



IREM Institute of Real Estate Management

VIRGINIA TIDEWATER CHAPTER 39

FRIENDS OF IREM®

Information and Application

Welcome...

March 19, 2007



IREM Institute of Real Estate Management

FRIENDS OF IREM® Program

What is IREM®?

The Institute of Real Estate Management (IREM®) is a national organization of real estate management professionals. This organization is an affiliate of the National Association of REALTORS® and its membership is comprised of real estate professionals engaged in the management of multi-family, retail, commercial, and industrial facilities.

What is The Friends of IREM® program?

The Friends of IREM® program is a unique opportunity for our members to become acquainted with your company's products and services. The program will allow the Chapter to put together a vendor directory for use by its members. IREM® has created this special category of membership for professionals whose business lines are critical to the real estate management industry.

IREM® recognizes that in order to stay current with evolving laws, regulations, and technology, IREM® members must have good information from reliable sources. The communication of this information to our members is often voluminous and leads to confusion. With the Friends Program, the Platinum sponsorship is limited to one company per specialty. This will create an elite group to which members can communicate their needs for products and services. The Gold and Silver sponsorship offers opportunities to also open lines of communication and promote your company's product and services.

As a Friend of IREM®, you will have an unparalleled opportunity to position your service to the industry's key decision makers.

This is your personal invitation to become a Friend of the Institute of Real Estate Management, Virginia Tidewater Chapter 39.

Chapter 39 Friends of IREM® Guidelines:

1. The categories will consist of a mix of vendors and professionals in our field.
2. Friends will be eligible through introduction by a CPM®/ARM® member in good standing. An application for membership is attached and is also available from the Friends of IREM® Committee or the Chapter Administrator. After completing the CPM®/ARM® reference portion of the application, the CPM®/ARM® should send it to the Friends of IREM® applicant for completion. The completed application and the appropriate fee should be then forwarded to the Friends of IREM® Committee as indicated on the application. If the application is cancelled for any reason, other than committee denial, a processing fee of \$50 will be deducted from the fee and the balance will be refunded.
3. There will be a standing committee to encourage membership in, and regulation of, the Friends of IREM® program. This committee will consist of a Chair, who is an IREM® member serving on the Executive Council, one CPM®/ARM® member and three platinum level members who are all in good standing. The purpose of this committee will be to review applicants' credentials and character prior to approval, and then to recommend approval to the Executive Council.
4. Any issue concerning a Friend of IREM® should be presented to the Friends of IREM® committee who will review the situation with the person(s) involved to determine an appropriate course of action. Final decision lies with the Executive Council.



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5. At the Platinum level, only one company in the same category (i.e., providing similar services or products) may be a Friend of IREM® at the same time. (Includes Gold and Silver level sponsorship).
6. The categories for the Platinum level are limited to the categories listed on the application. Any additional categories must be approved by the Friends of IREM® Committee and the Executive Council.
7. At the Gold and Silver levels, there is no limit as to how many companies may share a category providing a Platinum level sponsor does not exist.
8. Platinum Friends must attend a minimum of 50% of the Chapter functions and also participate in the annual Friends Showcase or similar event. Gold and Silver Friends are welcome to attend the allotted number of meetings per their level of sponsorship. (Gold – 2 meetings)
9. The Friends Showcase event welcomes all levels of sponsorship, but only Platinum level members can set up display materials, tables, and pass out informational materials.
10. It should be understood that our functions are meant for the purpose of building relationships and conducting chapter business. Voting at motions presented at the meeting is strictly prohibited unless one holds the CPM® or ARM® designations and is a member in good standing.
11. Friends will be subject to an annual fee depending on level of sponsorship due on June 1st of each year. The annual fee will be prorated quarterly based on date of application after June 1. This entitles the corporation to the special privileges and benefits outlined below that are still available in the portion of the year that they join..
12. Friends of IREM® applicants will be required to sign the application acknowledging the terms and conditions upon which their membership is contingent. (See application for details.)

