



Benefits of Choosing an SIOR Professional

Only a small percentage of all commercial real estate brokers have met the rigorous standards of the SIOR designation.

The selection of an office or industrial site may be one of the most costly and complex decisions an organization makes. Development, zoning and environmental factors, technological change, and organizational re-engineering are just some of the concerns that influence site selection today.

Current expertise and knowledge are needed to navigate these complex issues to avoid potential pitfalls. An SIOR professional can help you find the location that will be a strategic asset for your business.

Sophistication in the Field

How can your organization find a specialist in this field—a commercial real estate professional who has the skills, resources, experience, and integrity to help you select the property that will fulfill your particular needs *and* the ability to negotiate effectively on your behalf for the lease or purchase of the property? If you are a landlord or developer, how can you distinguish the sophistication of one real estate professional from another?

Although there are few objective measures, the first place to look is the SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®, whose broker members have achieved elite status in the field. Only about 2,700 of all commercial brokers have met the rigorous standards required to earn the SIOR designation of “Specialist, Industrial and Office Real Estate” (SIOR).

By choosing a professional who has earned the SIOR designation, you know that you are working with the best—a certified, capable, and ethical professional with a proven track record—to serve your real estate needs.

The Strictest Standards

Before an individual can apply for the SIOR designation as an industrial or office specialist, he or she must meet the following objective standards:

- Demonstrate at least five years of experience in the field,
- Pass a written entrance exam or successfully complete specific SIOR courses demonstrating extensive market knowledge,
- Receive recommendations from current professionals holding the SIOR designation,

- Operate according to SIOR's strict *Code of Ethics*—the most stringent industry code, and
- Achieve a minimum annual dollar sales volume (Gross Fee Income) for three out of the previous five years of experience based on a minimum number of transactions or square footage (with criteria set by SIOR's regional chapters).

Most real estate brokers would not meet these standards. Perhaps the greatest hurdle for a prospective SIOR designee is the volume requirement—a distinguishing feature of the SIOR designation that assures clients that the SIOR designee is indeed an experienced, active, successful professional. SIOR members are more than brokers. They are true professionals, who provide their clients with proven expertise, the power of an international network of equally qualified professionals, access to the latest information and technology, and a reputation for integrity in all of their professional endeavors.

Expertise

SIOR clients include corporations such as Campbell Soup Co., FedEx Express, Fortune Brands, Microsoft, Amazon.com, Hewlett-Packard, GameTech International, Motorola and a host of other companies, large and small. SIOR professionals also serve key landlords, investors, and developers, such as Panattoni Development, ProLogis, IDI, Pizzuti Companies, Spectrus, CenterPoint Properties, and others.

Such expertise means that SIOR brokers know the markets in which they operate, are adept at understanding their clients' businesses, and they know what works and what doesn't when negotiating on behalf of their clients.

Some of the areas in which SIOR members specialize include:

1031 Exchanges	Governmental GSA	Negotiating a real estate
Appraisals & valuations	leases	transaction
Asset management	High tech space	Property management
Build-to-suit	Institutional investment:	Real Estate Investment
Consultative brokerage	insurance companies/	Trusts
Corporate outsourcing	pension funds	Renovations and rehabs
Development projects	Investment analysis	Sales – leasebacks
Energy and	Labor issues	Site selection
environmental issues	Landlord representation	Space analysis
Equity/Finance	Lease/cost analysis	Sub-agency
structuring	Leasing	Sub leasing
Exchanges (tax-free,	Legal issues	Tax issues
like-kind)	Loan/mortgage analysis	Tenant representation
Feasibility studies	Managing a brokerage	Workouts/foreclosures/
Financial analysis	firm	bankruptcies
	Military base closings/	
	dispositions	

SIOR professionals have a proven track record in conducting various types of transactions and solving the many problems that arise. SIORs bring a greater level of training, experience, and knowledge for structuring leases and sales to the negotiating table than the average commercial real estate broker.

By hiring an SIOR professional, clients and colleagues know they are getting a top-quality specialist for their particular real estate needs.

Strength of an International Network

With a membership of more than 2,700 professionals who have received the SIOR designation in the U.S., Canada, Mexico, Asia, Europe, and Africa, the SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the largest organization of commercial real estate professionals in the world.

Members regularly tap into this network on behalf of their clients. If a client has specific needs outside a particular SIOR's geographic market or field of expertise, that SIOR broker can reach out to other members—across the country, or around the world. SIOR members can also assemble teams of specialists from the ranks of SIOR—a strategy that ensures a more effective and timely completion of specified projects for clients. In every case, SIOR members know they can depend on other SIORs to bring a high level of professionalism, knowledge, and integrity to the transaction.

The cooperative tradition is an important part of SIOR membership. Each year, SIOR tracks cooperative transactions that involve an SIOR professional on both sides of the table. In 2007, more than 280 members submitted cooperative transactions. Total dollar volume exceeded \$1.5 billion in leases or sales representing more than 37,000 million square feet of space.

In addition, each SIOR member annually completes an average of \$33.6 million worth of transactions and an average of 32 lease or sales transactions with average total square footage exceeding one million square feet.

These statistics are a testament to the strength of the vast international network of specialists in SIOR. The network is a powerful resource for each SIOR professional and his or her clients. Most important is the fact that each member of the network can operate anywhere in the world while meeting the performance standards of SIOR. By choosing an SIOR professional you can leverage the expertise that exists throughout the membership.

Access to Education, Information, and Technology

Through SIOR's educational courses, conventions, and publications, SIOR professionals keep abreast of the economic, financial, and market trends; technical innovations; and legal issues that can affect real estate activities.

While many other commercial industry conventions concentrate on educating entry and mid-level experienced brokers, SIOR education is designed for seasoned professionals—giving them a true edge over other brokers.

Integrity

As *the* professional organization for leading commercial real estate broker practitioners, SIOR has developed a comprehensive, 16-principle *Code of Ethics* to guide professional members in their conduct. The Code applies to all practitioners who have earned or are seeking to earn SIOR's professional designation. Adherence to the Code is a condition of

holding the SIOR designation. The Code operates as a contract to which all SIOR professionals are bound.

The purpose of the Code is twofold:

- To protect all consumers of commercial real estate services provided by an SIOR from any improper conduct; and
- To foster robust competition in the industry.

The Code's intended beneficiaries are the clients, customers, principals, and other parties who are served by or who conduct real estate-related business with SIOR professionals. The Code applies to all matters in which an SIOR acts as agent, subagent, broker, finder, facilitator, counselor, adviser, manager, or principal. As a binding document, the Code has real "teeth" in the form of provisions for arbitration and enforcement.

SIOR brokers have become recognized as the most highly respected industrial and office real estate professionals in the United States and abroad. This respect is rooted in SIOR's high standards of performance, knowledge base, and ethical conduct, as well as the powerful network they create. An SIOR's credentials, capabilities, and ethical character in doing business will directly benefit you in your real estate needs.

For more information please contact;

Mark A. Stevens, SIOR
Principal
ITRA/The Stevens Group
10 Post Office Square
Boston, MA 02109
617.886.9300
mstevens@thestevenegrp.com

#