



INDUSTRY PARTNER PROGRAM DETAILS AND APPLICATION

IREM is a worldwide association of more than 18,000 members engaged in the field of property management, who have met stringent requirements in the areas of education, experience, and commitment to a code of ethics. It is the only professional association committed to serving all property types, including commercial, retail and residential. IREM awards four nationally recognized designations to qualified individuals and organizations.

- CERTIFIED PROPERTY MANAGER• (CPM•)
- ACCREDITED RESIDENTIAL MANAGER• (ARM•)
- ACCREDITED MANAGEMENT ORGANIZATION• (AMO•)
- ACCREDITED COMMERCIAL MANAGER (ACoM)

Industry Partner Program Description

The Industry Partners program enables vendors to increase their exposure to real estate managers who are members of IREM. IREM encourages its members to look to the Industry Partners to provide a valuable resource of licensed, insured, and reputable vendors whose credentials have been reviewed by the local Chapter, and whose members recommend the provider.

The Industry Partner program provides recommended vendors the opportunity to acquire quality leads and continuous exposure to approximately 300 IREM members local to South Carolina through a variety of educational programs and networking events scheduled throughout the year. IREM members manage commercial buildings, medical buildings, incubator buildings, multi-family properties, retail, etc.

Industry Partners have a dedicated page on the iremsc72.org website and are linked in weekly email blasts, allowing IREM members to learn more about their service and to easily contact a representative.

Industry Partner Program Guidelines

Ownership:

The IREM South Carolina Chapter 72 Industry Partner program is not a National program, but solely and exclusively under the direction and administration of South Carolina Chapter 72. All rules, regulations, privileges and penalties costs, fees, changes, modifications, administration and such are under the sole direction and discretion of South Carolina Chapter 72.

Business Categories:

IREM Chapter 72's Industry Partner program permits three Industry Partners per Business Category. By limiting participation to *three* Industry Partners per category, each Industry Partner has the opportunity for a more focused networking program. Additionally, most property managers are typically required to get three bids from vendors, and this program offers sufficient quality options so members can meet the bid requirement while remaining within the program. Approved Industry Partner categories are as follows:

Architect	Facility Maintenance	IT Products and Support	Signage
Attorney	Financial Services	Janitorial Services	Tenant Screening
Concrete/Asphalt	Fire Protection	Landscaping-Exterior	Tree Services
Communications	Flooring	Painting/Wall Covering	Window Cleaning
Contractor Services/Capital Improvements	Furniture Sales/Rental	Parking Lot Operations/Sweeping	Window Sales/Repair
Electrical	Graphic/Web/Video Design	Plantscaping-Interior	Waste Removal/Recycling
Elevator/Escalator	HVAC	Plumbing Services and Supplies	
Emergency Restoration	Engineering	Security Services	

Category Selection:

Industry Partners must choose one category that best represents their core business. The IREM Website sponsorship, related introductions, and promotional materials related to Industry Partners will be limited to content related to the primary category. Industry Partners with multiple competencies are encouraged to communicate those multiple competencies independently. Industry Partner applicants that do not see their business category listed can petition the Industry Partner Committee to have the category added.

Documentation:

Only the finest and most reputable professionals are invited to participate in the Industry Partners program. To be considered, prospective applicants must provide proof of requisite business and industry licenses, evidence of general liability and workman's compensation insurance, as well as a recommendation from at least one IREM Member.

Renewal:

The program is based on a contract year, allowing each partner, regardless of their start date, a full year of benefits. Renewal is not automatic. The Industry Partner will be notified 60 days prior to the contract expiration and may be given the opportunity to renew based on member satisfaction. If the Industry Partner does not renew by the contract renewal date, the position within the business category will be available to another prospect. Should the prospect on the wait-list indicate a desire to complete an application, the space will be held for 2 weeks to allow time for application completion.

Member Satisfaction:

IREM member satisfaction is critical to maintain the integrity of the program. An IREM member may submit a formal grievance with the Industry Partner Committee if the product of service received by the Industry Partner, as of the Industry Partner contract date, is found to be unsatisfactory. An initial grievance will result in the Industry Partner being placed on probation. The submission of a second grievance will result in the removal of the Industry Partner from the program without refund or restitution for any benefits not yet received. Any services found to be fraudulent, deceptive, or unethical will result in immediate termination without the benefit of probation, refund or restitution for any benefits not yet received.

Industry Partner Graphic Design Specifications:

As an IREM South Carolina Chapter 72 Industry Partner, IREM would like to highlight your company in our print and electronic publications, as well as any other sponsorship or marketing opportunities that may arise. In an effort to keep our graphical content consistent, our partners are asked to submit graphics per the specifications found on this sheet. At the time of the application approval, please provide the following:

1. Logo (used for sponsorship of events and other misc.. marketing)

A. Format: jpg (jpg is the format that works best with our website.)

B. Resolution: 300 dpi minimum (600 dip is better for large print banners.)

2 Business Card Graphic (misc. marketing)

A. Format: jpg

B. Size: 3.5" Wide X 2" high

C. Resolution: 300 dpi minimum

1. Content: Logo, contact name, phone, address, email

E. (The provider your current business card artwork should be able to provide this with no additional effort).

If you are experiencing difficulty providing the required graphics, please let us know and we will assist you in getting your files created or converted.

