



Where Can You Find the Best Site Manager?

Are the owners of the residential properties in your portfolio demanding more out of their real estate investment? Are the residents at your properties demanding better services than ever? As a member of a homeowners' or condominium association, don't you want the best management available?

**Then you should demand more and get the best.
Hire the specialist in managing residential real estate.**

The ARM certification is the most widely recognized credential for residential property managers. Residential managers who have earned the ARM certification from the Institute of Real Estate Management have met the highest standards in education, experience and professionalism.

Hire an ARM.



Why Should You Hire an ACCREDITED RESIDENTIAL MANAGER?

Industry Knowledge

Those who have completed the training required to earn the ARM certification have demonstrated proficiency in the areas of marketing and leasing, financial operations, maintenance and operations, legal and risk management, human resources and ethics.

But learning doesn't stop there. ARM professionals have access to the latest industry information through the Institute's courses, publications, conferences and web site. In addition, an ARM has the opportunity to learn from other residential managers. An ARM can draw upon the knowledge of over 3,700 other ARM professionals worldwide to collaborate on optimal solutions and best practices.

Add Value to Your Investment

The training and experience that is required to earn the ARM certification means that ARM professionals have the expertise to improve your property's bottom line. An ARM can optimize value for the full range of residential properties—conventional apartments, federally assisted housing, condominiums and many more. From marketing your property to supervising rental operations to negotiating service contracts, an ARM will do whatever it takes to make your residential property operate at its best.

Integrity and Ethics

Every ARM must abide by the ARM Code of Professional Ethics, which is strictly enforced by the Institute. The code requires the use of utmost care in managing your residential properties and handling funds. Those violating the ethical code are subject to revocation of their ARM certification. Considering that this level of professionalism is unparalleled in the industry—you can trust an ARM with your residential real estate investment.

Experience

Nearly 76% of ARM professionals have nine or more years of experience, which means they have the expertise to handle the day-to-day tasks of running a residential property seamlessly. With an average portfolio size of 640 units, an ARM has plenty of hands-on experience in attracting and retaining tenants. ARM professionals also bring supervisory experience to the job, supervising an average staff of 14 employees, and using their human resources skills to recruit, motivate and retain their employees.

Problem-solving skills

With years of property management experience, an ARM has the proven ability to deal with complex issues and unforeseen obstacles to reaching your goals. An ARM can get to the core of the matter immediately and implement the right solution. Whether a tenant crisis or a series of operational setbacks should suddenly arise, an ARM has the troubleshooting skills to resolve the problem quickly and efficiently.

**When you hire an
ACCREDITED RESIDENTIAL
MANAGER, you know
you're getting a
qualified site manager
you can trust.**

