



Michigan Chapter #5 has created the Industry Partners program to assist you and your company in promoting your business through your association with IREM® Michigan Chapter #5. The Industry Partner program was designed by Michigan Chapter #5 of IREM® to provide valuable exchange between an elite group of service providers and the members and affiliates of our local IREM® chapter.

The mission of the Industry Partners Program is to offer a professional environment where Partners and IREM® members can share information, network and build lasting and valuable business relationships. Participating vendors (Industry Partners) are provided with exposure to over 350 Certified Property Managers® (CPM®) Accredited Residential Managers® (ARM®), Accredited Management Organizations® (AMO®), CPM® Candidates and Associate Members throughout Southeastern Michigan. A variety of educational programs, social events and our trade show offer Industry Partners the opportunity to interface with busy property management professionals.

Backed by the strength and integrity of IREM®, the success of the Industry Partners program has grown steadily since its inception in the late 1980's. The Industry Partner program will enable your business to promote itself as being associated with the Chapter, providing you with exposure to our membership, as well as many other benefits.

To become an Industry Partner you must have a CPM® recommend your company, be considered by the Executive Council as practicing good business ethics, complete and sign the enclosed application form and return it along with your annual service fee of \$700 for Bronze Level, \$975 for Silver Level, or \$1,200 for Gold Level membership to:

IREM Michigan Chapter No. 5  
24125 Drake Road  
Farmington Hills, Michigan 48335

As you may or may not be aware, the only way to become a member of IREM® is to become a CPM® or ARM®. However, we feel that this program is the next best thing by reflecting your company's connection with IREM® Michigan Chapter No. 5. Don't miss out on this opportunity - send your application and annual service fee today. Please refer to the enclosed material or, if you have further questions, contact Susan Knowles at the IREM office, (248) 615-3885 or myself at (248) 948-4195.

Yours truly,

SIGNATURE ASSOCIATES/CUSHMAN & WAKEFIELD, AMO®

Marvin B. Perlin, CPM®  
"Industry Partners" Committee Chairman



2011

# IREM Industry Partner PROGRAM

As an Industry Partner of IREM Michigan Chapter 5, your company will receive high visibility, exposure and direct contact with your target market - property management professionals.

## ANNUAL MEMBERSHIP INCLUDES:

- A Partner may advertise that they are an "Industry Partner of IREM Michigan Chapter No. 5"
- The member rate for MI Chapter 5 monthly meetings (for all company employees)
- Identification at the Trade Show as Partner
- Advertising in the Trade Show Program at 1/2 price
- 25% off all other advertising with IREM Michigan Chapter 5 (NewsTrak, Directory, Website, etc.)
- Michigan Chapter 5 membership mailing labels or computer generated report up to 2 times/year
- An opportunity to be a member of one or more of Michigan Chapter 5's various committees
- Two (2) magnetic name badges. Additional or replacement badges will cost \$20.00 each

*\*All benefits apply within the year of membership*

Value / Benefit



**ANNUAL FEE: \$1200**

- \$700 Annual Membership Benefits listed above plus**
- \$500** Sponsorship & Display Table at one Breakfast Meeting, including a 3 minute presentation
- \$250** \$250 discount off the price of one booth at the Annual Trade Show
- \$200** 25% discount on one golf foursome at the Annual Golf Outing
- \$200** 25% discount off a full table at the Annual Inaugural Ball
- \$275** A 1/4 Page Ad in One Issue of NewsTrak



**ANNUAL FEE: \$975**

- \$700 Annual Membership Benefits listed above plus**
- \$250** \$250 discount off the price of one booth at the Annual Trade Show
- \$175** A Business Card Size Ad in One Issue of NewsTrak
- \$100** Double Side Banner Ad on Michigan Chapter 5 website for one quarter
- \$80** 10% discount on one golf foursome at the Annual Golf Outing
- \$80** 10% discount off a full table at the Annual Inaugural Ball



**ANNUAL FEE: \$700**

- \$700 Annual Membership Benefits listed above plus**
- \$100** \$100 discount off the price of one booth at the Annual Trade Show
- \$80** 10% discount on one golf foursome at the Annual Golf Outing
- \$80** 10% discount off a full table at the Annual Inaugural Ball



**IREM Institute of Real Estate Management**  
*Michigan Chapter 5*

For more information, please contact:  
Susan Knowles, Marketing Director  
phone: 248.615.3885  
email: [sknowles@irem5.org](mailto:sknowles@irem5.org)

# IREM MICHIGAN CHAPTER 5 APPLICATION FOR "INDUSTRY PARTNER" MEMBERSHIP

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

Firms Primary Representative \_\_\_\_\_

Primary Business Activity \_\_\_\_\_

Service Category \_\_\_\_\_

i.e.: Landscaper, Asphalt Contractor, Attorneys, Janitorial Services, Construction, etc.

Professional Affiliation and Memberships \_\_\_\_\_

Number of years firm has been in business \_\_\_\_\_

Reason for Application as an Industry Partner \_\_\_\_\_

CPM® Member Reference:

1. Name \_\_\_\_\_ Phone # \_\_\_\_\_

2. Name \_\_\_\_\_ Phone# \_\_\_\_\_

Please indicate membership level by placing an "X" in the box next to your level of choice

**Service Fee: \$700.00 Annual Fee Bronze Level**

**\$975.00 Annual Fee Silver Level**

**\$1,200.00 Annual Fee Gold Level**

VISA/MC/AX \_\_\_\_\_ Expiration \_\_\_\_\_

Return Application to: IREM Michigan Chapter 5  
24125 Drake Road  
Farmington Hills, MI 48335  
Attn: Susan Knowles

A "Partner" will be a partner, not a member, of the Institute. Only CPM® (Certified Property Managers) and ARM® (Accredited Residential Manager) may be a member. By signing below, I agree that I will not hold myself out to be a member of the Institute of Real Estate Management, nor will I use our permit the use of the CPM® or ARM® designations, or any other indicia of membership in, or affiliation with, the Institute. 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 the conjunction with the words "Industry Partner for the sole and limited purpose of indicating that I am a "Partner" of the Institute. I understand that, should my participation as a Partner be terminated by the chapter at any time, there will be no refund of my contribution.

The "Industry Partner" program is not a national program but solely and exclusively under the direction and administration of IREM Michigan Chapter 5 Executive Council. All rules, regulations, privileges and penalties, costs, dues, changes, modifications, administration, application approval and such are under the sole direction and discretion of Chapter 5. Chapter 5 may modify and/or terminate participation and/or the program without prior notice.

Applicant's Signature \_\_\_\_\_ Date of Application \_\_\_\_\_