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Industry Partner Membership Package

www.iremla.org
(213) 633-1990
info@iremla.org

2025 INDUSTRY PARTNERS OF IREM® LOS ANGELES

Dear Valued Industry Partner,

Thank you for your interest and commitment to partnering with IREM Greater Los Angeles (IREM-LA) in 2025. Your dedication and support play an integral role in our chapter's success, and we are thrilled to welcome you as part of the IREM-LA community.

We are excited to announce new and enhanced benefits for Industry Partners in 2025, providing even more opportunities to elevate your business and connect with our extensive network of real estate management professionals. From increased visibility to exclusive networking opportunities, we've designed our membership tiers to deliver exceptional value.

As a reminder, all Industry Partners who pay their dues in full by Friday, February 14, 2025, will have their company logo prominently displayed on our annual events banner—a key feature at all major chapter events throughout the year.

Membership Tiers and Benefits

IREM-LA offers four (4) membership tiers tailored to your level of engagement:

- **Platinum Tier (\$10,000):** Includes priority sponsorship opportunities, dedicated marketing across email and social media platforms, two (2) complimentary tickets to all chapter-hosted networking events, and exclusive access to private strategy sessions with the IREM-LA Board of Directors.
- **Gold Tier (\$5,500):** Features sponsorship opportunities, a dedicated newsletter page, one (1) complimentary networking event ticket, and priority tier upgrade consideration.
- **Silver Tier (\$2,500):** Offers formal acknowledgments, sponsorship access, and inclusion in chapter communications.
- **Bronze Tier (\$1,250):** Designed for new Industry Partners, with a focus on building visibility and connections within IREM-LA.

For a full breakdown of benefits, please refer to the enclosed membership package for details.

IREM-LA relies on the continued involvement of its Industry Partners, and we are grateful for your contributions. Whether you are joining us for the first time or renewing your longstanding commitment, we look forward to working with you to make 2025 our most impactful year yet. Should you have any questions about your membership or benefits, please feel free to reach out. Thank you for being a vital part of our chapter's growth and success.

Sincerely,

Jaymi Lacap, CPM®

2025 Chapter President

IREM® Greater Los Angeles

Michael Berner

IREM Association Executive

IREM® Greater Los Angeles



INSTITUTE OF REAL ESTATE MANAGEMENT
Greater Los Angeles Chapter

PO Box 11376, Burbank, CA 91510

213.633.1990 | info@iremla.org

PARTNER BENEFITS

PLATINUM **GOLD** **SILVER** **BRONZE**
\$10,000 **\$5,500** **\$2,500** **\$1,250**

IREM Greater Los Angeles 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 Legacy Partner title will be offered to Industry Partners on an invitation only basis on analysis of past participation, longevity, and support of the association

- Benefit included in tier

MARKETING, SOCIAL MEDIA, & DIRECTORY

	PLATINUM	GOLD	SILVER	BRONZE
● Access to electronic copy of the IREM-LA membership directory.	●	●	○	○
● Company business and logo featured on our Chapter website.	●	●	●	●
● Dedicated spread in the Chapter's newsletter (if applicable)	2	1	●	●
● Promotional social media post across multiple platforms per calendar year.	2	1	1	1
● Rotating dedicated space on the IREM-LA landing homepage.	●	○	○	○
● Provided two (2) badges for company representatives of their choice, including Platinum Industry Partner affiliation to be worn at IREM-LA events.	●	○	○	○

EVENTS

	PLATINUM	GOLD	SILVER	BRONZE
● Industry Partners who pay dues in full by Friday, February 14, 2025 will have their company logo showcased on IREM-LA events banner.	●	●	●	●
● Formal acknowledgement during IREM-LA's signature events: Meet the Board, and Annual Awards & Installation.	●	●	●	○
● Provided with registration list for all attendees at IREM-LA Chapter networking events.	●	○	○	○
● Dedicated marketing space included in all email communications distributed for IREM-LA educational and networking events.	●	○	○	○
● Invitation to participate in private event with IREM-LA Board of Directors to develop and improve the Chapter's membership programs and offerings.	●	○	○	○

NETWORKING BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
● Eligible to attend IREM-LA events at special member prices.	●	●	●	●
● Priority access to sponsorship opportunities for all educational seminars and networking events.	●	●	●	○
● Complimentary tickets to Chapter-hosted networking events, excluding fundraiser events and Dodgers' Night.	2	1	○	○
● Free display table at one (1) networking event per calendar year.	●	○	○	○

PARTNER BENEFITS

PLATINUM \$10,000	GOLD \$5,500	SILVER \$2,500	BRONZE \$1,250
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EXCLUSIVE OPPORTUNITIES

• Only five (5) Platinum Memberships issued per calendar year.	●	○	○	○
• Opportunity to host one (1) complimentary virtual Lunch & Learn per calendar year.	●	○	○	○
• Eligible to be awarded "Industry Partner of the Year" at the annual Awards & Installation ceremony.	●	○	○	○
• Eligible for recognition as an IREM-LA Legacy Partner after 3+ consecutive years as a Platinum Industry Partner with the IREM-LA Chapter.	●	●	○	○
• Priority consideration to upgrade Industry Partner tier status (contingent on availability).	○	●	●	●

INDUSTRY PARTNERS OF IREM® GREATER LOS ANGELES

2025 Industry Partner tiers

\$10,000 PLATINUM PARTNER

\$5,500 GOLD PARTNER

\$2,500 SILVER PARTNER

\$1,250 BRONZE PARTNER

COMPANY: _____ YEAR EST: _____

MAIN CONTACT: _____ TITLE: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____ BUSINESS _____

EMAIL ADDRESS: _____ FAX: _____

COMPANY CATEGORY: _____

I/We acknowledge that our IREM Industry Partner membership must be paid in full to IREM GREATER LOS ANGELES within 30 calendar days of submitting the signed packet.

