



IREM[®]
Western North Carolina
Industry Partner Application
2023

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*You are invited to participate in the
IREM[®] Western North Carolina Industry Partner program.
Enclosed is information on the program and an application form.
Please contact the IREM[®] Chapter Office if you have any questions.*

Revised - January 2023



What is IREM®?

The Institute of Real Estate Management (IREM®) is an international community of real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing.

An affiliate of the National Association of Realtors®, IREM® is the home for all industry professionals connected to real estate management – and the only organization serving both the multi-family and commercial sectors.

We believe:

- That good management matters
- That well-managed properties pay dividends in terms of value and in the quality of life for residents, tenants and customers
- In professional ethics
- In the power of knowledge and the importance of sharing it

IREM® offers a variety of membership types for professionals of every experience level, from on-site managers to high-level executives. Our credentials, earned by meeting high standards of education, experience, and ethical business practices, include:

- Certified Property Manager (CPM®)
- Accredited Residential Manager (ARM®)
- Accredited Commercial Manager (ACoM®)
- Accredited Management Organization (AMO®)

For more than 80 years, IREM® has set the standard for best practices in real estate management. Today, IREM® membership includes more than 20,000 individuals and 550 corporate members.

IREM® Western North Carolina was founded in 1960 and has been serving the local and regional community for over 50 years! Today's membership consists of nearly 300 certified and associate professionals serving the real estate community in a variety of property management roles.

What is an Industry Partner?

The Industry Partner program is an opportunity for recommended firms to present their products or services to IREM[®] members who have demand, and in most cases, final purchasing authority. Property managers rely on a variety of companies and individuals to help provide their tenants and residents with the best service possible. The Industry Partner program benefits our members by providing a network of high-quality vendors with which to do business.

The Industry Partner program is designed to foster professional relationships between our membership and a mix of locally-represented, reputable, quality service vendors, contractors, and other real estate related professionals. As an Industry Partner, you will have a variety of networking opportunities with our Chapter membership and other Industry Partners, while providing our chapter with a source of financial support which enables us to continue our commitment to education and professionalism.

What does it mean to be an Industry Partner?

"EDS has been fortunate enough to be an IREM Industry Partner since 2005. It has given our company the opportunity to create long lasting relationships with many Property Managers, as well as other vendors. The best part of our membership is the familiar faces we get to see on a regular basis. We prefer to call them our FRIENDS! Our participation in IREM plays a large role in who we are today and we are thankful to everyone involved. We hope to remain a partner in this wonderful organization for many more years to come."

Joe Whitten, Operations Manager, Environmental Diversified Services

State Line Lighting joined IREM in late 2016 and has enjoyed participating in the many events since then. IREM gives our staff access to the decision-makers within our demographic as well as other industry partners. We especially enjoy the easy, casual networking events. As a company, we strive to be a good partner for our customers and a growing influence for our community. IREM helps us accomplish those goals through the fun and creative events such as 'Pajamas and Pancakes' held last fall. The IREM staff is extremely supportive and responsive to any and all needs. We look forward to our continued involvement throughout 2022!

Cindy Farley, Account Sales, State Line Lighting

IREM[®] WNC Industry Partner Program

Program Specifics:

- The opportunity to network with Charlotte's top property management professionals
- Industry Partner Membership is offered to a firm and not for the individual(s) within the company
- A firm may only be represented in ONE services category.
- A minimum of fifty (50%) percent of a firm's annual revenue must come from the services category for which it is represented. It is understood that some firms have multiple divisions and may not find revenues to equal or exceed this threshold. In such a situation, the IREM[®] WNC Board of Directors will review the applicability of the validity of this requirement.
- A firm may only directly market to the IREM[®] Membership, within the category for which the Industry Partner is approved, at IREM[®] WNC events, in IREM[®]WNC based publications and direct marketing.
- A firm must be sponsored by an IREM[®] WNC Member
- Approval required by the IREM[®] WNC Board of Directors

Annual fees will be billed in December of each year, beginning the year after the firm enrolls. A prorated fee will be charged in the first year of application.

Silver Industry Partner: \$850 per year

A great way to meet IREM[®] members and keep your name in front of them.

The Silver Industry Partner will receive the following benefits:

- Industry Partner membership, permitting up to 1 company employee to attend events and luncheons, open to Industry Partners
- 1 complimentary luncheon ticket for each luncheon (registration is still required)
- 6 complimentary "guest" lunch tickets; can only be used for Property Managers and not for other vendors or Industry Partners
- Membership list provided in Excel format
- Listing on IREM[®] WNC website with a link to your company website
- Special "Industry Partner" name badges issued during luncheons
- First right of refusal for next year (if Industry Partner policy guidelines for membership are met)

Gold Industry Partner: \$1,500 per year

This package will provide Industry Partners with the best coverage for their company and services.

