



## Why should you choose to join the Society of Industrial and Office Realtors (SIOR)?

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The Society of Industrial and Office Realtors (SIOR) was formed in the early 1940s as an organized response to a plea for help by the U.S. government. The objective was to identify, in a quick and efficient manner, industrial facilities that could serve as munitions plants for the then burgeoning war effort. Since its inception, SIOR has grown during 60 years to include over 3,300 of the most successful and respected commercial real estate professionals in the U.S. and abroad. Although the majority of its membership is based in North America, SIOR has members from the far reaches of the globe. In fact, 2008 SIOR president Randall Walker has made SIOR growth outside the U.S. his number one goal this year.

Admission into SIOR is predicated on a candidate's business volume, education compliance, and recommendations from existing SIORs. As the chair of SIOR's national membership development and recruitment committee, I often wonder why a qualified broker would not make the effort to join this elite group of peers. Certainly, the best contractors would never go to a job site without his or her hammer in the tool box. The SIOR designation is one of the most effective tools in a broker's toolbox. It symbolizes that the holder has distinguished him or herself from the rest in the field and is recognized by the industry as a leader.

There are numerous arguments why having the SIOR letters after a broker's name is important and relevant to their ultimate success. I'll share a few of the compelling ones with you here. First and foremost, the SIOR designation gives professional recognition and lets potential clients or referring brokers know that you are one of the premier practitioners in your market. A real estate need in Rochester may be driven by a broker or client in the midwest who has no direct contacts in upstate New York. The membership in SIOR is an immediate icebreaker providing you with instant credibility. Corporate America recognizes the SIOR certification as the highest level of commercial brokerage in the industry. The referral network within SIOR is very powerful. Whether you belong to a small, boutique firm or a large multi-national brokerage company, SIOR corporate services brokers are very loyal to the SIOR community as they know the receiving broker will service the client at a level equal to themselves. SIOR's two national conferences combined with frequent chapter events provide each SIOR with an opportunity to not only expand a network of referring broker sources but also develop what for many have become long term friendships.

Being a member of the society also provides numerous opportunities for professional development. The specialty practice boards within SIOR allow participants to share best practices and real deal experiences relevant to their day to day business. These "boards" include among others focus areas for industrial, office, investment, and development real estate. SIOR has excellent courses offered at its annual conferences as well as independently in many cities throughout the U.S. The courses are current, interactive, and, in many cases, continuing education certified. The Professional Report

magazine is published quarterly to SIORs and contains great articles from industry experts on hot button topics. SIOR members also share case studies and transactional experiences within its pages.

So, to the question, "Why SIOR?" I would answer rhetorically "Why not SIOR?"

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