

2013 SIOR Fall World Conference:
IBG Breakout Session – Turning Challenges into Opportunities

Geoff Kasselmann Presentation: Building on your SIOR Network

- **Networking**-what should it accomplish, what is quality networking? You get out of it what you put into it. If you don't volunteer and don't get involved within the SIOR organization you won't get that much out of it.
- Everyone in here, this room, is a prospective client and or peer of mine (each other). How often do you think about wining and dining with each other as a prospective client?
- **What is your social capital?** Who and what do you know? What is your niche in SIOR? Are you a land guy, data center, technology geek? What is your niche? Work to distinguish yourself, find your niche. How many chances do you get to make a first impression? What is your elevator pitch; you only have a few seconds to sell yourself. Organize your pitch and follow through. You cannot just wait for people to come to you.
- **Networks and Budgets**- Set realistic goals. These goals should be achievable and start small. For example, will attend one SIOR conference goal a year. I am going to get 20 business cards etc. What do you need to achieve those goals you just set? What is your budget to achieve those goals? How much money and time do you need? How much money is YOUR time worth? What would you charge per hour for your labor? For example it costs me approx. \$5,000 or so a year (dues, conferences, chapter dues, foundation donations, wining and dining). What are you getting out of this investment of your time and money? Can you call any SIOR and connect clients and make deals? Be committed and be consistent!
- **Branding**- Ask your family, friends, clients-they will give you good and honest feedback on how you are being perceived by others. Have a brand, have a niche. Be something that someone needs! **Subject matter branding**- example Fritz Kauffman sends out an E-mail about stats and other interesting content and facts.
- **Get to it, How do you build your network**- You are here at the National Convention which is the one of the ways you can get involved in committees also you are here at the National Convention, New Members get first conference free. I, Geoff, got involved here at the conference and most importantly in committees and here I am still heavily involved and have forged great relationships with fellow SIORS. Don't be a one and done at conferences and conventions. We need to know you and that you are going to be here for our clients. Plan ahead, look for people that are in a market or client type that you are interested in learning more about and try and meet everyone on the list. There are exhibitors, at conferences, make a list and go meet all the ones you can. You don't have to be invited to a party/reception...host one yourself. It was worth the time and effort to host a party/reception. Put the phone down at the conference. You are here and make the most of it.

- **Social media-** is the new place that people are people content out. Engage in the SIOR LinkedIn group. Asks questions, start discussions. You may want to advertise...do it! Bring people into SIOR and get to know the SIOR staff. They will appreciate it and it is a great opportunity to build your network and learn more about SIOR. Wear your PIN, people will see it, put SIOR after your name. SIOR's can and do get top priority! Call each other me/Geoff and pick my brain.

Round Tables Part 1-

- **Jill Rassmussen-** Focus on marketing—doing a forum or conference, targeting difference groups, bringing in different kinds of people, accountants and lawyers to go over ideas and branding.
- **Michelle Hudson-** Involved in local real estate community CCIM etc. not just SIOR. SIOR Connect and using that to connect to others. Working hard to build that relationship with others, go to a baseball game etc.
- **Mike Barker -** Get on a committee, participate and find common denominators between each other, it will take some time. Attend the conference and find your niche.
- **Bob Percival -** Identify your niche in the market place, as an Indp. and chasing the fortune 500...target the smaller clients and go after them.
- **Bob Dikman -** Map of all US SIOR office and leverages that map to show how large the SIOR network is. Our perceived weakness is actually a strength. You are the number one, you are the one working with the client. Use what you know to work on existing relationships.
- **Jack Whalen-**small city area table and has changed to using the MAC operating system and using 2 screens at all time
- **Rob Cressaty-** Like the map idea and took clients map and took SIOR map and showed them how SIOR can better connect them and be a better broker.
- **Hank -** Going back to the basics; don't just email a person send them a live letter after the visit.
- **Matt D'Orsay-** Share best practices between each other. Build real relationships.
- **Steven -** Jeopardy challenge about real estate with a variety of different brokers and Real Estate publications.

Patricia Loveall-Winning Institutional Listings:

- Get up and let people know who you are!
- How do you win institutional winnings?
- Process starts 12 months before you bid for the business. Regular weekly communication, constant, meaningful updates that demonstrates we know what is going on. Make sure you have a trusting relationship with the other brokers. Follow-through! Act like you already have the listing.
- You have to select the right team. I would rather have 50% of something than nothing. Articulate what your roles and responsibilities will be for each member of the teams. Make sure when you go to a meeting that everyone has a role and a speaking part.

- Be prepared for the proposal. It is worth the time than just 20 min before it is time to present the proposals.
- Banners, use them in your presentation. Powerpoint=Banner.
- When you go in for the presentation they know that you are qualified for the job everything you do during the presentation that could disqualify you. **Be prepared and organized.** Focus your time on the property and the tenants! Institutions like to know that you are thinking about what is coming in next! Listen and pay attention to who is on the move. Make yourself look different and more knowledgeable than your competition.
- When you get the business, I like to give them an Exec. Summary that highlights all crucial points they need to know and what you are going to do/your next steps. The client wants you to make their life easy. Give them a recommendation that will guide them and that makes life easy. Give them updates often about what is going on.
- Demonstrate the SIOR national reach. Pick the best of the best and tell that to your clients.
- What are you going to promise to client? Constant contact? Confidentiality and so on?
- What are your keys to winning institutional listings?

Round Tables Part #2:

- An e-mail-like a twitter E-mail short and sweet to get them to want them to open the E-mail. Having a thumb drive of the property and all pertinent information to better prepare you for the client and can elevate you to a whole other level.
- Be prepared a head of time. A group went and bought every domain name of every building in a city ahead of time to b
- Breakfast meeting every month with developers. Client testimonials via video. Visit the website for IPG.
- Too many listings so how do you train someone to help manage them? Hire a broker manager? Other ideas?
- Think outside the box. How can I market this obsolete building?
- Know who you are dealing with, when dealing with a small company. Make sure the client knows the person handling their account. Be even and equal to be better—Gabriel Silverstein. A complete proposal package.
- Building a team of great people
- Have a relationship you still win! SIOR map beats everyone else's map. Show the client you have the right guy by overlapping your deals/SIOR map.
- Carey Anderson, Maps a call for action. We have to be brutally honest. We have the integrity and the skills, we can't sugar coat it, be brutally honest.
- Have great information! Winning but retaining business; focus on activity reporting - key.
- Sell our experience, trusted relationships and tell the client we always do what is right by the client.