Rights and Privileges – Platinum Level: \$1,000

1. New Friends will be introduced to the entire Chapter through the quarterly newsletter. The article will state an individual representative's name, address and telephone number, as well as the nature of the firm's business.
2. New Friends will be formally introduced at the next Chapter meeting.
3. Friends must attend a minimum of 50% of the Chapter's functions and also participate in the annual Friends Showcase or similar function. If a friend fails to participate in the Chapter's functions, the Chapter will have the right not to extend membership for the following year.
4. Friends will receive a copy of the IREM® Virginia Tidewater Chapter 39 membership Directory and be entitled to a free full page ad in the advertising section of our directory. The location of the full page ad is at the Chapter's discretion, but special locations are available at an additional fee.
5. Friends can receive exposure to Chapter membership and other real estate professionals by sponsoring luncheons and making a presentation at a monthly educational session. Educational presentations are available based on first come, first served and the topics must be approved by the Executive Council. Platinum members may also give a short presentation (>5 minutes) at any meeting to announce changes in the business environment that would be applicable to the property management industry.
6. Friends are encouraged to submit educational articles pertaining to their specialty for the Chapter newsletter.
7. Friends name or logos will appear on the Chapter meeting notices, programs, and newsletters if space permits.
8. Friends will be entitled to send two representatives to each monthly meeting at the rate afforded all members. Identification name badges will be provided.

9. Friends with platinum sponsorship will receive a link and logo on IREM® Virginia Tidewater Chapter 39's website and be listed on the website directory.
10. Platinum sponsorship offers exclusivity for the category that each company covers. The Platinum member may be listed on the website in more than one category. A Platinum sponsor may cover one main category and no other company may participate at any level in the platinum sponsor's main category.

Rights and Privileges – Gold Level: \$500

1. New Friends will be introduced to the entire Chapter through the quarterly newsletter. The article will state an individual representative's name, address and telephone number, as well as the nature of the firm's business.
2. New Friends will be formally introduced at the next Chapter meeting.
3. Friends may attend a maximum of 2 of the Chapter's luncheons and the annual Friends Showcase or similar function.
4. Friends will receive a copy of the IREM® Virginia Tidewater Chapter 39 membership Directory and may purchase a quarter page internal ad in the advertising section of our directory at a discounted rate.
5. Friends can receive exposure to Chapter membership and other real estate professionals by sponsoring luncheons and making a presentation at a monthly educational session. Educational presentations are available based on first come, first served and the topics must be approved by the Executive Council.
6. Friends are encouraged to submit educational articles pertaining to their specialty for the Chapter newsletter.
7. Friends will be entitled to send one representative to one monthly meeting semi-annually at the rate afforded all members.
8. Friends with Gold sponsorship will receive a logo on IREM® Chapter 39's website and be listed in the website directory.
9. Gold members may only be listed in one category

Rights and Privileges – Silver Level: \$350

1. New Friends will be introduced to the entire Chapter through the quarterly newsletter. The article will state an individual representative's name, address and telephone number, as well as the nature of the firm's business.
2. New Friends will be announced at the next Chapter meeting.
3. Friends may participate in the annual Friends Showcase or similar function.
4. Friends will receive a copy of the IREM® Virginia Tidewater Chapter 39 membership Directory.
5. Friends are encouraged to submit educational articles pertaining to their specialty for the Chapter newsletter.
6. Friends will be listed on the websites directory.

Limitations and Prohibitions:

1. All Friends are strictly prohibited from directly soliciting business at the Chapter functions, i.e. canvassing and handing out of business cards/brochures. The intent is to avoid the appearance and fact of active solicitation and canvassing of the Chapter membership.
2. The Friends agree that their participation in the Friends of IREM® program in no way denotes or assumes any direct affiliation with Chapter 39 and/or IREM® National, and/or any other NAR affiliate. Further, they agree such participation represents a "supportive friend" of the Chapter solely and totally.
3. The Friends agree that violation of any rules, regulations, privileges, limitations, and such, current and future, in Chapter's sole discretion may result in the termination of membership from this program.
4. The categories listed on the Platinum level application are the only categories open for Platinum level sponsorship. Any new recommendations to add Platinum level categories must be approved by the Friends Committee by majority vote, followed by a majority vote by the Executive Council.



