The Holladay Corporation, Polinger Shannon & Luchs, and Shannon & Luchs Co. She has been a CPM® for over 18 years.

**William (Bill) Lehan, CPM®** has been involved in property management since 1995, managing residential, commercial, industrial & retail facilities. During this time he has held positions of VP Facilities, Director of Operations, and Director of Engineering. Prior to this he spent twenty years in the US Navy and three years running civilian power plants in the US and abroad.

## Sample Pricing Private Offering with 12 Students, CPM® Designation

Course	No. Days	Date	Guar. No. of Students*	Price per Student	Savings per Student*	Total	Total Savings
ETH800	1	June	12	\$170	\$45	\$2,040	\$540
MKL406	2	July	12	\$570	\$145	\$6,840	\$1,740
HRS402	2	Sept	12	\$570	\$145	\$6,840	\$1,740
MNT402	2	Oct	12	\$570	\$145	\$6,840	\$1,740
FIN402	2	Nov	12	\$570	\$145	\$6,840	\$1,740
ASM603	2	Jan	12	\$570	\$145	\$6,840	\$1,740
ASM604	2	Feb	12	\$570	\$145	\$6,840	\$1,740
ASM605	1	Mar	12	\$310	\$80	\$3,840	\$960
MPSAEXM	4	Apr	12	\$1,400	n/a	\$16,800	n/a
CPM001	0.5	Apr	12	\$155	\$40	\$1,860	\$480
CPMEXM	0.5	Apr	12	100	n/a	\$1,200	n/a

**Total Savings for CPM® Designation-Based Education \$12,420**

## Sample Pricing Private Offering with 12 Students, ARM® Designation

Course	No. Days	Date	Guar. No. of Students*	Price per Student	Savings per Student*	Total	Total Savings
RES201	5	June	12	\$750	\$215	\$9,000	\$2,580

**Total Savings for ARM® Designation-Based Education \$2,580**

*\*Savings based on private offering pricing vs. non-member public prices. Pricing is for example purposes only and will vary depending on such factors as availability of local instructors, flexibility with regards to dates and number of total courses being offered. Assumes minimum guarantee of 12 students per courses; prices may be lower if more students are guaranteed.*