

## SIOR Monthly Talking Points and Updates – November 2012

New or updated information from the previous month appears in blue.

### Membership

Total Members	3,015
Active	2,628
Associate	207
Retired	180

Countries	33
Cities	630
Chapters	47

### Retention

2012 Dues Renewal	96% of members renewed.
2012 Attrition	91 quits in good standing/34 terminated for non-payment.
2011 Net Growth	SIOR grew by 15 members in 2011.

### Recruitment & New Members

YTD Applications Received	140 (140 in 2011)
YTD New Members	129 (132 in 2011)
2011 New Members	147 (144 in 2010)
2011 Applications Received	176 (153 in 2010)

### Annual Average of 2007-2011 Transaction Volume

Number of Deals Completed Annually by SIOR Designees	78,000
Avg. Deals per Member	30
Dollar Volume per Member	\$30.1 million
Sq. Feet and Meters per Member	1 million sq. ft. (92,903 sq. meters)

### International

Members	86
2012 New International Members	15
2011 New International Members	17
New Countries Represented	Singapore, Dominican Republic

### Recent International Events

**SIOR Mexico City Reception** - SIOR hosted its second reception this year at the JW Marriott in Mexico City on September 13. Invited guests included prospective members and members. Mike Hillis, SIOR Vice President, moderated a panel discussion featuring, Lyman Daniels, SIOR, FRICS, RPA, CPM; Felix Tejada, SIOR; and Mike Hammond, SIOR, CRE, who spoke about doing business in Mexico. Several prospective members expressed interest in earning the SIOR designation.

**SIOR London Reception** - More than 45 leading industrial and office real estate agents from five countries including, Belgium, Poland, Switzerland, the United States, and the United Kingdom attended the SIOR European Regional Council London Reception at the St. Stephen's Club on September 25. The event was hosted by the SIOR European Regional Council and sponsored by Saentys, a marketing agency with focus on real estate and corporate branding.

## Education – Center for Career Advancement (CCA)

Recent CCA Events – Courses and Seminars
Seminar – “Advanced Sales Skills” – SIOR AL/LA/MS NW Florida Chapter – Sandestin, FL – June 23
Designation Course – July 16-19 – The Omni Charlotte, Charlotte, NC – 35 attendees
Seminar – “Build-to-Suit” – SIOR Houston Gulf Coast Chapter – Houston, TX – July 26
Seminar – “Ethics & Professional Standards” – SIOR Houston Gulf Coast Chapter – Houston, TX – July 26
Seminar – “Ethics & Professional Standards” – SIOR Minnesota Chapter – Minneapolis, MN – July 31
Seminar – “Ethics & Professional Standards” – SIOR Southern Nevada Chapter – Las Vegas, NV – September 21
Seminar – “Build-to-Suit” – SIOR Eastern Canada Chapter – Montreal, QC, Canada – September 24
Webinar – “The Bigger Future” – presented by Strategic Coach Inc. – Online – September 26 – Over 150 attendees More information and registration: <a href="http://www.sior.com/education/e-learning">http://www.sior.com/education/e-learning</a> (will be available on demand as well)
Designation Course – October 1-4 – The Adolphus, Dallas, TX
Seminar – “Tenant & Landlord Representation – SIOR Western MO/Kansas Chapter, Kansas City, MO – October 11
Seminar – “Negotiation Skills” – Greater Tulsa Association of REALTORS – Tulsa, OK – October 11
Upcoming CCA Events – Courses, Seminars, Webinars
Seminar – “Negotiation Skills” – Commercial Association of REALTORS New Mexico – November 13

## Conferences

2012 Fall Conference Attendees	681
2012 Spring Conference Attendees	626
2011 Fall Conference Attendees	806
2011 Spring Conference Attendees	578

## Sponsorships/Exhibitors

2012 Fall Conference Sponsors	12
2012 Fall Conference Exhibitors	27
2012 Spring Conference Sponsors & Advertisers	11
2012 Spring Conference Exhibitors	21

## Legislative

- NAR is working on SIOR’s behalf with the Federal Reserve, the Office of the Comptroller of the Currency, and the Federal Deposit Insurance Corporation to address banking regulation (Dodd-Frank, Basel III). As the Basel III capital rules currently stand, commercial real estate lending will clearly be impacted in a negative manner. For further information about the Basel III issues on which NAR is working, <http://www.realtor.org/articles/update-on-basel-iii-and-final-rule-for-basel-25>
- NAR achieved the enactment of favorable broker lien legislation in North Carolina and is working on similar legislation in Delaware.
- NAR and SIOR are working to modify the lease accounting changes proposed by the Financial Accounting Standards Board. These changes could have significant consequences for the commercial real estate business.

## Technology

### Social Media

- SIOR is on LinkedIn, Facebook and Twitter. These platforms keep members informed of everything going on and provide opportunities for members to connect.
- Members can:
  - Connect with many more people easily,
  - Join in the discussions,
  - Share knowledge and expertise with other members, and,
  - Network and conduct business deals in a whole new way.

### Website

- SIOR has launched the new MySIOR with the ability to edit one's own profile, have access to account information, pay dues and register for conferences all in one place. More features will come available in the near future.
- Members are encouraged to update their profiles and highlight their individual expertise and accomplishments.
- New digital advertising opportunities are now available for Q4 2012 and 2013. New placements include Find a Member online directory advertising and e-newsletter ads.

## New Resources & Benefits

### *Find a Member Advanced Features*

Upgrades have been made to how members search for members. Changes include:

- Enhanced member profiles w/ Areas of Practice for advanced searching.
- In-page Google map search results.
- Search-based and premium digital advertising opportunities.
- Optimization for smartphones and tablets

### *Find an Associate Member Digital Directory*

The new Associate Member digital directory, with robust company profiles, is now available.

There are more than 200 SIOR Associate Member organizations providing services that will help members serve their clients. The [Find an SIOR Associate Member](#) is now available.

Members can use the search feature to:

- Locate Associate Members; including developers, educational institutions, economic development agencies, construction firms, and more;
- Learn more about Associate Members' services; and,
- Establish new contacts and business relationships.

### *SIOR Global Market Coverage Map*

With the new interactive map, members can see SIOR's reach across the globe in 630 cities and 31 countries. View SIOR's new interactive map at [www.sior.com](http://www.sior.com).

### *Member to Member Transactions (M2M)*

The SIOR Cooperative Transactions Program is now the **Member to Member Transactions (M2M) Program**.

- All reported deals are now featured weekly on SIOR's Global Media Network, monthly on the SIOR website, and quarterly in the *Professional Report*.
- A new write-able PDF form is available online at <http://sior.com/membership/m2m-transactions>

## **2012 Designee Marketing Toolkit**

As an added way for designees to promote their designation, an updated downloadable SIOR Designee Marketing Toolkit Version 2 is available including:

1. **Customizable PowerPoint presentation** for your use with clients and potential clients.
2. **(2) SIOR advertisements** - the original Quark files are also available for customization.
3. **Why Hire an SIOR flyer**
4. **SIOR & Specialty type logos** for use on marketing materials.
5. **Press Release templates**
6. **Member to Member Transaction Form** to receive recognition for all of your Member to Member transactions.

**TO DOWNLOAD:** Members can download the toolkit from the new MySIOR site.