

# A LOOK AHEAD

Presented by  
Mark Duclos, SIOR, CRE  
*2019 SIOR Global President*



**SIOR**<sup>®</sup>

SOCIETY OF INDUSTRIAL  
AND OFFICE REALTORS<sup>®</sup>

# MY SIOR STORY



MARK DUCLOS

**SIOR, CRE,**

*2019 SIOR Global President*

- » Member since 2003
- » Market: Hartford, CT
- » Specialty: Industry Specialist

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WHERE WE STARTED







# OUR PROGRESS



# OUR RELEVANCE TODAY



- » 3,400 Members
- » 686 Cities
- » 36 Countries





# OUR RELEVANCE TODAY

- » Best-in-class designation
- » Adherence to ethics
- » Community Involvement
- » Developing next generation

# TRANSACTIONS IN 2018

- »» 2348 reported deals
- »» \$11.6 billion dollar volume
- »» 539 participating members



# ADVANCED EDUCATION

- » Broker Bootcamp series
- » Thought leadership in print and digital communications
- » Expert industry resources
- » Global conferences





**TOMORROW'S VISION  
FOR SIOR REALIZED**



# STRATEGIC INITIATIVES REFINED IN 2020

- » Member & Chapter Experience
- » Membership Growth
- » Revenue Growth





# NEW WEBSITE

- » Improved user experience
- » Streamlined navigation
- » Prominent Find an SIOR directory
- » Highlights Transactions



The screenshot shows the SIOR website homepage. At the top, there is a navigation menu with links for 'Who We Are', 'Chapters', 'Partners & Suppliers', 'SIOR Foundation', 'Contact', and 'MySIOR'. Below the navigation is a large hero section with the headline 'ALIGN YOURSELF WITH THE WORLD'S MOST POWERFUL CRE NETWORK.' and a sub-headline 'SIOR is the most capable and experienced industrial and office brokerage practitioners in any market.' A blue button labeled 'FIND AN SIOR' is centered below the text. Below the hero section are two columns: 'FIND AN SIOR' with a 'FIND AN SIOR' button and 'BECOME AN SIOR' with a 'VIEW MEMBERSHIP' button. At the bottom, there is a promotional banner for 'TRANSACT 360' at Renaissance Indian Wells, CA, from April 29 to May 2, 2020, with a 'LEARN MORE' button.

This screenshot shows two sections of the SIOR website. The top section is titled 'RECENT TRANSACTIONS' and features a card for an 'INDUSTRIAL LEASE' for \$2,962,279 USD. The card lists the location as Forest Park, GA, with 50,565 sq. ft. and identifies the agents as Michael Jappesen, SIOR, CDM, LEED AP and Jeremy Jensen, SIOR, CDM. Below this is a 'VIEW ALL TRANSACTIONS' button. The bottom section is titled '& INSIGHTS' and displays a list of articles with 'Read' buttons. The articles include 'High Tech Moving Out? The "Right" Small Cities to Attract Tech Companies.', 'Millennial-Led Office Design Trends CRE Should Paying Attention To', and 'R DC Spring World Conference Explores Rapidly Changing Industry Trends'. To the right of the insights section is a 'INDUSTRY PARTNER PROGRAM' section with an image of industrial machinery.

# Conference Rebrands

## » New Names. Same High Value.

- Continue the ongoing success of these conferences by adding clear value propositions for attending both each year.



## TRANSACT 360

### » TransACT 360 —Where Deals Get Done

- The place to conduct business and acquire tactical intelligence
- Learn strategies to drive prosperity and advance your career.
- Network with colleagues and leverage partnerships to improve your day-to-day business.



