



IREM® Foundation Strategic Plan 2026 and beyond

Values

Leadership

We believe leadership is a mindset. It's listening, understanding, and helping others succeed. By leading the way, we ensure a well-equipped real estate management workforce.

Integrity

We uphold and practice unwavering ethical standards and commit to accountability. We put the interests of those we serve above our own and do what's right at all times.

Inclusion

We know our success depends on the strength of our community and a sense of belonging for all. We're committed to fostering a mutually respectful and welcoming environment with spaces for diverse perspectives.

Forward Thinking

We look to the future and embrace change. Through vision and curiosity, we transform.

Collaboration

We believe in the power of a connected community and continuous learning. When we come together to learn, share, and give back, we move each other and the profession forward.

Mission

We're committed to shaping the real estate management industry by investing in people and practices that advance the quality of real estate impacting daily life.

Vision

Thriving communities worldwide empowered by well-managed real estate.



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Workforce development

Goal

Build a talent pipeline through equitable and accessible pathways to employment and economic mobility.

Objectives

Develop targeted on-ramps to the profession focusing on individuals with barriers to economic mobility.

Expand and diversify scholarship and grantmaking strategies.

Build strategic partnerships to strengthen the pipeline in collaboration with IREM.

Sustainability

Goal

Increase industry adoption of sustainability practices that demonstrate measurable environmental and economic benefits.

Objectives

Position the Foundation as a valued resource for industry-wide sustainability advancement.

Embed sustainability as a strategic lens across all Foundation programs.

Support or develop programming that educates and facilitates the implementation of sustainability practices in real estate management.

Funding

Goal

Drive revenue through new, mission-aligned programs, products, and partnerships that expand the Foundation's reach and impact.

Objectives

Identify high-impact revenue opportunities that are relevant to both existing and future donors as well as new audiences poised to make a significant impact.

Expand the donor base by partnering with organizations that share our strategic priorities and values.

Launch new mission-aligned products or services that generate revenue and solve key industry needs.