



Field Guide for Practical Apartment Management

By Institute of Real Estate Management

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There is never a dull moment in the life of a residential manager. From hiring new employees and balancing the budget, to overseeing construction projects and keeping the apartments leased, every day brings a new challenge and a problem to solve. There is no doubt that residential management is a complex and rewarding field.

The Field Guide for Practical Apartment Management provides managers with the tools and expertise necessary to professionally manage the day-to-day aspects of residential properties. It is a comprehensive guide book that will serve as an ongoing reference tool, and provides many forms and checklists for immediate, on-the-job application.

The Field Guide is organized into four parts that cover all aspects of managing multifamily properties.

Part 1: Human Resources and Relationship Management--putting the team together and managing those responsible for the property's success.

Part 2: Finance--introducing the accounting and budgeting skills needed to meet the owner's goals and objectives and providing a foundation for making day-to-day operating decisions.

Part 3: Maintenance and Risk Management--reviewing maintenance and risk management plans, as well as the tools and techniques for conducting inspections to protect residents, guests, and the owner's asset.

Part 4: Marketing and Leasing--identifying appropriate marketing and leasing strategies and practices to find and retain residents.

The Field Guide for Practical Apartment Management is a comprehensive guide to apartment management, drawing upon the knowledge and experience of over a dozen recognized experts in the field. The Field Guide is a must-read for everyone who manages apartments, whether they are new to the industry or seasoned veterans.

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- Rank: #1103565 in eBooks
- Published on: 2016-03-24
- Released on: 2016-03-24
- Format: Kindle eBook

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