## CREATE 360

### » CREate 360—Where Ideas Become Opportunities

- Foster insights into industry trends at a top-line level.
- Networking think tank with high-level speakers and strategic discussion.
- 30,000-foot view of industrial and office landscapes

# Strengthening Industry Relationships

- » Expansion of the Global Industry Partner Program
- » Creation of new position
  - John Manganiello  
Senior Vice President of Business Development





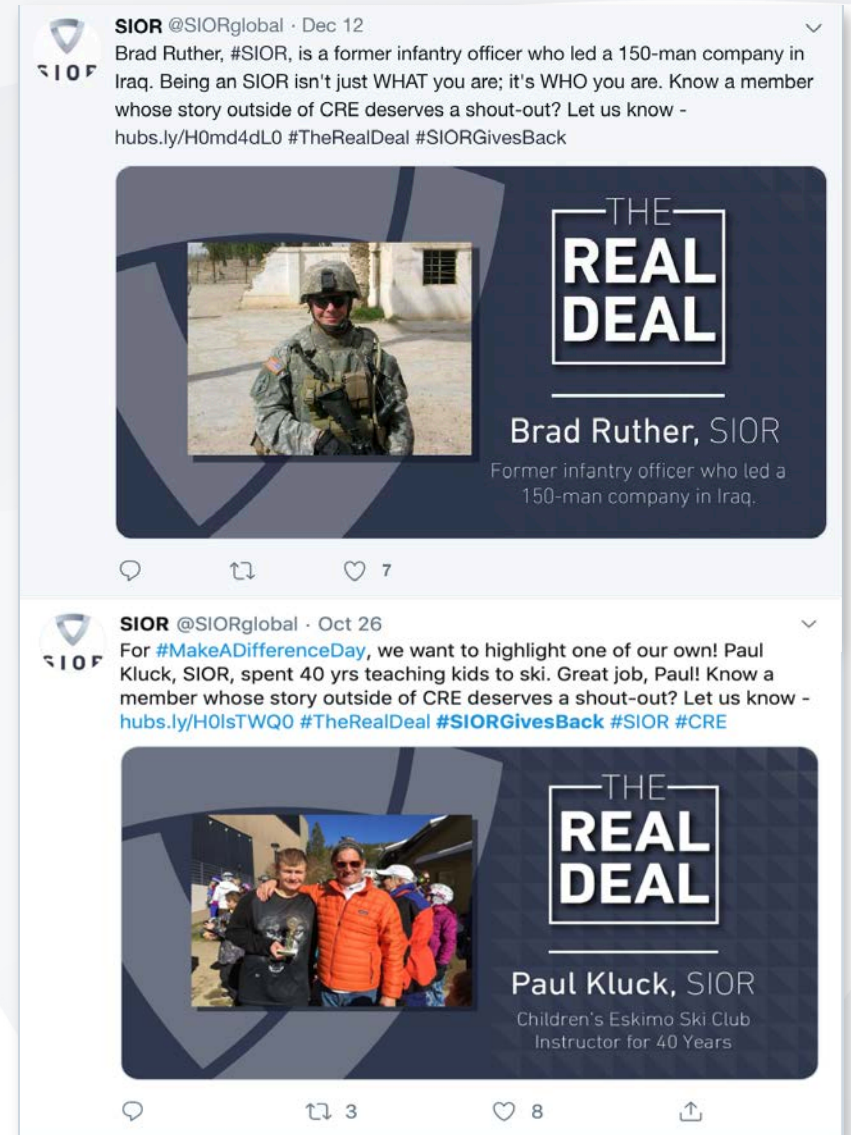
# THE REAL DEAL

- » SIORs are more than just **WHAT** we are—it's about **WHO** we are
- » Ongoing campaign that highlights who we are as people
- » Encourage all members to participate
- » [go.sior.com/shareyourstory](https://go.sior.com/shareyourstory)



#THEREALDEAL  
CAMPAIGN  
SOCIAL POSTS

[View The Real Deal Video](#)

