



2025



INDUSTRY PARTNERS OF IREM ORANGE COUNTY PROGRAM

IREMOC.ORG
(714) 292-6308
INFO@IREMOC.ORG

2025 INDUSTRY PARTNERS OF IREM® OC PROGRAM

Dear Current and Prospective Industry Partners of IREM®,

As we look forward to an exciting 2025, we are thrilled to announce another incredible year of fun, engaging, and educational events designed to bring our community together and elevate the profession of real estate management.

Our Industry Partner Program continues with its proven structure, but we've added even more value and opportunities for our partners this year! We're introducing new events such as the Duffy Boat Scavenger Hunt and an exclusive Wine Blending & Tasting Team Event, while bringing back favorites like the Improv Happy Hour, Economic Forecast, IYP Trivia Night, and the Charity Golf Tournament.

We're pleased to share that pricing for the Platinum, Gold, and Silver benefit levels will remain unchanged for 2025. However, we've enhanced the benefits for both the Platinum and Gold levels to ensure our Industry Partners receive even greater value and opportunities to connect with IREM Members.

To strengthen the value of your partnership, nearly all our chapter events remain exclusive to IREM Industry Partners. The only exceptions include our Kickoff Event in January, and The Southern California Real Estate Conference "SCREC" (excluding the trade show). The Kickoff Event will be an opportunity to meet the board and will be open to all who want to get to know IREM and reconnect in the new year.

Your continued support enables us to provide valuable programs and events for our nearly 400 members. We are deeply grateful for your contributions and partnership, which make everything we do possible. Together, we're advancing the profession and building a stronger community.

If you have any questions, comments or feedback, please reach out to our Vice President of Industry Partners, Erin Goto, or contact us directly at info@iremoc.org or (949)617-1400.

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 Partner or chapter function are strongly discouraged.

Brianna McHenry, CPM®
Chapter President
IREM® Orange County



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(714) 292-6308 | info@iremoc.org

PARTNER BENEFITS	PLATINUM \$15,000	GOLD \$7,500	SILVER \$2,500
MARKETING, SOCIAL MEDIA & DIRECTORY			
• 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	●	●	●
• Concierge experience; calendar invites for all events*	●	○	○
BOARD MEETINGS			
• Invite to attend in person IREM OC Board of Directors Meeting*	●	○	○
• Choice of dinner with executive council or strategic planning thank you dinner*	●	○	○
EVENTS			
• Ability to attend IREM OC's 2025 calendar of events (until sold out)	●	●	●
• \$1,000 sponsorship credit towards IREM signature event (refer to page 4)	●	○	○
ECONOMIC FORECAST BREAKFAST			
• Event sponsorship; logo included in event marketing	●	●	●
• Tickets to event	4	2	○
ANNUAL CHARITY GOLF TOURNAMENT			
• Foursome for Golf	1	50% Off	○
• Designated Seating at reception dinner*	●	○	○
SOUTHERN CALIFORNIA REAL ESTATE CONFERENCE (SCREC)			
• Event sponsorship; logo included in event marketing	●	●	○
• Complimentary table (of 10); includes all-day event passes for the event	●	○	○
• Individual tickets to the event	○	2	○
• Event title sponsor	●	○	○
• Two-minute speaking opportunity or video at event	●	○	○
EDUCATIONAL SEMINAR LUNCHEON			
• Event sponsorship; logo included in event marketing	●	●	○
• Tickets to event	2	1	○
IYP SUMMER MIXER			
• Event sponsorship; logo included in event marketing	●	●	○
• Team of 6*	1	50% Off	○
AWARDS & INSTALLATION DINNER			
• Title Sponsor	●	○	○
• Complimentary table of (10)	●	○	○
• Two-minute speaking opportunity or video at event	●	○	○
• Seat at the President's Table	1	○	○

* Denotes New Benefit for 2025

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Available sponsorship opportunities are updated as of Monday, January 13th. Please inquire at info@iremoc.org for information on sponsorship availability when submitting your packet.

● Indicates Sponsor-Only event

- MEET THE BOARD** \$500
 (2 SPONSORSHIPS AVAILABLE)
JANUARY 2025 | Ticket to event; logo on all event marketing.
- **ECONOMIC FORECAST** \$700
 (8 TABLE TOPS AVAILABLE) **SOLD OUT**
FEBRUARY 11, 2025 | 1 (tabletop) exhibitor participation; 2 (tickets) to the event; company logo on all event marketing.
- **TRIVIA NIGHT** \$250
 (10 OF 20 TEAMS AVAILABLE)
MARCH 2025 | Team of 4 (tickets); company logo on all event marketing.
- **WINE BLENDING & TASTING** \$1,200
 (6 SPONSORSHIPS AVAILABLE) **SOLD OUT**
APRIL 11, 2025 | Team of 5 (tickets); company logo on all event marketing.
- SCREC TRADE SHOW** \$1,750
 (39 OF 60 BOOTHS AVAILABLE)
MAY 22, 2025 | 1 (exhibitor booth); 2 (ALL DAY tickets); limit of 5 reps at exhibitor booth; 5 (TRADE SHOW ONLY) tickets for RE Professionals.
- **IMPROV HAPPY HOUR** \$750
 (8 OF 15 SPONSORSHIPS AVAILABLE)
JULY 2025 | 3 (tickets) to event; 2 reps and 1 RE Professional.
- **CHARITY GOLF TOURNAMENT** \$1,300
 (18 OF 34 FOURSOMES AVAILABLE)
AUGUST 7, 2025 | (1) FOURSOME.
- **DUFFY BOAT SCAVENGER HUNT** \$1,500
 (2 OF 6 SPONSORSHIPS AVAILABLE)
SEPTEMBER 2025 | Team of 10 (per boat); company logo on all event marketing.

