



SIOR Independent Brokerage Group (IBG)

2013 SIOR Spring World Conference - Breakout Session Takeaways

SIOR IBG Members participated in an interactive roundtable format session focusing on three main topics. Each table collaborated and presented their main points to the entire group. The main takeaways and ideas are provided below. Please contact the presenters for more detailed information.

Roundtable One: Killer Sales Meetings

Challenges:

- ⇒ Trust
- ⇒ Not sharing information

Solutions:

- ⇒ Instead of sales meetings - change it to best practice meetings to motivate the team
- ⇒ Hold consistent sales meetings, once a week or every two weeks- Monday mornings are best to kick off the week
- ⇒ Review a book or article at the meetings - assign topics to a team member each week
- ⇒ Review the quality calls, meetings, door knocks and evaluate metrics

Goal - encourage information sharing

To learn more about this topic, contact the roundtable presenter:

Michelle Hudson, SIOR, CCIM

Hudson Peters Commercial
Dallas, TX

P: 972.980.1188

E: Hudson@hudsonpeters.com



Roundtable Two: Developing and Creating a Successful Business Niche

- ⇒ Medical office/development
- ⇒ Have to have data to provide to client
- ⇒ Take high end mapping software and share the data and documents
- ⇒ Discuss deals, competitors or own deals
- ⇒ Make yourself likeable
- ⇒ Differentiate yourself
- ⇒ Look at your own business - ask yourself how can you do this better?
- ⇒ Make the whole transaction process better - improve the entire experience
- ⇒ Stay in front of clients and ensure you provide a valuable service your competitors aren't offering

To learn more about this topic, contact the roundtable presenters:

Jill Rasmussen, SIOR, CCIM

The Davis Group
Minneapolis, MN

P: 612.341.3247

E: jrasmussen@davisrealestatemn.com



David Liebman, SIOR, JD

Op2mize, LLC
Chicago, IL

P: 847.813.9898

E: dliebman@op2mize.com





Roundtable Three: Elevating Your Platform and Competing to Win (V1)

Websites:

- ⇒ Is it important to look as professional as our competitors?
- ⇒ After a while they all look the same
- ⇒ Branding is critical
- ⇒ Use videos for website and for presentations
- ⇒ How do we stand out without looking like a cheap knockoff
- ⇒ Websites are critical for new business. Clients not going to site to learn
- ⇒ Use Vimeo instead of YouTube
- ⇒ How can we engage out clients with our website?
- ⇒ Using website to deliver market information. Advertise by email. Password protected
- ⇒ Renewyourlease, early.com and others are links to piece of website
- ⇒ Use CharlotteSIOR.com
- ⇒ Ask good questions and drive clients to your site

Why should I hire you?

- ⇒ Create an outline. Call and get samples from SIOR partners.
- ⇒ Talk about dilution with big firms. Takes two deals for my one deal.
- ⇒ Accountability. What you see is what you get.
- ⇒ ExecutiveLeaders Alliance
- ⇒ Invite 200 C level execs to lunch.
- ⇒ Have a C level exec speak
- ⇒ No sales pitch.
- ⇒ Create value in your clients' lives.
- ⇒ Gets you in with decision makers.

Partner with existing organizations.

- ⇒ C- level groups
- ⇒ Utah Business

Host an industry luncheon

- ⇒ Feed them and bring great speakers.
- ⇒ SBA, forecloses, etc...

Be different than your competition

- ⇒ Create an event (ELA)
- ⇒ Conduct interviews (CFO Studio)
- ⇒ Make videos (IPG)



Roundtable Three: Elevating Your Platform and Competing to Win (V1) Cont...

Full service vs. niche player

- ⇒ Offer everything they have plus something they don't (STDB drive time/competition studies)

Let past clients tell your story

- ⇒ Connect linked in clients to new prospects
- ⇒ Show a testimonial video (IPG)
- ⇒ Ask them to call your clients
- ⇒ Introduce a prospective buyer or tenant to a prospective listing client

Nail the presentation

- ⇒ Dress sharp
- ⇒ Ask all the questions and let them talk
- ⇒ Pull out the stops for big deals
- ⇒ Invite economic development from state or city, or other service providers
- ⇒ Do something different than power point
- ⇒ Make it incredible interesting
- ⇒ Short, sweet and to the point

Service, service, service

- ⇒ Smother them with attention before, during, and well after the deal closes
- ⇒ Make their lives better
- ⇒ Offer ways to help them decrease costs
- ⇒ Educate them with new ideas, speakers, presentations, invite to events you go to like SIOR or CCIM, NAIOP etc.

Be social

- ⇒ Have lunch, drinks, dinner
- ⇒ Play golf, mountain bike, skeet shoot
- ⇒ Have fun with your clients, and they will remember you!

