



IREM CHAPTER 58 2012 EDUCATION CALENDAR

DATE/LOCATION/COST	COURSE DESCRIPTION
<p>MARCH 19 – 23, 2012</p> <p>Facility: Double Tree Hotel 1111 Jefferson Road Rochester, NY 14623</p> <p>Cost:</p> <p>Part One Premier Member \$590.00 Classic Member \$680.00 Nonmember \$735.00</p> <p>Part Two Premier Member \$590.00 Classic Member \$680.00 Nonmember \$735.00</p> <p>Part Three Premier Member \$590.00 Classic Member \$680.00 Nonmember \$735.00</p>	<p>ASM 603, 604, 605 Financial Operations & Asset Management</p> <p>ASM603 - Investment Real Estate Financing and Valuation - Part One March 20 & 21 Utilize financial tools that will build value and increase income for your business holdings.</p> <p>What you will learn:</p> <ul style="list-style-type: none"> • Economics of real estate investment • Sources of financing • Loan calculation • Loan analysis • Property valuation and capitalization rates <p>How you will benefit:</p> <ul style="list-style-type: none"> • Produce higher revenue for your portfolio despite fluctuations in the financial and real estate markets • Negotiate optimal financing packages that will maximize your cash flow • Boost client satisfaction levels with accurate property valuations and risk assessments <p>ASM604 - Investment Real Estate Financing and Valuation - Part Two March 21 & 22 Learn how to determine the performance of real estate assets using a variety of measurement tools and approaches.</p> <p>What you will learn:</p> <ul style="list-style-type: none"> • The time value of money • Discounted cash flow, valuation and investment return • Mid-stream analysis • Discounted cash flow and leases <p>How you will benefit:</p> <ul style="list-style-type: none"> • Enhance the long-term financial outlook of your portfolio • Secure the future prosperity of your business • Shape leases to your advantage and generate higher returns for your clients <p>ASM605 - Investment Real Estate Financing and Valuation - Part Three March 23 Think strategically and apply your new knowledge from ASM603 and ASM604 to "real-world" investment scenarios. This course features in depth discussion and hands-on application of concepts used to perform multiple cash flow analyses.</p> <p>What you will learn:</p> <ul style="list-style-type: none"> • Taxation • Practical applications and analysis of case studies <p>How you will benefit:</p> <ul style="list-style-type: none"> • Maximize the value of properties and consistently deliver forecasted returns for owners and investors • Strengthen client relationships and win new business with newly developed financial acumen

DATE/LOCATION/COST	COURSE DESCRIPTION
<p>APRIL 24, 2012</p> <p>Facility: TBD Rochester, NY</p> <p>Cost: \$89 Members \$109 Non Members</p>	<p>SRM 001 – Sustainable Real Estate Management</p> <p>This course focuses on common sense, cost-effective solutions to sustainable real estate management.</p> <p>Sustainable Real Estate Management (SRM001) provides:</p> <ul style="list-style-type: none"> • Credit toward the Credential for Green Property Management (CGPM) awarded jointly by the National Affordable Housing Management Association (NAHMA) and the National Apartment Association Education Institute (NAAEI) • Continuing education credit for U.S. Green Building Council LEED Professionals • Core training required for staff at properties receiving funding under the U.S. Department of Housing and Urban Development (HUD) Market to Market (M2M) Green Initiative and Green Retrofit Program <p>What you will learn:</p> <ul style="list-style-type: none"> • Sustainability and Real Estate Management • Sustainable Property Operations. Increasing Energy and Water Efficiency • Improving Indoor Environmental Quality (IEQ) • Reduce, Reuse, and Recycle • The Sustainable Real Estate Management Company <p>How you will benefit:</p> <ul style="list-style-type: none"> • Implement sustainable property operations and increase energy and water efficiency • Improve indoor environmental quality • Learn to run a sustainable real estate management company
<p>SEPTEMBER 27, 2012</p> <p>Facility: GRAR Training Center 800 West Metro Park Rochester, NY 14623</p> <p>Cost: \$89 Members \$109 Non- Members</p>	<p>FHS 201 – Fair Housing & Beyond</p> <p>“Fair Housing and Beyond” is the result of an exciting collaboration between the Institute of Real Estate Management (IREM) and the National Apartment Association Education Institute (NAAEI) to address the need for comprehensive fair housing training in the residential real estate management industry. This groundbreaking 4.5-hour seminar sets a new standard in fair housing training</p> <p>This groundbreaking 4.5-hour seminar sets a new standard in fair housing training by:</p> <ul style="list-style-type: none"> • Using DVD-delivered scenarios to demonstrate how real-life situations require critical thinking and prudent decision making • Vividly showing the serious consequences of incorrect responses and providing coaching on how to avoid costly mistakes • Delivering relevant knowledge of fair housing essentials – practical explanations of how federal, state, and local protected classes and barred discriminatory acts impact property operations <p>What you will learn:</p> <ul style="list-style-type: none"> • The Protected Classes and Discrimination: Self assessment, the need for fair housing education with all staff, federal protected classes, state/municipal/local fair housing protections, discrimination by differential treatment and disparate impact, a closer look at discrimination and the fair housing protections • Focus on Disability: Discrimination and the disability protection, demonstrating sensitivity and awareness, reasonable accommodations and modifications • Fair Housing and Property Operations: Communication protocols, handling resident complaints, documentation and statute of limitations, resident selection guidelines, occupancy standards, fair credit reporting, and advertising guidelines

DATE/LOCATION/COST	COURSE DESCRIPTION
<p data-bbox="82 180 456 216">OCTOBER 25 – 26, 2012</p> <p data-bbox="82 573 467 695">Facility: Farmington Gardens 6000 Mercier Blvd, Farmington, NY 14425</p> <p data-bbox="82 743 399 865">Cost: Premier Member \$590.00 Classic Member \$680.00 Nonmember \$735.00</p>	<p data-bbox="508 180 1422 216">HRS 402 Human Resource Essentials for Real Estate Managers</p> <p data-bbox="508 254 1523 415">Successfully face the challenges of hiring, managing and evaluating on-site staff and discover how to operate a seamless human resources function. What you will learn: Planning and requirements: Staffing needs, job responsibilities and skills, job descriptions Recruitment and selection: Candidate qualification, employment offers and contracts, alternative staffing options Training and development: Learning styles, training delivery, training programs, career development.</p> <p data-bbox="508 449 743 476">What you will learn:</p> <ul data-bbox="565 480 1484 730" style="list-style-type: none"> • Planning and requirements: Staffing needs, job responsibilities and skills, job descriptions • Recruitment and selection: Candidate qualification, employment offers and contracts, alternative staffing options • Training and development: Learning styles, training delivery, training programs, career development techniques • Employee management: Employee motivation, performance evaluation, policies, and record keeping <p data-bbox="508 772 760 800">How you will benefit:</p> <ul data-bbox="565 804 1370 894" style="list-style-type: none"> • Select the right people for each job • Maximize the productivity of your staff • Reduce both the financial and emotional costs associated with turnover