



**2024**



## **INDUSTRY PARTNERS OF IREM ORANGE COUNTY PROGRAM**

**IREMOC.ORG**  
(949) 617-1400  
INFO@IREMOC.ORG

# 2024 INDUSTRY PARTNERS OF IREM® OC PROGRAM

*Dear Current and Prospective Industry Partners of IREM®,*

We are thrilled to introduce our revamped benefits package, designed with valuable feedback and ongoing support in mind. At IREM, we believe in nurturing the strong relationships with our Industry Partners, and this enhanced benefits package is just one of the many ways we aim to show our appreciation.

Over the past year, we've been listening to your feedback and continuously working to improve the benefits we offer to our valued partners. We understand that in today's dynamic business environment, providing a robust benefits package is essential not only to attract but also to retain top-tier partners like you. You'll notice as you review the information in this packet that we've made several significant enhancements that we are excited to share with you.

One thing that hasn't changed is that all of our Chapter Events will be exclusive to IREM Industry Partners. The Southern California Real Estate Conference "SCREC" (excluding the trade show) will continue to be the only event that is available to a non-member Industry Partner in 2024 to purchase tickets to attend. We also plan on holding a "Meet the Board and Industry Partners" event in January which will be open to members and non-members so we can educate folks about our IREM membership and Industry Partner program. This event will also serve as a space to answer any questions you might have about your benefits and sponsorships.

We are dedicated to ensuring that our partnership remains not only mutually beneficial but also rewarding. Please feel free to reach out to our Vice President of Industry Partners, Erin Goto, with any questions or concerns you may have.

## Commitment to Professionalism

IREM Orange County is strongly committed to promoting and maintaining strong business relationships between Industry Partners and IREM Members. *Accordingly, solicitation efforts at any Industry Partners or chapter function are strongly discouraged.*

Please contact us if you have any questions at [info@iremoc.org](mailto:info@iremoc.org) or (949) 215-5539 EXT. 116

Thank you and best regards,

**Nicole Bee, CPM®**  
Chapter President  
IREM® Orange County

**Marisa Greenway**  
Executive Director  
IREM® Orange County



701 East Chapman Avenue, Orange, CA 92866  
(949) 215-5539 | [info@iremoc.org](mailto:info@iremoc.org)

## PARTNER BENEFITS

PLATINUM  
\$15,000

GOLD  
\$7,500

SILVER  
\$2,500

### MARKETING, SOCIAL MEDIA & DIRECTORY

	PLATINUM	GOLD	SILVER
• Feature listing on website	●	●	●
• Listing in The Source (logo and IP level) quarterly	●	●	●
• Sponsorship logo on all events not exclusively sponsored by our Gold and Platinum Partners, or individually sponsored events	●	●	●
• Social Media marketing on IREM Orange County platforms throughout the year	●	●	●
• Inclusion in annual IREM Orange County e-directory	●	●	●

### EVENTS

	PLATINUM	GOLD	SILVER
• Ability to attend IREM OC's 2024 calendar of events	●	●	●

### ECONOMIC FORECAST BREAKFAST

	PLATINUM	GOLD	SILVER
• Event sponsorship	●	●	●
• Tickets to event	4	2	○

### ANNUAL CHARITY GOLF TOURNAMENT

	PLATINUM	GOLD	SILVER
• Foursome for Golf	1	25% Off	○

### SOUTHERN CALIFORNIA REAL ESTATE CONFERENCE (SCREC)

	PLATINUM	GOLD	SILVER
• Event sponsorship	●	●	○
• Complimentary table (of 10)	●	○	○
• Individual tickets to the event	○	2	○
• Sponsorship of the Keynote Speaker	●	○	○
• Two-minute speaking opportunity or video at event	●	○	○

### EDUCATIONAL SEMINAR LUNCHEON

	PLATINUM	GOLD	SILVER
• Event sponsorship	●	●	○
• Tickets to event	2	1	○

### IYP SUMMER MIXER

	PLATINUM	GOLD	SILVER
• Event sponsorship	●	●	○
• Tickets to event	2	○	○

### AWARDS & INSTALLATION DINNER

	PLATINUM	GOLD	SILVER
• Title Sponsor	●	○	○
• Tickets to Event	2	○	○
• Two-minute speaking opportunity or video at event	●	○	○
• Seat at the President's Table	1	○	○

