



## INDUSTRY PARTNER POLICY

The Industry Partner program enables vendors to increase their exposure to real estate managers who are members of the IREM Utah Chapter. IREM Utah encourages its members to look to Industry Partners to provide a valuable resource of licensed, insured, and reputable vendors whose credentials have been reviewed by the local Chapter and whose members recommend the provider.

The Industry Partner program provides recommended vendors the opportunity to acquire quality leads and continuous exposure to approximately 250 local IREM Utah members through a variety of educational programs and networking events scheduled throughout the year. IREM members manage commercial, medical, industrial, retail and multi-family properties.

Industry Partners of the IREM Utah Chapter are invited to attend various networking events which allow them exclusivity when interfacing with busy property management professionals. Only vendors participating in the program may attend. Vendors contemplating the program and interested in a preview may be invited to attend a meeting with the recommendation from a member and reservations are required. The number of prospects permitted at an event will be limited to no more than two.

IREM will maintain a waitlist of prospective industry partners. Waitlist vendors will be invited to sponsor and attend specific events including the Annual Golf Tournament, Legislative Town Hall and the Economic Forecast. Prospective industry partners are not allowed to attend monthly chapter meetings or the Holiday Event unless specifically invited by the board of directors.

The Utah Chapter will limit the number of participating Industry Partner companies to 20% of current IREM membership and 2 vendors per category. Service providers must apply for the category that is their primary business activity. The IREM Membership will be analyzed biannually by the Board of Directors in July and February for possible membership adds and drops to monitor how many service providers equates to 20%.

IREM has the right, for any reason, to cancel an Industry Partner's participation at any time. Internal monitoring of the quality of services and products provided by an Industry Partner will be performed by IREM members. Unresolved issues may lead to permanent cancellation of a company's participation. Issues brought to the Industry Partner Committee's attention will be reviewed and if applicable, recommendations will be made to the Board of Directors for appropriate action.

An individual will serve as the primary contact. The primary contact (or their substitute) will receive a complimentary registration to each Chapter luncheon during the year, providing written or online registration for the event is received by the published registration deadline. The primary contact may be changed at any time during the program year by written notice to the Utah Chapter. Other representatives may attend events for an additional cost for the event.

### Industry Partner Program Expectations

Industry Partners are expected to be active on our committees when opportunities arise and attend as many events as possible.

We ask that our Industry Partners sponsor at least two (2) events per year. Some of the events we expect to see full participation and criteria:

- Golf Tournament (vendor sponsorship is open to outside vendors after IREM partners get first choice of sponsorship opportunities)
- Networking events (no outside vendors may participate)

Be recommended and provide satisfactory, ethical service. This shall be monitored in the following ways.

- Provide two letters of recommendations from current IREM CPM's.
- If there is a complaint against an Industry Partner, the member complaint must be filed through the Chapter online form.
  - If the complaint is based on standard business dealings, the Board of Directors will review the complaint, and the Industry Chair will investigate both sides of the issue. IREM's priority is to have both parties reconcile in a satisfactory manner. If this is unable to be achieved, the complaint will be filed in the Industry Partner file. Industry Partners will be allowed 2 complaints. Upon receipt of the 3rd complaint, termination of the relationship will be considered.
  - If an industry partner is involved in any unethical or illegal practices, the Board of Directors reserves the right to terminate the relationship immediately.
  - Adhere to the IREM Code of Ethics (See attached)

### **Program Term**

Participation in the Industry Partner Program is based on a calendar year. Industry Partners that are approved from June - October will be billed based on a June renewal date. Continued participation in subsequent years requires the program fee payment that is received by the applicable deadline. Participation in the current year does not guarantee renewal in subsequent years. IREM reserves the right to eliminate or revise the program at any time.

### **Industry Partners Agree to the following**

- I understand the application submittal does not guarantee acceptance into the program.
- I understand that only complete applications are considered and a delay in sending supplemental documents may delay application approval.
- I understand that if approved, I may use the IREM Industry Partner logo and may market my company as an IREM Industry Partner, but may not represent myself as an IREM member.
- I understand that Industry Partners are required to offer competitive, quality and ethical services.
- I understand that a member may file a written complaint with reference to an Industry Partner that fails to provide competitive, quality or ethical services while participating in the Industry Partner program.
- I understand that any Industry Partner receiving written complaints regarding failure to provide competitive, quality and ethical services may be removed from the program with no expectation of a refund.
- I understand that involvement in the IREM Industry Partner program grants my company exposure and networking opportunities with property managers. I further understand that IREM does not guarantee new business based on those opportunities.
- I understand that only one (1) representative from my company may attend a member meeting at no charge. Additional representatives will pay the member luncheon cost.

- I understand that Industry Partner contracts are based on a fiscal year. I will be invoiced 45-60 days prior to my renewal and renewal payment is required on or before the renewal date to secure my company's position in the program.
- I understand that if my renewal fee is not submitted by the renewal date, my company's position in the Industry Partner program may be cancelled and given to a vendor on the wait list. Applications can be emailed to [info@irem.utah.org](mailto:info@irem.utah.org). Submittal of the application does not constitute acceptance into the program. Only complete applications are reviewed by the Industry Partner committee and approved by the Board of Directors. Applicants will be notified in writing regarding the application approval within 30 days of submittal.

Industry Partner Program Policy & Disclaimer An "Industry Partner" is not a member of the Institute of Real Estate Management. Only Certified Property Managers<sup>®</sup> (CPM<sup>®</sup>), Accredited Residential Managers<sup>®</sup> (ARM<sup>®</sup>), Accredited Commercial Managers<sup>®</sup> (ACoM<sup>®</sup>), Accredited Management Organizations<sup>®</sup> (AMO<sup>®</sup>), CPM<sup>®</sup> Candidates, Associates and Students may be members. By signing the Industry Partner application, I agree that I shall not hold myself out to be a member of IREM nor shall I use or permit the use of the CPM<sup>®</sup>, ARM<sup>®</sup>, ACoM<sup>®</sup> or AMO<sup>®</sup> certifications or other indicia of membership in, or affiliation with, IREM. I understand that if approved as an Industry Partner, I may use the name, Institute of Real Estate Management and/or its acronym "IREM<sup>®</sup>," only in conjunction with the words "Industry Partner" for the sole and limited purpose of indicating that I am an "Industry Partner of IREM<sup>®</sup>."

Approved: September 3<sup>rd</sup>, 2024