The Gold Industry Partner will receive the following benefits:

- Industry Partner membership, permitting up to 2 company employees to attend events and luncheons, open to Industry Partners
- 2 complementary luncheon tickets for each luncheon (registration is still required)
- 6 complimentary "guest" lunch tickets; can only be used for Property Managers and not for other vendors or Industry Partners
- Recognition at all chapter luncheons (PowerPoint containing Industry Partner logos; IREM[®] WNC President announces each Industry Partner company and company attendees are allowed to stand)
- Company listing and logo displayed at all IREM[®] WNC luncheons and events (Banner)
- Recognition at the annual golf tournament (Banner); sponsorships sold separately
- Membership list provided in Excel format
- Listing on IREM[®] WNC website with a link to your company website
- Special "Industry Partner" name badges issued during luncheons
- Opportunity to write articles for the newsletter referencing your firm's services, in the approved Industry Partner category, but with focus on educating property managers
- Opportunity to sponsor special networking events with only IREM[®] WNC Members
- Use of IREM[®] Industry Partner logo on your website
- Industry Partner spotlight on website or through IREM[®] WNC's social media outlets once per year
- First right of refusal for next year (if Industry Partner policy guidelines for membership are met)



IREM® WNC Industry Partner Application

Company Name: _____

Mailing & Street Address: _____

City, State and Zip: _____

Phone: _____ Website: _____

Contact Name: _____ Contact Email: _____

Contact Phone (ofc): _____ Contact Phone(cell): _____

Type of Business (be specific): _____

Professional Alliances: _____

How did you hear about IREM®?

Have you ever attended an IREM® function? Yes _____ No _____ If so, which one & where?:

List two business references:

Name: _____ Company: _____

Phone: _____ E-mail: _____

Name: _____ Company: _____

Phone: _____ E-mail: _____

Section below to be completed by IREM® Sponsor (must be an IREM® CPM® member, CPM® Candidate or IREM® Associate Member who has used your services and can give a testimonial to your work ethic, integrity, and reputation):

Name: _____ Phone: _____

Email: _____

Length of acquaintance (min. 6 months): _____

Why do you recommend this company for the IREM® WNC Industry Program?

IREM® WNC Sponsor's Signature: _____



IREM[®] WNC Industry Partner Application *(Continued)*

As an Industry Partner applicant, what can your company offer to IREM[®] WNC on what you perceive as the IREM[®] WNC Industry Partner Program?

Please attach a description and/or brochure explaining your company's scope of operation.

IREM[®] Industry Partner Membership fees are based on a twelve-month period

Please check one: [] Gold - \$1,500 [] Silver - \$850

During the year of application, the Membership is prorated based on the quarter of the acceptance by the IREM[®] WNC Board of Directors, with fees as follows:

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Gold	\$1,500	\$1,125	\$750	\$375
Silver	\$ 850	\$ 640	\$425	\$215

Applicant's Signature: _____

Printed Name: _____ Title: _____

Date: _____

Upon receipt of IREM[®] WNC sponsor signature, please sign and return this application to:

**IREM[®] Western NC, 601 South Kings Dr., Ste F429, Charlotte, NC 28204 or
Scan and email to: IREMWesternNC@gmail.com**

Payment will be invoiced upon application approval

IREM[®] WNC Industry Partner Policy Agreement

(Please initial and/or sign below (where indicated) acknowledging that you have read and understand this policy)

Participation Agreement

- Participation is limited and will be filled on a first come, first served basis.
- Application will be reviewed and must be approved by the IREM[®] WNC Board of Directors.
- Participation is mandatory for Industry Partners to maintain their Industry Partner status.
- Participation includes:
 - Attendance at 3 of 6 general membership luncheon/dinner meetings
 - Participation in two (2) of the following:
 - Golf Tournament (Third Quarter)
 - Social & community service events (Dates vary)
 - Trade Show
 - Lunch and Learn sponsorship (limited dates each year)
 - Highly Encouraged to Attend of IP annual meeting (Third Quarter)

It is noted and understood that an annual review of each Industry Partner's status will be completed by the Industry Partner committee. If an Industry Partner does not comply with the Agreement, their status will be brought before the IREM[®] WNC Board of Directors for further action which may include termination of participation in the program without refund of dues.

In addition to the above, applicant agrees to the following:

- **An "IREM[®] Industry Partner" shall not be a "member" of the Institute of Real Estate Management**, only CPM[®] members (Certified Property Manager), AMO[®] members (Accredited Management Organization), ARM[®] members (Accredited Residential Manager), CPM[®] Candidates, ACoM[®] members (Accredited Commercial Manager), Associate members, Student Members or Academic members may be members. By signing the Industry Partner application, the Industry Partner agrees that their company nor their employees will be a member of IREM[®] nor shall use or permit the use of the CPM[®] or AMO[®] designations, ARM[®] certification, or other indicia of membership in, or affiliation with, IREM[®]. The Industry Partner understands that, if approved as an IREM[®] Industry Partner, Industry Partner may use the name Institute of Real Estate Management and/or its acronym "IREM[®]" only in conjunction with the words "IREM[®] Industry Partner" for the sole and limited purpose of indicating that Industry Partner is an "IREM[®] Industry Partner". Logo available upon request of the WNC office. Industry Partner understands that, should participation as an IREM[®] Industry Partner be terminated by WNC at any time, there shall be no refund of fees paid.