COMPANY REP SIGNATURE: _____

PRINT NAME: _____ DATE: _____

2025 SPONSORSHIP OPPORTUNITIES

- **MEET THE BOARD** JANUARY
- **BOOTCAM** FEBRUARY
- **SPRING MIX** MARCH
- **MULTIFAMILY** APRIL
- **PAST PRESIDENTS' LUNCHEON (by invitation only)** MAY
- **DODGERS' NIGHT** JUNE
- **SUMMER EVENT** JULY
- **DEI EVENT** AUGUST
- **CERTIFICATION OPEN HOUSE** SEPTEMBER
- **ANNUAL AWARDS & INSTALLATION** NOVEMBER
- **EDUCATION LUNCH SPONSOR** MARCH / APRIL / MAY /
JUNE / OCTOBER

For the full list of 2025 sponsorship opportunities, please visit
<https://iremla.org/SponsorshipApp.php>

INDUSTRY PARTNERS OF IREM® GREATER LOS ANGELES

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 2025!

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

- ASCENDING LEADERS**
- DIVERSITY, EQUITY, & INCLUSION (DEI)**
- EVENTS COMMITTEE**
- MULTIFAMILY COMMITTEE**

***PLEASE NOTE, REQUESTS ARE SUBJECT TO COMMITTEE AVAILABILITY.**

NAME

PHONE

COMPANY

EMAIL

2025 Board of Directors



**Jaymi
Lacap**

.....
 President



**Hisako
Uyeda**

.....
 President-Elect
 & VP, Finance



**Robert
Mills**

.....
 VP,
 Administration



**Marcus
Eliasson**

.....
 VP, Membership &
 Industry Partners



**Jessika
Lloyd**

.....
 VP, Programs



**Sarah
Keefer**

.....
 VP, Education



**Frank
Gaugler**

.....
 VP,
 Diversity, Equity,
 & Inclusion



**Kelsey
Chine**

.....
 VP, Public
 Relations



**Jan
Church**

.....
 Past President
 (2022 & 2023)

2025 Executive Councilors



**Finland
Alejo**

.....
 Director,
 Sponsorships



**Khristina
Dundon**

.....
 Legislative
 Representative



**Marina
McElwee**

.....
 ARM[®]
 Representative

2025 IREM® LOS ANGELES BOARD OF DIRECTORS

Chapter President

Jaymi Lacap, CPM® | CBRE, Inc. | president@iremla.org

President-Elect / Vice President, Finance

Hisako Uyeda, CPM® | Atlas Capital Group

Vice President, Administration

Robert Mills, CPM® ACoM® ARM® | Rockhill Management

Vice President, Membership

Marcus Eliasson, CPM® | Almera Group | membership@iremla.org

Vice President, Programs

Jessika Lloyd, CPM® Candidate | City of Beverly Hills | events@iremla.org

Vice President, Education

Sarah Keefer, CPM® ACoM® | Rockhill Management | education@iremla.org

Vice President, Diversity, Equity, & Inclusion (DEI)

Frank Gaugler, CPM® | Tishman Speyer

Vice President, Public Relations

Kelsey Chine, CPM® Candidate | Charles Dunn

Immediate Past President

Jan Church, CPM® | Lincoln Property Company

Director of Sponsorships

Finland Alejo, CPM® Candidate | Kilroy Realty | sponsorships@iremla.org

Legislative Representative

Khristina Dundon, CPM® | Greystar

ARM® Representative

Marina McElwee, ARM® CPM® Candidate | Greystar

IREM-LA Chapter Event Policies

Policy Statement: Our chapter is committed to fostering a safe, positive, and respectful atmosphere for all members and guests. As such, it is essential that everyone adheres to standards of conduct that reflect our values and promote a welcoming environment.

- Attendees are expected to behave in a manner that is respectful and appropriate, upholding the integrity and values of the Chapter and IREM.
- All members and guests should feel valued and respected. Discriminatory or exclusionary behavior is not tolerated.
- If an individual exhibits rude or disrespectful behavior at an event, the Chapter reserves the right to remove the individual from that event.
- The Chapter reserves the right to restrict any individual's registration and/or attendance at future events should their behavior be deemed inappropriate or disruptive.

Age Restriction

- Due to IREM HQ Policy, no attendees under the age of 21 are permitted at any IREM-LA Chapter events. This includes any private or designated event areas contracted by IREM-LA.

Ticket Name Change

- Any changes to the name on a ticket without at least 48 hours' notice will incur an additional service fee.

Event Registration / Reservation Cancellations

- Full Refund: Registrations or reservations may be cancelled with a full refund if the cancellation is made no later than 72 hours before the scheduled event. Please note that refunds will be processed less any merchant charges assessed on the funds received.
- No Refund: Registrations or reservations cancelled within 72 hours of the event are non-refundable.

Substitutions

- Substitutions are allowed if the substitute is in the same registration/reservation pricing group as the original attendee. We appreciate receiving 72 hours' advance notice of any substitutions. Any on-site substitutions not previously communicated with the Chapter will incur an additional service fee.

Refunds for No-Shows

- We are unable to provide refunds for event fees, registrations, sponsorships, or reservations for no-shows. We appreciate your understanding.

INDUSTRY PARTNERS OF IREM® GREATER LOS ANGELES

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® Members, CPM® Candidates, Accredited Residential Manager® 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® 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®, CPM® Candidate, Accredited Residential Manager®, 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.

INDUSTRY PARTNERS OF IREM® GREATER LOS ANGELES

CODE OF PROFESSIONAL ETHICS

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.

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.