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

● - indicates Sponsor Only event

- |  |   |
|--|---|
| <p><b>ECONOMIC FORECAST</b> .....</p> <p>(10 SPONSORSHIPS AVAILABLE)</p> <p><b>FEB 2024</b>   1 (tabletop) exhibitor participation; 2 (tickets) to the event;<br/>Company logo on all event marketing.</p>                   | <p><input type="checkbox"/> \$700</p>   |
| <p>● <b>IYP TRIVIA COMPETITION</b> .....</p> <p>(20 TEAMS AVAILABLE)</p> <p><b>MAR 2024</b>   Team of 4 (tickets); Company logo on all event marketing.</p>  | <p><input type="checkbox"/> \$250</p>   |
| <p>● <b>CLAY SHOOTING</b> .....</p> <p>(20 TEAMS AVAILABLE)</p> <p><b>APR 2024</b>   Team of (5); Exhibitor tent/booth; Company logo on all event marketing.</p>   | <p><input type="checkbox"/> \$1,250</p> |
| <p><b>NEW MEMBER BREAKFAST</b> .....</p> <p>(2 SPONSORSHIPS AVAILABLE)</p> <p><b>MAY 2024</b>   Ticket to event / Logo on all event marketing.</p>   | <p><input type="checkbox"/> \$500</p>   |
| <p>● <b>IYP SUMMER MIXER AXE THROWING</b> .....</p> <p>(20 TEAMS AVAILABLE)</p> <p><b>JUN 2024</b>   Team of 4; Company logo on all event marketing.</p>   | <p><input type="checkbox"/> \$1,100</p> |
| <p><b>SCREC TRADESHOW</b> .....</p> <p>(60 BOOTHS AVAILABLE)</p> <p><b>JUL 2024</b>   1 (Exhibitor Booth); 2 (ALL DAY tickets); Limit of 5 reps at exhibitor booth;<br/>5 (TRADESHOW ONLY) tickets for RE Professionals.</p> | <p><input type="checkbox"/> \$1,400</p> |
| <p><b>GOLF TOURNAMENT</b> .....</p> <p>(36 FOURSOMES AVAILABLE)</p> <p><b>AUG 2024</b>   (1) FOURSOME</p>  | <p><input type="checkbox"/> \$1,200</p> |
| <p><b>NEW MEMBER BREAKFAST</b> .....</p> <p>(2 SPONSORSHIPS AVAILABLE)</p> <p><b>SEPT 2024</b>   Ticket to event / Logo on all event marketing.</p>  | <p><input type="checkbox"/> \$500</p>   |
| <p>● <b>IYP IMPROV HAPPY HOUR</b> .....</p> <p>(10 SPONSORSHIPS AVAILABLE)</p> <p><b>NOV 2024</b>   3 (tickets) to event; 2 Reps &amp; 1 RE Professional.</p>  | <p><input type="checkbox"/> \$750</p>   |

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### 2024 SOUTHERN CA REAL ESTATE CONFERENCE

**Wednesday, July 10** | Hyatt Regency Orange County

Please click here for 2024 SCREC sponsorship opportunities .....

[Click Here](#)

### 2024 ANNUAL CHARITY GOLF TOURNAMENT

**Thursday, August 1** | Arroyo Trabuco Golf Club (Course Buy-out)

Please click here for 2024 Golf sponsorship opportunities .....

[Click Here](#)

### 2024 ANNUAL AWARDS & INSTALLATION GALA

**Friday, October 18** | Marconi Auto Museum

Please click here for 2024 Gala sponsorship opportunities .....

[Click Here](#)

# INDUSTRY PARTNERS OF IREM<sup>®</sup> ORANGE COUNTY

## 2024 COMMITTEE VOLUNTEER FORM

A professional association such as ours depends on its members' participation to continue as a viable organization. You can become part of our work by volunteering for one of our committees. Get involved by serving on a committee in 2024.