SIGNATURE EVENT SPONSORSHIPS

2025 SOUTHERN CA REAL ESTATE CONFERENCE

Thursday, May 22 | Hyatt Regency Orange County

Please click here for 2025 SCREC sponsorship opportunities

[Click Here](#)

2025 ANNUAL CHARITY GOLF TOURNAMENT

Thursday, August 7 | Arroyo Trabuco Golf Club (Course Buy-out)

Please click here for 2025 Golf sponsorship opportunities

[Click Here](#)

2025 ANNUAL AWARDS & INSTALLATION GALA

Friday, October 17 | Bowers Museum Santa Ana

Please click here for 2024 Gala sponsorship opportunities

[Click Here](#)

PLATINUM PARTNERS

A \$1,000 sponsorship credit can be applied to one of the events listed above. This is a one-time offer and can only be used for events taking place in 2025. This offer cannot be combined with registration fees or applied to events not included on this page.

INDUSTRY PARTNERS OF IREM[®] ORANGE COUNTY

2025 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 2025.

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

- IREM YOUNG PROFESSIONALS (IYP)**
- SOUTHERN CALIFORNIA REAL ESTATE CONFERENCE 2025**
- CHARITY GOLF TOURNAMENT**
- ANNUAL AWARDS & INSTALLATION GALA**

**PLEASE NOTE THAT ALL REQUESTS ARE SUBJECT TO AVAILABILITY*

NAME _____ PHONE _____

COMPANY _____

EMAIL _____

INDUSTRY PARTNERS OF IREM[®] 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: _____

EMAIL ADDRESS: _____

SECOND CONTACT: _____ TITLE: _____

EMAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____ BUSINESS FAX: _____

PRIMARY COMPANY CATEGORY: _____

By signing this agreement, I agree to pay the full invoice amount at the time of signature. If my firm is unable to make the full payment upfront, I agree to the following payment schedule:

- **Payment 1:** A minimum payment equal to the cost of the Industry Partner Level is due at the time of signature.
- **Subsequent Payments:** Each remaining payment must be made no later than 30 days prior to the event(s) being sponsored. Failure to meet the payment deadlines will result in the forfeiture of the sponsorship and the ability to attend the event(s) selected.

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 AND REGISTRATION NUMBERS

LICENSE NUMBER: _____ VALID THRU: _____ / _____

BUSINESS NUMBER: _____ VALID THRU: _____ / _____

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

OTHER: _____ VALID THRU: _____ / _____

VETERANS AND STRATEGIC PARTNERS

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

IREM CPM[®] and/or ARM[®] REFERENCES (Only applies for NEW Industry Partners of IREM)

NAME/COMPANY: _____

EMAIL: _____ PHONE NUMBER: _____

NAME/COMPANY: _____

EMAIL: _____ PHONE NUMBER: _____

INDUSTRY PARTNERS OF IREM[®] 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[®] 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[®] 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.

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[®] 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: _____

2025 IREM[®] OC BOARD OF DIRECTORS

Chapter President

Brianna Mchenry, CPM[®] | Stream Realty Partners | brianna.mchenry@streamrealty.com | (949) 732-3755

Past President

Nicole Bee, CPM[®] | CapRock Partners | nbee@caprock-partners.com | (949) 342-8000 ext. 197

Vice President Finance

Basil Newburn, CPM[®] | 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

Oscar Rodriguez-Aguila, CPM[®] | Proactive Realty Investments, Inc. | oscar@proactiveri.com | (714) 396-4426

Vice President Industry Partners

Erin Goto | Link Logistics Real Estate | egoto@linklogistics.com | (949) 527-2260

Vice President IREM Young Professionals

Lindsay Hopkins | Granite Properties | lmhopkins@graniteprop.com | (770) 200-7138

Vice President Legislative Affairs

Linda Kight, CPM[®] | Transwestern | linda.kight@transwestern.com | (714) 608-4606

Vice President Programs

Lori Negrete, CPM[®] | 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 Finance

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

Director Membership

Kathleen Duffy CPM[®] | Lincoln Property Company | kduffy@lpc.com | (714) 689-1440

Director Education

Jannelle Del Carmen Villaluz | Greenlaw | jannelle@greenlawpartners.com | (949) 331-1481

Director Legislative Affairs

Regina Carlini | reginalcarlini@gmail.com | (949) 351-3405

Director Programs

Michelle Richter | Granite Properties | mrichter@graniteprop.com | (714) 468-1126