



Principles of Real Estate Management

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Entirely revised and updated, Principles of Real Estate Management highlights the current changes within today's economy and their impact on real estate management, including savvy online marketing techniques through social media and other outlets, the impact of sustainability, as well as sound maintenance techniques to keep any property primed for occupancy. Along with covering the foundations of real estate and economics, this sixteenth edition also features more in-depth information on government and real estate, and the effects of the Great Recession. The Institute of Real Estate Management (IREM*) is an international community of real estate managers across all property types dedicated to ethical business practices and maximizing the value of investment real estate. An affiliate of the National Association of REALTORS", IREM has been a trusted source for knowledge, advocacy and networking for the real estate management community for more than 77 years. IREM is the only professional real estate management association serving both the multi-family and commercial real estate sectors and has 80 U.S. chapters, 13 international chapters, and several other partnerships around the globe. Worldwide membership includes nearly 18,000 individual members and over 535 corporate members.

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