*I am interested in joining the following committee(s):*

- IREM YOUNG PROFESSIONALS (IYP)**
- SOUTHERN CALIFORNIA REAL ESTATE CONFERENCE 2024**
- CHARITY GOLF TOURNAMENT**
- ANNUAL AWARDS & INSTALLATION GALA**

*\*PLEASE NOTE THAT ALL REQUESTS ARE SUBJECT TO COMMITTEE SPOT AVAILABILITY*

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

COMPANY \_\_\_\_\_

EMAIL \_\_\_\_\_

# INDUSTRY PARTNERS OF IREM<sup>®</sup> ORANGE COUNTY

## GENERAL COMPANY INFORMATION

(Main Contact for IREM OC Office Use/Sponsorship Opportunities)

- \$2,500 SILVER PARTNER
- \$7,500 GOLD PARTNER
- \$15,000 PLATINUM PARTNER
- \_\_\_ ADDITIONAL SPONSORSHIP OPPORTUNITIES
- TOTAL AMOUNT \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ YEAR EST: \_\_\_\_\_

MAIN CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ BUSINESS FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PRIMARY COMPANY CATEGORY: \_\_\_\_\_

SUGGESTION FOR NEW CATEGORY: \_\_\_\_\_

*I/We acknowledge that our IREM Industry Partner membership must be paid in full to IREM Orange County within 90 days of the signed packet.*

COMPANY REP SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**CURRENT INSURANCE COVERAGE** (Please attach a copy of Coverage with Application)  
 GENERAL LIABILITY \$2MM      WORKMAN'S COMPENSATION

### PROFESSIONAL LICENSE / REGISTRATION NUMBERS

IREM CPM<sup>®</sup> and/or ARM<sup>®</sup> REFERENCES (Only applies for NEW Industry Partners of IREM)

LICENSE NUMBER: \_\_\_\_\_ VALID THRU: \_\_\_\_\_ / \_\_\_\_\_

BUSINESS NUMBER: \_\_\_\_\_ VALID THRU: \_\_\_\_\_ / \_\_\_\_\_

CONTRACTOR'S LICENSE (If Applicable): \_\_\_\_\_ VALID THRU: \_\_\_\_\_ / \_\_\_\_\_

OTHER: \_\_\_\_\_ VALID THRU: \_\_\_\_\_ / \_\_\_\_\_

### VETERANS & STRATEGIC PARTNERS

Industry Partner Veteran (IPV)      IREM Strategic Partner (SP)

### IREM CPM<sup>®</sup> and/or ARM<sup>®</sup> REFERENCES (\*Only applies for NEW Industry Partners of IREM)

NAME/COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

NAME/COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

## INDUSTRY PARTNERS OF IREM<sup>®</sup> ORANGE COUNTY

### VETERANS & STRATEGIC PARTNERS

IREM Orange County relies on the support and dedication of its Industry Partners to succeed and would like to acknowledge those that have been actively involved over the years. The following titles will be provided to Industry Partners who meet the requirements as stated below:

#### **IPV – Industry Partner Veteran**

- Minimum (5) years affiliation with IREM OC as an Industry Partner
- Served in at least (7) committees during that time
- IPVs will receive recognition during IREM OC's Annual Awards & Installation event
- IPVs will receive a specific award highlighting their active involvement
- IPVs will be issued (1) badge for a company representative of their choice including their IPV designation to be worn at IREM OC in-person events
- IPVs will be given rotating shared space on the IREM OC member portal to be marketed as an IPV

#### **ISP – IREM Strategic Partner**

- Minimum (12) years affiliation with IREM OC as an Industry Partner
- Served in at least (7) committees during that time
- Have contributed a net spend above \$50,000 within the past (5) years
- ISPs will receive recognition during IREM OC's Annual Awards & Installation event
- ISPs will receive a specific award highlighting their active involvement
- ISPs will be issued (2) badges for company representatives of their choice including their ISP designation to be worn at IREM OC in-person events
- ISPs will be reserved a seat on the Industry Partner Appreciation Dinner committee
- ISPs will be provided a non-voting board seat on the IREM OC board of directors, allowing presence at board meetings and a voice within the organization
- ISPs will be given rotating dedicated space on the IREM OC member portal to be marketed as an ISP

\*Industry Partner Veteran and IREM Strategic Partner status will be determined and confirmed by IREM Orange County.



# INDUSTRY PARTNERS OF IREM<sup>®</sup> ORANGE COUNTY

## CODE OF PROFESSIONAL ETHICS

### Introduction

The purpose of this Code of Professional Ethics is to establish and maintain public confidence in the honesty, integrity, professionalism, and ability of the professional real estate manager. The Institute of Real Estate Management and its Members intend that this Code and performance pursuant to its provisions will be beneficial to the general public and will contribute to the continued development of a mutually beneficial relationship among Certified Property Manager<sup>®</sup> Members, CPM<sup>®</sup> Candidates, Accredited Residential Manager<sup>®</sup> Members, Accredited Commercial Manager Members, Associate Members, and other Members, national and international professional real estate associations and organizations, and clients, employers, and the public.