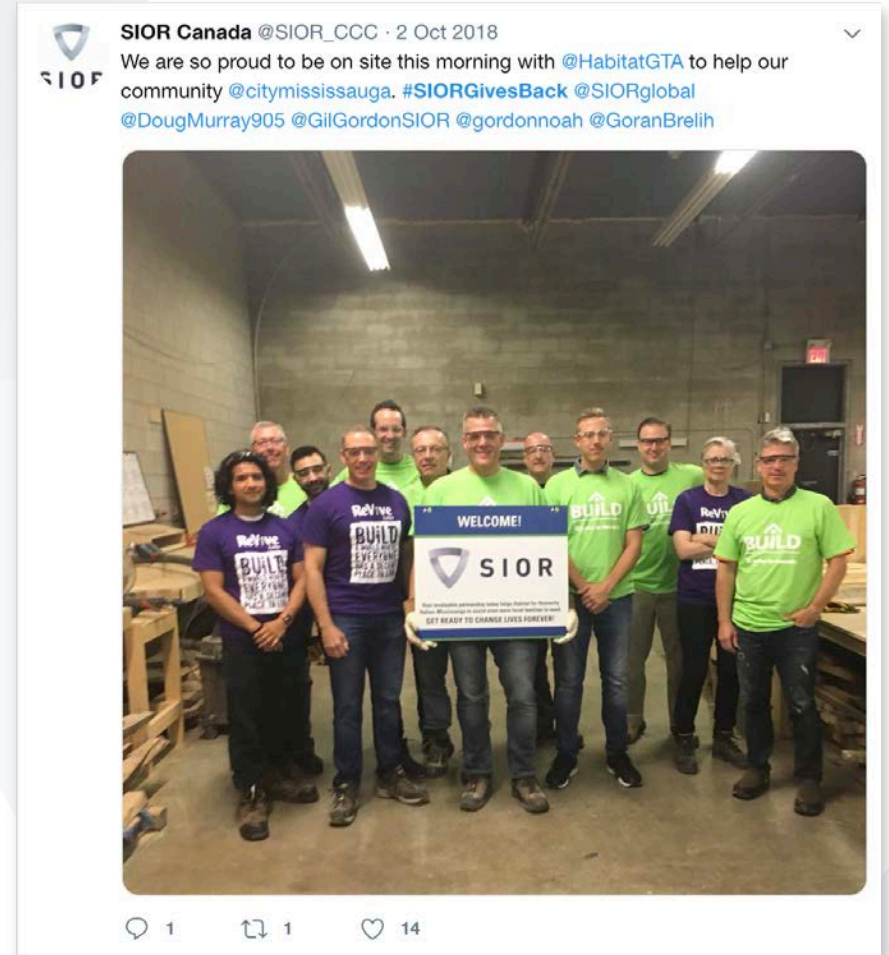


# #SIORGIVESBACK

- » Transition from once-a-year Service Day
- » Promote how SIORs give back to their communities throughout the year
- » Individually, within Chapters and at the national and global level
- » Encourage use of the **#SIORGivesBack** hashtag



**#SIOR GIVESBACK**  
CAMPAIGN  
SOCIAL POSTS



# THE NEW CRE LANDSCAPE

## CRE CHALLENGES

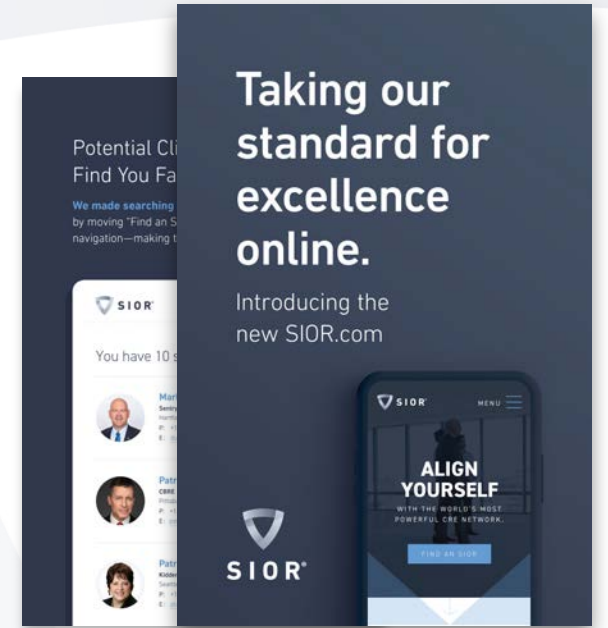
- » Attracting younger entrants into commercial real estate
- » Technology evolution
- » Large brokerage effect on referral patterns compared to past
- » Increasing client expectations
- » Fee compression