To learn more about this topic, contact the roundtable presenter:

Michael Jeppesen, SIOR, CCIM

IPG Commercial Real Estate

Salt Lake City, UT

P: 801.746.7295

E: Michael@ipgcre.com





Roundtable Three: Elevating Your Platform and Competing to Win (V2)

SOLUTIONS FOR ADDRESSING COMMON CHALLENGES

- ⇒ Leverage the SIOR brand to demonstrate the network of qualified professionals globally. SIOR's are the top 20% in every market, end stop.
- ⇒ Local brokerage firms have the autonomy to consistently partner with the right service provider or "local broker" and make decisions that are in the best interest of the client.
- ⇒ Local brokers should leverage the SIOR Network to demonstrate that they have the "best in class" market coverage and clearly depict the collective horsepower of the association. (Note: IBG Committee to follow up on interactive map for SIOR's and promotional videos for client or listing presentations.
- ⇒ When referring client business across markets it is critical to manage the process and "stay involved".
- ⇒ Important to clearly demonstrates results. This may include
 - Statistical data of the SIOR Network
 - Spend time completing data analytics to properly forecast market trends and depict your company results vs. that of the competition.
 - In listing work consider online marketing and tracking tools i.e. REAOnline. Providing clients with direct online access to daily activities and progress helps instill clients confidence that they will realize measurable results
- ⇒ Have great data. Manage your information with brokers vs. outsourcing to research departments. Know your market. Share this information with clients, quarterly newsletters provide detailed information.
- ⇒ Closely align with appraisers. Good sources of reciprocal business and information.
- ⇒ Deliver quality material, focus on your brand. Leverage online tools to outsource and obtain high quality work affordably. (www.Elance.com).
- ⇒ Share information and best practices across independent brokers to improve and deliver best in class material.



Roundtable Three: Elevating Your Platform and Competing to Win (V2) Cont...

Note: Below is a list of items for consideration to better service clients through the use of third party consultants and managing costs and risks.

EXPANDING YOUR SERVICE MODEL

Location Analysis

- ⇒ Work with clients to help understand and retain key employees and avoid potentially expensive severance costs.
- ⇒ What is your client's least cost freight point?
- ⇒ Great tool for engaging with clients and pre-cursor to Corporate Multi-Market Mandates

Space Planning/Material Handling Services

- ⇒ Bring in consultants very early in the process. Offer innovative solutions to realizing cost efficiencies. Kiva Material Handling System

Lease Audits

- ⇒ Provide lease abstracts early in the process

Project Management

- ⇒ Ensure your client gets what they want on budget and on time. Turn this into a profit center for your business.

INNOVATIVE MARKETING STRATEGIES

- ⇒ Brand Strategy/ Potentially Bring in Outside marketing Firm
- ⇒ 3D Modeling
- ⇒ Augmented Reality

OTHER

- ⇒ Local brokers have autonomy in decision making and control over costs and expenditures.
- ⇒ What is your brand perception in the market and how can you improve it?

To learn more about this topic, contact the roundtable presenter:

Matt D'Orsay, SIOR

Indusite Realty Corp.

Mississauga, ON, Canada

P: 905.624.3500

E: mdorsay@indusite.com





Roundtable Four: How to Leverage the Power of SIOR and the IBG

- ⇒ Clients only want one thing today from their real estate broker: more. They want more services, marketing, and collaboration. SIOR can help in this process but you must build a network of industry friends to achieve any measurable result.
- ⇒ Find more time at future conferences to connect and collaborate.
- ⇒ There are a number of members doing very unique things in each market.
- ⇒ Tremendous resources for those willing to take advantage.
- ⇒ Idea of bigger being better is not always true - one size hardly fits all.
- ⇒ Independents create real value. Why this is even debated?
- ⇒ Are independents telling a good story or simply assuming they can't do big business? Countless examples in our respective markets. Find a way to highlight these.
- ⇒ More we collaborate , more we can drive business and ideas
- ⇒ More we network and share ideas, the better we all become, increasing value, etc.
- ⇒ Location of SIOR members on the back of business cards (show your depth and ability to assist your clients in multi markets).
- ⇒ Developing a member roster for IBG (will be available on MySIOR Communities)
- ⇒ There is nothing more important than the aura of a brand (create and sustain it).
- ⇒ A persons experience with you will either lead them toward you or away from you.
- ⇒ How are you currently building your network?
- ⇒ When you come to a conference, what are you doing differently?
- ⇒ How are you selling the SIOR network? What are you doing?
- ⇒ Innovators in real estate see the existing market, whatever market it may be as an opportunity.

To learn more about this topic, contact the roundtable presenter:

Robert Thornburgh, SIOR, CCIM, CPM

Heger Industrial

Los Angeles, CA

P: 323.727.1144

E: rt@heger-industrial.com



A SPECIAL THANKS...

In addition to the presenters on the preceding pages, on behalf of the IBG Working Group, a very special thank you to Patricia Loveall, SIOR, for generously facilitating the final recap.