The Institute of Real Estate Management, as the professional society of real estate management, seeks to work closely with all other segments of the real estate industry to protect and enhance the interests of the public. To this end, Members of the Institute have adopted and, as a condition of membership, subscribe to this Code of Professional Ethics.

### IREM<sup>®</sup> Member Pledge

I pledge myself to the advancement of professional real estate management through the mutual efforts of Members of the Institute of Real Estate Management and by any other proper means available to me.

I pledge myself to maintain the highest moral and ethical standards consistent with the objectives and higher purpose of the Institute.

I pledge myself to seek and maintain an equitable, honorable, and cooperative association with fellow Members of the Institute and with all others who may become a part of my business and professional life. I recognize and support the need to preserve and encourage fair and equitable practices and competition among all who are engaged in the profession of real estate management.

I pledge myself to place honesty, integrity, and industriousness above all else and to pursue my gainful efforts with diligent study and ongoing education so that my services shall be beneficial to the general public and my obligations to my clients shall always be maintained at the highest possible level.

I pledge myself to comply with the principles and declarations of the Institute of Real Estate Management as set forth in its Bylaws, Statement of Policies, and this Code of Professional Ethics.

I pledge myself to acknowledge the ethical

principles as set forth in the International Ethics Standards established by the International Ethics Standards Coalition of which the Institute is a member.

### Article 1. Loyalty to Client, Firm, and/or Employer

A Certified Property Manager<sup>®</sup>, CPM<sup>®</sup> Candidate, Accredited Residential Manager<sup>®</sup>, Accredited Commercial Manager or Associate Member (hereinafter referred to as MEMBER) shall at all times exercise loyalty to the interests of the client and the employer or firm with whom the MEMBER is affiliated. A MEMBER shall be diligent in the maintenance and protection of the interests and property of the employer and of the client. A MEMBER shall not engage in any activity, that could be reasonably construed as contrary to the interests of the client or employer. If an activity would result in a conflict between the interests of the firm or employer and the interests of the client, then the interests of the client shall take precedence.

### Article 2. Confidentiality

A MEMBER shall not disclose to a third party any confidential or proprietary information which would be injurious or damaging to a client concerning the client's business or personal affairs without the client's prior written consent, unless such disclosure is required or compelled by applicable laws and regulations.

### Article 3. Accounting and Reporting

Pursuant to the terms of the management agreement, a MEMBER shall use reasonable efforts to provide accurate, auditable financial and business records and documentation concerning each asset managed for the client, which records shall be available for inspection at all reasonable times by the client. A MEMBER shall furnish to the client, at mutually agreed upon intervals, regular reports concerning the client's assets under management. A MEMBER shall not exaggerate, misrepresent, or conceal material facts concerning the client's assets or any related transaction.

### Article 4. Protection of Funds

A MEMBER shall at all times serve as a fiduciary for the client and shall not commingle personal or company funds with the funds of a client or use one client's funds for the benefit of another client, but shall keep the client's funds in a fiduciary account in an insured financial institution or as

otherwise directed in writing by the client. A MEMBER shall at all times exert due diligence for the maintenance and protection of the client's funds against all reasonably foreseeable contingencies and losses.

### Article 5. Relations with Other Members of the Profession

A MEMBER shall not make, authorize or otherwise encourage any false or misleading comments concerning the practices of Members of the Institute of Real Estate Management. A MEMBER shall truthfully represent material facts in their professional activities. A MEMBER shall not exaggerate or misrepresent the services offered as compared with the services offered by other real estate managers. Nothing in this Code, however, shall restrict legal and reasonable business competition by and among real estate managers.

### Article 6. Contracts

Any written contract between a MEMBER and a client shall be in clear and understandable terms, and shall set forth the specific terms agreed upon between the parties, including a general description of the services to be provided by and the responsibilities of the MEMBER.

### Article 7. Conflict of Interest

A MEMBER shall not represent personal or business interests divergent from or conflicting with those of the client or employer and shall not accept, directly or indirectly, any rebate, fee, commission, discount, or other benefit, monetary or otherwise, which could reasonably be seen as a conflict with the interests of the client, employer or firm, unless the client or employer is first notified in writing of the activity or potential conflict of interest, and consents in writing to such representation.

### Article 8. Managing the Assets of the Client

A Member shall exercise due diligence in the maintenance and management of the client's assets and shall make all reasonable efforts to protect it against all reasonably foreseeable contingencies and losses.

