



*“Owners, Investors and Partners are expecting their Property Managers to have the certification and training to best manage their investments. The CPM program is the best in the industry.”*

— Frank Staats, CPM®  
Crescent Real Estate

## Marketing & Leasing Office Buildings (MKL406)

**September 10 - 11, 2012**  
**Registration: 8:00 a.m.**  
**Course: 8:30 a.m. - 5:00 p.m.**

**Millennium Tower**  
**10375 Richmond Ave.**  
**1st Floor Training Room**  
**Houston, TX 77042**

### Registration Fees:

**Premier Rate: \$590**

(applies to CPM, CPM Candidates, ARM, Accredited Commercial Manager and AMO Members)

**Classic Rate: \$680**

(applies to Associate, Student and Academic Members)

**Nonmember Rate: \$735**

*Local scholarship program application can be found at <http://www.iremhouston.org/education.php>*

Provider 0192  
Course 14-00-080-7313  
14 hours MCE Credit

Apply principles to practice by working with real-world scenarios designed to teach you the major aspects of market analysis, effective marketing practices, and successful lease negotiations for office space.

### What you'll learn:

- Office markets: Office buildings, medical buildings, and marketing and leasing retail space for office buildings
- Market assessment: Regional and neighborhood analysis, demographic data collection, impact of various economic factors
- Leasing strategies: Stacking plans, office lease negotiation, working with broker relationships and commissions, commercial lease provisions, prospect qualification
- Tenant retention: Efficient resolution of tenant complaints, strategies for increasing tenant loyalty

### How you'll benefit:

- Drive leasing activity and build awareness of your office properties with a compelling marketing campaign
- Secure new tenants and maximize use of available office space
- Negotiate commercial leases to suit the owner's objectives and close the deal

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

- CPM®     CPM® Candidate     Associate  
 ARM®     ARM® Candidate     ACM  
 Employee of an AMO® firm     Student/Faculty

### Payment Method

- Check or money order payable to IREM Houston  
 Visa     Mastercard     AMEX

Card Name \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Number \_\_\_\_\_

### Signature

Register at [www.iremhouston.org](http://www.iremhouston.org) or send this form to:  
 IREM Houston Chapter No. 28  
 5851 San Felipe, Suite 235  
 Houston, Texas 77057  
 713.783.9225 Fax 713.783.0283  
 smichalk@iremhouston.org

*Course Cancellation Policy: For a cancellation more than 10 business days prior to the course, student receives a full refund. If the cancellation occurs less than 10 business days (but a minimum of three business days) prior to the course, a \$75 administration fee is imposed to either refund the tuition or transfer the student to another course. Cancellation within 72 hours (3 business days), or if the student is a no-show, there is no refund or transfer provided. No exceptions can be made to the rules above.*