

| FEATURED ARTICLE

THE POWER OF SIOR GLOBALLY

By Amanda Marsh

Five Reasons International Brokers Join SIOR

It's certainly an exciting time to be an international SIOR member. Since 2011 the number of professionals holding the designation outside of the United States and Canada has steadily grown, now totaling 115 members in 32 countries. And for the first time, the association is holding a major conference outside of North America with the introduction of the SIOR International European Conference: SIOR Global Connect event in London on June 23 and 24, 2016.

Thirteen real estate professionals from around the world shared with *SIOR Report Magazine* the top reasons they chose to become international SIOR members.

1) You Differentiate Yourself in The Market

Being an international SIOR member is a unique experience. For one, it's not rare to be the only SIOR member in your region—or even your country. When CBRE consultant Laurence McCabe, SIOR, FRICS, FSCS, joined in 1999 on the recommendation of Thomas McCormick, SIOR, FRICS, senior vice president of National Accounts with Rockefeller Group in Irvine, Calif., he was the only SIOR in Ireland.

"As a result, I had many referrals," McCabe recalled. "Before the major firms had a major overseas presence, there was a real need for U.S. brokers to have colleagues in Europe. I made enormous friends from day one."

One of McCabe's first assignments was for a U.S. broker, who had a major corporate client with a plant 150 miles west of Dublin it needed to sell. Thanks to the SIOR connection, the property was sold within a year. It was one of many deals McCabe has closed through fellow members.

As one of the few Asia-based members, Chris Cuff, SIOR, FRICS, regional executive director of Colliers International, based in Singapore, receives calls from SIORs seeking help across the region, and he's been able to introduce them to the most appropriate experts in whichever market they need.

"SIOR has given me additional recognition to particular U.S. clients, and as the brand evolves internationally, it's an accreditation that will be understood and respected [globally]," he said.

Similar to how McCabe learned about SIOR from a U.S. member (McCormick is based in California), U.K.-based Frédéric Schneider, SIOR, Capita director of Corporate Services, first came to know the association through David Zimmer, SIOR, FRICS, president of Newmark Grubb Zimmer in Missouri.

"It was particularly special to be an SIOR in Europe, as there were only 70 at the time," recalled Schneider. "It can sometimes be challenging as the brand is relatively new [here], but we've been building the international membership substantially over the last few years."

Due to the growing global real estate market, it was necessary for brokers to create a platform to network and compete better with larger, international firms, said Hans-Ulrich Berendes, SIOR, CRE, FRICS, CEO of Berendes and Partner Consulting. But hardly anyone one knew of SIOR in Germany, where he's based—or even Europe.

"It was fantastic to start from nearly zero to build up something in Europe," he noted, crediting Steven Podolsky, SIOR, principal Podolsky | Circle based in Illinois, as one of the driving factors in getting more international members involved.

As membership grows, SIOR chapters have been established to serve the needs of the members within. The European chapter began in 2009, followed by the Mexico chapter in 2013. Today, the U.K. boasts the most members of any country, followed by Mexico; brokers from Argentina and Costa Rica are the newest SIORs to join.

2) You Can Grow Your Business Internationally

Schneider noted he has done multiple deals in India over the past six years with Mumbai-based Sanjeet Narain, SIOR, MRICS, CRES, TRC managing director of Narains Corp., whom Schneider met through SIOR.

"I work for a company that doesn't have offices around the world, so we rely on good partners in those markets to deliver our

capabilities and services," he explained. "SIOR gives us the assurance that their services will be great. It's akin to subscribing to a good insurance policy."

JLL Managing Director Zach Cheney, SIOR, CCIM, based out of Bogotá, Colombia, agreed. "If I need something in a geography where I don't have a partner, yet there's a SIOR network in place, I know I can trust the other person to get the deal done with a high caliber of service," he said.

3) It Introduces High Standards and Strong Ethics to your Business

Capita director Andrew Smith, SIOR, FRICS, MBA, based in London, joined SIOR in 2009 after noticing how different it was from other company affiliation networks available at the time. "It was individually led as opposed to company, and therefore based on your own individual merits," he said.

As head of National Offices for Colliers International in London, Mark Taylor, SIOR, MRICS, interacts with American corporations seeking to do business in the U.K.



He visits the U.S. two weeks per year to interact with the brokers responsible for bringing those companies overseas.

"I've dealt with a lot of the real estate community in America, and the better brokers were SIORs," he explained. He joined after discovering SIOR was similar to the U.K.'s MRICS (Member of the Royal Institution of Chartered Surveyors) designation, which he already had and exhibits similar credentials, code of ethos, and practices.



Vince Roché, SIOR, senior vice president for JLL corporate industrial solutions in Mexico, also had better working experiences with SIOR brokers in the U.S. and Mexico. He was then encouraged by The Alles Group CEO, Felix Tejada, CBRE, senior vice president, Francisco Muñoz, SIOR, and Colliers International Director of Industrial and Logistics, Rafael McCadden, SIOR, to join SIOR.

"Whenever I needed assistance or help with clients, I found it to be a smooth transaction and more proactive alignment," he noted. "I believe SIOR brokers have more experience, qualifications, and are able to think outside the box ... Sometimes you only have one opportunity to start a project off right and need a good team member. That's when I turn to SIOR."

4) You Can Boost Your Profile Within Your Company

The SIOR network within CBRE often refers clients to each other, explained Muñoz, who is also based in Mexico. "It gives me more exposure to my CBRE colleagues everywhere."

"The organization gives me a deeper reach and more avenues of business,"

added Taylor. "SIOR brokers, even within Colliers, will say, 'Oh good, he's an SIOR, so we'll have a conversation with him first.' It makes you stand out from the crowd."

Colliers International Director Baltazar Cantu, SIOR, CCIM, based in Mexico, agreed. "I've gotten more exposure than I ever had before among SIOR members—not only within Colliers, but also outside. We always know we're on the same page, even though we might be outside of each other's comfort zones."

Antonio Campagnoli, SIOR, partner at Il Punto Real Estate Advisor in Milan, has also received a lot of business from SIOR. Moreover, he said, it has given him very good visibility in the Italian market, where he works with international clients.

5) It Opens Up a Broad Range of Experiences, Deals, and Ideas

No matter where they're located, Taylor noted that international members get what they put into SIOR. "You have to make the effort to communicate and make yourself known within the system."

Miguel Cavazos, SIOR, CCIM, chief managing partner of Citius Capital in Mexico, joined not only to make connections, but

to expose his company to the most recognized brokerage community. While the firm has only participated in a few transactions because of SIOR, he expects the number to grow. "The more you participate, the more benefits you can get."

"It doesn't make sense not to become an international member," contends Gerald Eve LLP partner Patricia LeMarechal, SIOR, BSc (Hons), MRICS. "You do business across the group. I've been a member of every committee and board I can think of."

In particular, you have the opportunity to create relationships and conversations with professionals who are doing great things in different places by attending SIOR conferences, Cheney noted. "It makes you more holistic within your business approach."

Smith added that he's always able to learn from the great speakers and seminars featured at the world conferences. "The U.S. is often ahead of the U.K. and Europe in terms of new ideas and systems," he said, noting it is great to be able to take those ideas and bring them back to your own market. ▼

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