## INDUSTRY PARTNERS OF IREM<sup>®</sup> ORANGE COUNTY

### CODE OF PROFESSIONAL ETHICS

#### **Article 9. Duty to Former Clients and Former Firms or Employers**

All obligations and duties of a MEMBER to clients, firms, and employers as specified in this Code shall also apply to relationships with former clients and former firms and employers. A MEMBER shall act in a professional manner when, for whatever reason, relationships are terminated between a MEMBER and a client and firm or employer. Nothing in this section, however, shall be construed to cause a MEMBER to breach obligations and duties to current clients and firm or employer.

#### **Article 10. Compliance with Laws and Regulations**

A MEMBER shall at all times conduct business and personal activities with knowledge of and in compliance with all applicable laws and regulations.

#### **Article 11. Equal Opportunity**

A MEMBER shall not deny equal employment opportunity or equal professional services to any person for reasons of race, color, religion, sex, familial status, national origin, age, sexual orientation, gender identity, or handicap and shall comply with all applicable laws and regulations regarding equal opportunity.

#### **Article 12. Duty to Tenants and Others**

A MEMBER shall competently manage the property of the client with due regard for the rights, responsibilities, and benefits of the tenants or residents and others lawfully on the property. A MEMBER shall not engage in any conduct that is in conscious disregard for the safety and health of those persons lawfully on the premises of the client's property.

#### **Article 13. Duty to Report Violations**

Each MEMBER has a responsibility to provide the Institute of Real Estate Management with any significant factual information that reasonably suggests that another MEMBER may have violated this Code of Professional Ethics. Such information must be presented as outlined in the Institute of Real Estate Management's Bylaws and Statement of Policies.

#### **Article 14. Enforcement**

The interpretation of compliance with this Code is the responsibility of the ethics boards of the Institute of Real Estate Management. Any violation by a MEMBER of the obligations of this Code and any disciplinary action for violation of any portion of this Code shall be determined and carried out in accordance with and pursuant to the terms of the Bylaws and Statement of Policies of the Institute of Real Estate Management. The result of such disciplinary action shall be final and binding upon the affected MEMBER and without recourse to the Institute, its officers, Governing Councillors, Members, employees, or agents.

**Subscribed to by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## 2024 IREM<sup>®</sup> OC BOARD OF DIRECTORS

### Chapter President

**Nicole Bee, CPM<sup>®</sup>** | CapRock Partners | nbee@caprock-partners.com | (916) 479-6240

### Past President

**Casey Ellis, CPM<sup>®</sup>** | Stream Realty | casey.ellis@streamrealty.com | (949) 203-3048

### President-Elect

**Brianna McHenry, CPM<sup>®</sup>** | Lincoln Property Company | bmchenry@lpc.com | (714) 689-1454

### Vice President of Finance

**Basil Newburn, CPM<sup>®</sup>** | Tidemark Real Estate Services | basil@tidemarkrealestate.com | (607) 351-2285

### Secretary/Vice President Membership

**Windell Mollenido, Associate** | The REMM Group | wmollenido@remmgroup.com | (714) 974-1010 ext. 219

### Vice President Education

**Cini Apostol, CPM<sup>®</sup>** | Apostol RE LLC | CACini2021@outlook.com | (949) 603-6685

### Vice President Industry Partners

**Erin Goto** | Link Logistics Real Estate | efreemangoto@linklogistics.com | (949) 344-2201

### Vice President IREM Young Professionals

**Emily Franklin** | Athena Property Management | efranklin@athena-pm.com | (949) 398-8750

### Vice President Legislative Affairs

**Linda Kight, CPM<sup>®</sup>** | Transwestern | linda.kight@transwestern.com | (714) 608-4606

### Vice President of Programs

**Lori Negrete, CPM<sup>®</sup>** | Cushman & Wakefield | lori.negrete@cushwake.com | (949) 279-4183

### Director Industry Partners

**Megan Hernandez** | Link Logistics Real Estate | mhernandez@linklogistics.com | (949) 344-2176

### Director of Finance

**Shelby Noland** | Tidemark Real Estate Services | shelby@tidemarkrealestate.com | (831) 345-2815

### Director Education

**Oscar Rodriguez-Aguila, AMO<sup>®</sup>** | Proactive Realty Investments, Inc. | oscar@proactiveri.com | (714) 396-4426