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Community Realty Management Senior Vice President Suzanne Sigmund Presents at the IREM Tri-State Conference

Pleasantville, NJ, March 10, 2014 – Suzanne Sigmund, Senior Vice President at Community Realty Management (CRM), a full-service real estate management organization, presented at the IREM Tri-State Conference at the Borgata in Atlantic City, February 19-20, 2014. Her presentation, entitled *So You Want What?*, armed the 130 conference attendees with knowledge and tools needed when dealing with difficult residents.

Sigmund's training included videos, interactive demonstrations and roleplaying, which provided attendees advice on good phrases, body language and facial expressions that can help diffuse a situation with a challenging resident. Some tips included:

- Never raise your voice
- Focus on what you can do to help
- Use open body language and gestures – specifically with open palms
- Speak in slow, even tones
- Choose your words skillfully
- Always tell the truth



"It was a wonderful and highly rewarding experience to provide real solutions to one of the issues property managers face every day," says Sigmund. "Residents become difficult when they are unhappy with their overall living experience, when they feel their voices are not being heard, or when they are dealing with stressors in their personal lives. My focus is to empower other property management professionals with the tools they need to change the outcome of a stressful situation."

Ms. Sigmund is a past president of the Institute of Real Estate Management (IREM) Central Pennsylvania Chapter and has served as president of the Pennsylvania / Delaware Affordable Housing Management Association (PennDel AHMA) during 2010 and 2011.

About IREM

The Institute of Real Estate Management (IREM®) is an international community of real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing. To learn more, visit www.irem.org.

About Community Realty Management

Established in 1974, Community Realty Management (CRM) is a full-service real estate management organization, managing homeowner associations, single family residences, office buildings, and apartment properties, and specializing in the management and compliance of affordable housing properties. CRM operates in New Jersey, Maryland, Virginia, Pennsylvania, Oklahoma, Indiana, New York, Missouri and the U.S. Virgin Islands. For more information, visit www.communityrealtymanagement.com.

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