Industry Partner Program Qualifications and Benefits

Submission Requirements:

- Requisite business and industry licenses
- General liability and workman's compensation insurance
- Recommendation from at least one IREM member ([only for new members](#))
- Better Business Bureau rating of not less than B, and in good standing or no unresolved complaints
- Industry Partner Application
- Business logo in jpg format**
- \$750 fee, per contract year***

Benefits:

- Attendance of two company representatives at the quarterly meetings
- The vendor will be billed should more than two company representatives attend
- Access to Membership Directory, updated monthly in .pdf form
- Ability to market to members via print, telephone, email or In-person meetings. Emails sent to the IREM membership must include an "opt out" option
- Publishing of company contact information and description on the website (*URL*) with a link to partner website. The web page is a living document, and additional recommendations and updated materials can be added anytime to refresh and update the page
- Opportunities to write articles for the IREM newsletter on your company or services with the focus on education property managers
- Accessibility to Chapter's website
- Receipt of Chapter mailings and electronic postings
- Use of IREM Industry Partner logo in conjunction with Industry Partner program
- Invitation to participate as a volunteer on specified IREM Chapter 72 Volunteer Committees
- Opportunities to sponsor additional events throughout the year
 - IREM Chapter 72 will advertise any networking or educational event that you would like to host to all of our members
- Monthly Email Feature (\$250)
 - Exclusive Email blast to all IREM Members
 - Company Profile
 - IREM Member Recommendation
 - Highlights of recent work
- Presenting sponsor of spring or fall meeting (\$500)
 - Attendance of up to five company representatives
 - 2-5 minutes of speech time
 - Sign and collateral material at events
 - Golf Tournament Sponsorship

**The IREM Industry Partner Program does not act as a mediator or offer counsel for disputes between members and vendors, whether Industry Partners or not.*

***Industry Partner is responsible for providing the required artwork and logos per the spec sheet provided.*

****IREM may, from time to time, require the service provided by an Industry Partner and may choose to offer an "in-kind" trade of service for the Industry Partner Contact fee, to vendors that qualify to be approved as Industry Partners.*



INDUSTRY PARTNER APPLICATION

Date: _____

Company Name: _____

Company Representative: _____

IREM Member Recommendation By: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Company Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Industry Category (see list of approved categories): _____

Please include with your application:

1. \$750 Payment for the annual fee (required to complete application)
2. Proof of your company's good standing with the Better Business Bureau, if applicable
3. Copy of business/industry license and certificate of insurance for Worker's Compensation Insurance
4. Written Recommendation from one current IREM member
5. Graphics, per the requirements listed

Check Attached: # _____

Please Initial the Following Program Details

- I understand that application submittal does not guarantee acceptance into the program. Fees are refunded to vendors not approved.
- I understand that only complete applications are considered, and a delay in sending supplemental documents will delay application approval.
- I understand that if approved, I may use the IREM Industry Partner Logo and may market my company as an IREM Industry Partner, but may not represent myself as an IREM Member.
- I understand that Industry Partners are required to offer competitive, quality, and ethical services.
- I understand that a member may file a written complaint with reference to an Industry Partner that fails to provide competitive, quality, or ethical services while participating in the Industry Partner program.
- I understand that any Industry Partner receiving two written complaints regarding failure to provide competitive quality, or ethical services will be removed from the program with no expectation of refund.
- I understand that involvement in the IREM Industry Partner Program grants my company exposure and networking opportunities with property managers. I further understand that IREM does not guarantee new business based on those opportunities.
- I understand that Industry Partner contracts are based on a contract year. I will be invoiced 60 days prior to my renewal and renewal payment is required on or before the contract renewal date to secure my company's position in the program.
- I understand that if my renewal fee is not submitted by the renewal date, my company's position in the Industry Partner Program may be cancelled and given to a vendor on the wait list.

Applications can be mailed with a check or emailed to admin@irem72.org. Submittal of the application does not constitute acceptance into the program. Only complete applications are reviewed by the Industry Partner Committee and approved by the Executive Council. Applicants will be notified in writing regarding the application approval within 30 days of submittal.

Industry Partner Program Policy & Disclaimer

An "Industry Partner" is not a member of the Institute of Real Estate Management. Only CPM® members (Certified Property Manager®), AMO® (Accredited Management Organization®), ARM® members (Accredited Residential Manager®), CPM® Candidates, Associate Members, ACoM members (Accredited Commercial Manager) may be members. By signing the Industry Partner application, I agree that I shall not hold myself out to be a member of IREM nor shall I use or permit the use of the CPM® or AMO® designations, ARM® certification, or other indications of membership in, or affiliation with, IREM. I understand that, if approved as an Industry Partner, I may use the name Institute of Real Estate Management and/or its acronym "IREM" only in conjunction with the words "Industry Partner of" for the sole and limited purpose of indicating that I am an "Industry Partner of IREM."

I have read and accept the program description, guidelines, qualifications and benefits, and certify that the application is complete and all supplemental documents included are valid.

Authorized Signature

Date

Printed Name

Contract Start Date: _____

IREM Chapter IAE

Email Application to: admin@irem72.org

P.O. Box 11005

Columbia, SC 29211

Phone: (803) 319-1644