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BOMI International Announces New Certificate Offering Real Estate Professionals Elite Education To Win in Today's Challenging Economy

Imagine a boxer in a match. When fatigue sets in, the trainer is in his or her corner giving pointers and the confidence needed to restore adrenaline and claim victory; so as business and our economy falter, ask yourself, who's in your corner?

Investors, owners, and lenders are turning to professionals who have professional industry education from BOMI International in their corner. Advanced education that distinguishes them as leaders in their field, equipped with the skills to restore confidence, build back value, and promote growth. When 200,000 job layoffs occur every month, again ask, what power leverage do you have in your corner?

Consumer spending is down, energy costs are up, thus, lending activity is void and liquidity has frozen—all resulting in a disastrous loss of 11.3 million jobs. The silver lining in this black economic cloud is that real estate doesn't go away. This "down" economy actually presents many opportunities for the property and investment industries. Investors want to know why they should put their money in a market that could deplete their wealth. Leverage lies with educated commercial real estate professionals who know how to manage all the aspects of their industry; whether it's assets, debt, loans, trading, or investing, they are all built on leverage.

Have you heard of BOMI International? With over 30,000 designation holders making an average of 30% more than other professionals in their field, you can't afford not to. For almost 40 years, BOMI has been the leader in education and training for the property and facilities management industries, awarding industry standard designations that are recognized worldwide. BOMI International recently released its course book, *Asset Management 2009*. The curriculum teaches skills, strategies, and best practices, and includes case studies reflecting the experience and expertise needed to deal with challenging and transitional properties. The course is one of three that make up the nationally recognized certificate devised to deal with diverse economic lifecycles.

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The Property Management Financial Proficiency (PMFP) program is comprised of three courses: *Asset Management*, *Real Estate Investment & Finance*, and *Budgeting & Accounting*. Providing an essential foundation for any successful manager to take control of assets and improve overall operational, financial, and investment efficiencies, the curriculum offers professionals the skills to recover, retain, restructure, and essentially resurrect and remarket the numerous disposed and transitional properties.

One BOMI student, Terri Redmond, RPA[®], Insignia Commercial Group, explains how BOMI has helped advance her career in property management: “Since earning my RPA[®] designation, I am better qualified to meet the challenges of the ever-changing real estate management environment because I have a much broader base of information and experience to draw from.”

The skills, innovation and advanced knowledge of the program build confidence in all elements of investment strategy, repositioning, and budgeting. The nationally recognized PMFP certificate is specifically designed for people who manage real estate assets. Make yourself irreplaceable; advanced education and professional credentials build value in your career and your position within your company. Distinguish yourself in the property management industry.

Restoring confidence within the commercial real estate industry requires professionals with superior credentials and the demonstrated aptitude to build value back into troubled properties and assets. Lenders and investors are seeking out professionals with the expertise, education, and confidence to step out of the herd. These elite professionals are expert at appropriating resources, marketing effectively, reevaluating the appraisal process, maintaining tenant relations, applying operation/finance strategies, and ultimately managing property in such a way to maximize its market value.

When our economy is in a downturn and properties are suffering, we need well-educated property professionals who can keep owners, tenants, and investors satisfied by preserving wealth in their real estate assets. Real estate professionals with the right skills and education are equipped to restore confidence and value to properties and assets, regardless of the economic setbacks.

About BOMI International

Founded in 1970 and located in Annapolis, Maryland, BOMI International is a 501©(3) not-for-profit educational organization. As the primary educational resource for today’s top corporations, government agencies, property management firms, unions, and trade associations, BOMI’s goal is to work across industry sectors to improve the skills of professionals at many levels with property, facility, and systems responsibilities. BOMI is known for industry-standard designations—the Real Property Administrator (**RPA**[®]), the Facilities Management Administrator (**FMA**[®]), the Systems Maintenance Administrator

(SMA[®]), and the Systems Maintenance Technician (SMT[®]). More than 20,000 building professionals hold one or more BOMI designations, and over 80,000 students have turned to BOMI for premier education and training. For more information, or to register with BOMI International, e-mail service@bomi.org, visit www.bomi.org, or call 800-235-BOMI (2664).

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