



This plan was developed by the 2020 IREM Executive Committee and approved by Governing Council in September of 2020. It serves as a guide for the organization and the activities we'll prioritize over the next several years to ensure the long-term success of IREM, our members, and

## Awareness

### Goal

Real estate management is known, understood, and globally recognized as a valued profession.

### Objectives

Increase awareness of the value of property management professionals to employers.

Increase awareness of the value of professional property management to property owners and clients.

Increase awareness of property management as a career among students and others entering the workforce.

Increase awareness among practitioners outside of North America of property management as a true profession.

## Next gen

### Goal

IREM equips the next generation of real estate managers to impact the future success of the profession.

### Objectives

Increase the impact of next generation within IREM leadership.

Improve digital/social engagement with next generation.

Increase engagement and participation of next generation in non-certification benefits.

Increase membership of next generation.

## IREM experience

### Goal

IREM is relevant to members and customers

# IREM<sup>®</sup> strategic plan

## 2021 and beyond