IREM[®] WNC Industry Partner Policy Agreement *(Continued)*

- **The IREM[®] Industry Partner program is not a National program**, but solely and exclusively under the direction and administration of IREM[®] Western North Carolina. All rules, regulations, privileges and penalties, costs, fees, changes, modifications, administration and such are under the sole direction and discretion of the Board of Directors of the IREM[®] Western North Carolina.
- **New Industry Partners will be billed on a prorated basis** upon approval of their application by the IREM[®] WNC Board of Directors. Payment will be due within thirty (30 days) of billing. Payments not received within thirty days will be subject to a 10% late fee. Payments not received (either membership dues or an unpaid late fee) within sixty (60) days of original billing (or thirty (30) days in the case of a late fee) will be subject to immediate termination as an Industry Partner. Any amounts paid towards the initial billing will be refunded upon termination.
- **If the IREM[®] Industry Partner business expands** during the year to include services provided by other current IREM[®] Industry Partners, the IREM[®] Industry Partner agrees to notify IREM[®] within 15 days for approval by the Board of Directors. If the service conflicts with a current IREM[®] Industry Partner, the company may not advertise that service to IREM[®] members. Industry Partner understands that failing to do so will initiate a review by the IREM[®] Industry Partner Committee and the Board of Directors.
- **Sponsorship opportunities not included in the IREM[®] Industry Partner package will be offered to the IREM[®] Industry Partner for first right of acceptance.** After the deadline for "a la carte" sponsorships is offered, if an IREM[®] Industry Partner does not choose to accept a sponsorship opportunity, sponsorships may be offered to vendors that are not affiliated with the IREM[®] WNC Industry Partner program.
- **If the Industry Partner is renewing**, in addition to payment of the annual Industry Partner fee, the Industry Partner must sign the Industry Partner Policy Agreement, send a copy of the company's current marketing materials and designate which IREM[®] WNC committee(s) the company has interest in serving. Committees and their descriptions can be found at the end of the IREM[®] WNC Industry Partner Policy Agreement.

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IREM® WNC Industry Partner Policy Agreement (Continued)

- **Renewal billing to occur in December of each year**, for the next 12-month, calendar year. Billing of Industry Partner fees in December gives the Industry Partner the ability to pay the invoice in December or January, depending on the Industry Partner’s accounting requirement. A 10% Late Fee will be assessed for all Industry Partner fees not paid by January 15, following the annual December billing. Any Industry Partner with outstanding Industry Partner fees or an unpaid late fee on February 15, following the annual December billing, shall be subject to immediate termination as an Industry Partner. Any amounts paid towards the annual billing will be refunded upon termination.

Initial _____

- **If IREM® Industry Partner does not renew**, IREM® Industry Partner agrees to remove the IREM® Industry Partner logo from their website or any other marketing materials.

Initial _____

By signing below, applicant agrees to the all the terms as stated in this IREM® WNC Industry Partner Policy Agreement:

Applicant Signature: _____

Title: _____

Company Name: _____

Date: _____

For Renewing Applicants:

- ✓ IREM® Industry Partner Membership fees are based on a twelve-month period

Please check one: [] Gold - \$1,500 [] Silver - \$850

- ✓ Please attach the most recent description and/or brochure explaining your company's scope of operation.



A Special Thank You to our 2022 IREM® Industry Partners

IREM® WNC would like to recognize our following "Partners" for their generous sponsorship and contributions:

Gold IREM® Industry Partners

A & K Painting
AirTight FaciliTech
Arboguard Tree Specialists
Baker Roofing
Bland Landscaping
Carolina Asphalt
Carolina Cleaning Solutions
Carolina Site Concepts
Carolina Tree Care
Custom Coatings
Datawatch Systems
DragonFly Pond Works
Drake Restoration
EBM Building Maintenance
Environmental Diversified Services
Inovis Energy
Interstate Contract Cleaning Services
Joffie Contracting Services

Loc Doc Security
Mecklenburg Paint Company
Mitec
MSS Fire & Life Safety
North American Landscaping
O'Leary Group Waste Services
Pressure Pros
Radco Construction Services
RAM Pavement Services
Schindler Elevator Corporation
Scotties Building Services
Servpro
State Line Lighting
SunStates Security
United Maintenance Corporation
Western Waterproofing
Yellowstone Landscaping

Silver IREM® Industry Partners

Austin Canvas & Awnings
Belfor USA
The Budd Group
Cleanstreak
Duke Energy
Enviro Waste Service Group
Envirotrol HVAC Contractors
Foster Lake & Pond Management
The Maintenance Team
Mid America Metals
Modern Construction

Offit Kurman
Otis Elevators
PM&A Engineering
The Ray Company
Rolling Greens
State Building Services, LLC
Strategic Claim Consultants
Tax Advantage Property Services
Thyssen Krupp Elevator
United Mechanical