



## Why should you hire a **CERTIFIED PROPERTY MANAGER®**?

You and your clients own property for one reason—as a financial investment. You need a real estate manager who can enhance the value of your real estate assets and make the most of your investment.

**Hire the real estate management expert who will help you achieve your investment goals.**

**Hire a CPM.**

With years of experience and comprehensive management expertise, a CPM can maximize your property's potential as an income-producing investment.

The consensus is unanimous—research shows that investors and owners place the highest value on the CPM designation compared to all other real estate management credentials.



## **A CERTIFIED PROPERTY MANAGER Can:**

### **Provide management expertise**

Experience is one of the defining qualities of a CPM. Candidates must have a minimum of five years of decision-making activity in real estate management before earning the CPM designation. In fact, the average CPM has over 21 years of experience. Candidates must also complete numerous hours of education—but learning doesn't stop there. CPM designees have access to the latest industry information through the Institute's courses, publications, conferences and web site. CPM designees manage over \$834 billion in real estate assets, including approximately 9.9 million residential units and 5.8 billion net square feet of commercial space.

### **Compete successfully in your market**

Whether all of your real estate investments are in one city or across the world, a CPM has the expertise needed to make your properties desirable in the local markets. A CPM knows what's hot and what's not in your particular area and can draw upon the knowledge of more than 8,800 CPM designees worldwide for information and trends in other real estate markets.

### **Solve complex problems**

With extensive analytical training and years of experience, a CPM has the ability to deal with complex issues and unforeseen obstacles to reaching your goals. A CPM can get to the core of the matter immediately and implement the right solution. Whether a tenant crisis or a series of operational setbacks should suddenly arise, a CPM has the troubleshooting skills to resolve the problem quickly and efficiently. A CPM will deliver the best solutions time and time again so that your property operates seamlessly.

### **Communicate skillfully**

A CPM is a seasoned manager with multi-faceted communication skills. Aside from maintaining smooth building operations, you need someone who is capable of interacting with a diverse group of people. From one-on-one interaction with residents or tenants to boardroom meetings regarding P&L statements—a CPM has the ability to cover the whole range of communication channels.

### **Help you reach your investment goals**

Having a CPM manage your property means that you have someone who can do more than just building maintenance. The training involved in becoming a CPM ensures that your property will be managed as an investment. A CPM is equally as comfortable justifying rent increases to your tenants as they are calculating and maximizing your ROI. Whether you intend to own property for a few years or a few decades, a CPM will analyze your property's financial potential to help you meet your investment goals.

### **Manage all aspects of operations**

A CPM can best be defined as a versatile specialist. A professional who holds the CPM designation is trained to handle the full range of property management tasks with skills that encompass the financial, administrative, legal, social, economic and physical areas essential to property performance. Most CPM designees manage mixed portfolios, including office buildings, shopping centers, apartments, condominiums, federally assisted housing, and industrial parks.

### **Protect your investment**

Integrity is critical when you entrust someone else with the management of your investment. CPM designees must abide by the industry's most rigorous Code of Professional Ethics, which is strictly enforced by the Institute. Adherence to this code requires the use of utmost care in managing your property and handling funds. Those violating the ethical code are subject to revocation of their CPM designation. You can trust a CPM with your real estate investment.