# BRAND & INTEGRATED COMMUNICATIONS

## STRATEGIC PLAN

- » Marketing is impactful and integrated
- » Created a more engaging Broker Bootcamp Mailer
- » Direct Mail Piece for Launch of the New Site and Broker Profile Updates





# MEMBER ASSOCIATES

## THE NEXT GENERATION

- » 1 to 8 yrs experience
- » Endorsed at the local level
- » Minimum Gross Fee Income
- » Adheres to Code of Ethics



# BALANCE IN THE I & O

- » Development of our office specialist segment
- » Makes 35% of overall broker membership
- » Continuing efforts to broaden network



# GLOBAL CONNECTIVITY



- » Efforts to increase global growth
- » Spearheading efforts in Europe

TOMORROW'S VISION

# MEMBER ENGAGEMENT

- » Utilizing technology, data and analytics to deliver the best member experience





TOMORROW'S VISION

## BY 2021...

- » Stronger brand recognition
- » Solid network of diverse members across the globe
- » Deeper engagement with our members at all levels



TOMORROW'S VISION

# STAY ENGAGED!





# THANK YOU

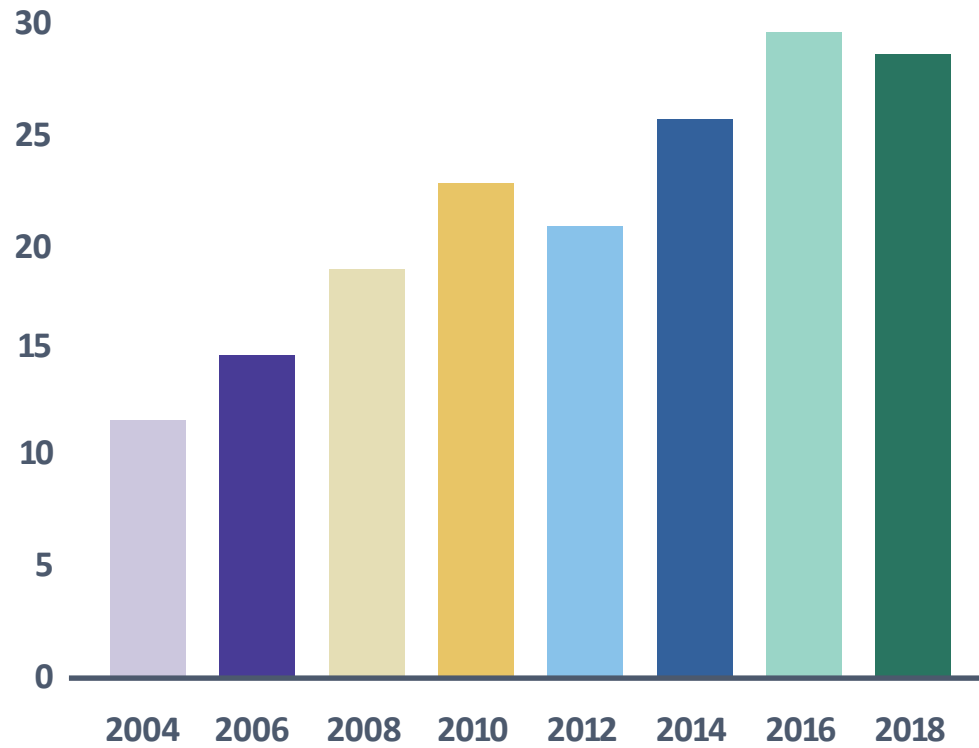


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# GRAPH STYLES



Average new members per month.