IREM Institute of Real Estate Management

VIRGINIA TIDEWATER CHAPTER 39 "FRIENDS OF IREM" PLATINUM APPLICATION

To be completed by introducing CPM®/ARM® member:

Introducing CPM®/ARM® member: _____

Length of acquaintance: _____ How you used the services of the applicant _____

Why do you recommend the applicant firm for the Friends of IREM® program? _____

To be completed by Applicant:

<input type="checkbox"/> Attorney	<input type="checkbox"/> General Contractor	<input type="checkbox"/> Construction Management	<input type="checkbox"/> Electrical Contractor
<input type="checkbox"/> Dumpster	<input type="checkbox"/> Glass/Glazing	<input type="checkbox"/> Elevator/Escalator	<input type="checkbox"/> Fire Inspection/Protection
<input type="checkbox"/> Roofer	<input type="checkbox"/> Landscaping	<input type="checkbox"/> Environmental/Abatement	<input type="checkbox"/> Office Cleaning
<input type="checkbox"/> Paving	<input type="checkbox"/> Restoration	<input type="checkbox"/> Insurance Company	<input type="checkbox"/> Window Cleaning
<input type="checkbox"/> HVAC	<input type="checkbox"/> Site Lighting	<input type="checkbox"/> Plumbing Contractor	<input type="checkbox"/> Doors/Windows(replacement)

Firm: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Firm's Representative: _____ Title: _____

Email Address: _____ Phone: _____

Website: _____

Primary Business Activity: _____

Secondary Business Activities: (1) _____ (2) _____

Other Professional Affiliations and Memberships: _____

Reason for Application as a Friend of IREM®: _____

This application is for a: () Platinum Membership (\$1000 annually)

Return this application to: IREM® Chapter 39, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320
Phone: 757-473-8701 Fax: 757-473-9897

A "Friend" shall be a Friend, and not a member of the Institute of Real Estate Management. Only CPM® members, ARM® members, associate members, candidates, ACM® member firms, and AMO® member firms may be members of IREM®. By signing below, I agree that I shall not hold myself or company out to be a member of the Institute of Real Estate Management, nor shall I use or permit the use of the CPM®, ARM®, ACM® or AMO® designations, or any other indicia of membership in or affiliation with, the Institute. I understand that, if approved as a "Friend of IREM®" I may not use the Institute name, acronym or logo, with the exception of the phrase "Friend of IREM®" for the sole and limited purpose of indicating that I am a Friend of the Institute. I understand that, should my participation as a Friend be terminated by the chapter at any time, there shall not be a refund of my contribution. The "Friends of IREM®" program is not a National program but solely and exclusively under the direction and administration of Chapter 39. All rules, regulations, privileges, penalties, costs, dues, changes, modifications, administration and such are under the sole direction of the Chapter 39 Board of Directors. Chapter 39 may modify, and/or terminate participation and/or program without prior notice.

APPLICANT'S SIGNATURE: _____ DATE OF APPLICATION: _____



IREM Institute of Real Estate Management

VIRGINIA TIDEWATER CHAPTER 39 "FRIENDS OF IREM®" PROGRAM GOLD/SILVER APPLICATION

To be completed by introducing CPM® member:

Introducing CPM® member: _____

Length of acquaintance: _____ How you used the services of the applicant _____

Why do you recommend the applicant firm for the Friends of IREM® program? _____

To be completed by Applicant:

Firm: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Firm's Representative: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

Primary Business Activity: _____

Other Professional Affiliations and Memberships: _____

Reason for Application as a Friend of IREM®: _____

This application is for a: () Gold Membership (\$500 annually) () Silver Membership (\$350 annually)

Return this application to: IREM® Chapter 39, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320
Phone: 757-473-8701 Fax: 757-473-9897

A "Friend" shall be a Friend, and not a member of the Institute of Real Estate Management. Only CPM® members, ARM® members, associate members, candidates, ACM® member firms, and AMO® member firms may be members of IREM®. By signing below, I agree that I shall not hold myself or company out to be a member of the Institute of Real Estate Management, nor shall I use or permit the use of the CPM®, ARM®, ACM® or AMO® designations, or any other indicia of membership in or affiliation with, the Institute. I understand that, if approved as a "Friend of IREM®" I may not use the Institute name, acronym or logo, with the exception of the phrase "Friend of IREM®" for the sole and limited purpose of indicating that I am a Friend of the Institute. I understand that, should my participation as a Friend be terminated by the chapter at any time, there shall not be a refund of my contribution. The "Friends of IREM®" program is not a National program but solely and exclusively under the direction and administration of Chapter 39. All rules, regulations, privileges, penalties, costs, dues, changes, modifications, administration and such are under the sole direction of the Chapter 39 Board of Directors. Chapter 39 may modify, and/or terminate participation and/or program without prior notice.

APPLICANT'S SIGNATURE: _____ DATE OF APPLICATION: _____