



2019 SIOR Retention Toolkit

Membership retention is a top priority. SIOR's continued retention performance, averaging 96% annually, is directly related to the Chapter Retention Chair effort. **Retention Chairs do an excellent job in communicating the value of SIOR and encouraging renewal for those who may be at risk or cancelling.**

The following toolkit is provided to assist you in:

- Communicating the value of SIOR;
- Understanding the dues process;
- Handling questions and potential objections; and
- Reviewing the dues correspondence.

The components of the Retention Toolkit:

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How to use the toolkit:

- Review this toolkit and understand the renewal process;
- Review the list of chapter members who have not paid dues and are at risk of leaving;
- Consult the Chapter leadership and membership for feedback on existing special circumstances;
- Contact each member listed;
- Verify contact information;
- Encourage timely payment and membership renewal;
- Listen and empathize;
- Respond with positive reinforcement of SIOR value, and
- Update Chapter and Michael Topp with any contact information changes, member concerns, and a progress report.

It is important to communicate the value of membership and the power of the designation, but the most powerful tool you can use is You! Share your personal stories of what SIOR has done for you.

Thank you for your efforts and please call on Staff with any questions or for more information.

STAFF RESOURCES:

Michael Topp, Vice President of Membership
Tatiana Varanko, Membership Coordinator
James Kim, Accounting Manager

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The Value of SIOR

SIOR provides you with vital networking and educational opportunities, heightened credibility and marketing visibility, as well as long-term relationships that help **you significantly grow your businesses.**

Holding the SIOR designation gives you instant credibility, aligning you with the industry's finest, while offering:

- **Prestige** - Earned respect from your colleagues and clients.
- **Exclusivity** – You are in exclusive company with the SIOR designation – held by 3,000 practitioners worldwide.
- **Credibility** - The most trusted and sought-after designation in the industry, providing instant recognition to help you win business.
- **Visibility** - The SIOR designation distinguishes you within your firm or network, placing you above the rest.
- **Deal Generation** - Network with the industry's best, create long-lasting relationships, and generate more transactions.
- **Professional Development** - Relevant, timely education and best-practice sharing for your competitive edge.
- **Connectivity** – Your global referral network across 36 countries with online platforms to keep you constantly connected to the best of the best.

Member Resources to Leverage and Market Your Membership:

- **MySIOR** – Engage with your peers to ask and answer questions, collaborate, and connect to enhance your business and relationships.
- **SIOR Connect** – Generate business by emailing your listings to targeted groups of SIOR members.
- **Locate an SIOR** – The elite CRE broker database for locating the most successful, top brokers in the industry. Customize your profile to promote your expertise and win business.
- **Marketing Toolkit** – Access marketing resources to promote your well-earned SIOR designation, enabling you to elevate yourself above your competition and win business.
- **Team Portfolio** – Showcase your SIOR team and demonstrate your SIOR network coverage with customized digital and printed reports.
- **SIOR Transactions** – Highlight your achievements through SIOR's transaction reporting platform, promoting your deals across various channels for optimum coverage.

Benefit from Education and Professional Programs:

- **World Conferences and chapter programs** – Connect in person at conferences and events to network, learn, have fun, and even generate deals.
- **SIOR Commercial Real Estate Index** – Your indicator of market temperature.
- ***SIOR Report* & *SIOR Pulse Blog*** – Your connection to the industry’s most timely and relevant articles.
- **NAR Advocacy** – Serving as your voice in Washington.
- **Professional Standards, Arbitration, and Mediation** – Your peer based systems for resolving disputes.

Handling Objections & FAQ

Please Remember to:

- Empathize with the member.
- Validate a member's reason for concern; explain how membership overcomes those challenges.
- Communicate the value of the designation.

I did not receive an invoice or membership renewal package or don't know my username and password.

- Confirm contact information and inform them that Tatiana Varanko, Membership Coordinator (tvaranko@sior.com) will email an invoice ASAP or can provide the log in credentials.

Dues are too expensive.

- The opportunity of business made through the SIOR network can result in greater returns than your annual investment.
- Your dues provide access to leading education and professional development opportunities including the World Conferences, local chapter programs, and online MySIOR offerings.
- SIOR branding is dedicated to promoting your designation.
- Corporate and real estate executives recognize the value of the designation, helping you win business.
- The designation is often the deciding factor over competing brokerage firms on major assignments.
- The designation is tangible evidence of your expertise, providing instant credibility.

I cannot pay my dues in full at this time.

- Payment plan options are available:
 - Pay the first installment now and the second installment by July 1, 2019. There is a \$25 service charge for paying in two installments which is paid with the first installment.
 - **If a member cannot meet these conditions, please have them contact Michael Topp at 202.449.8216. A monthly payment plan is available.**

My business is down.

- This is when SIOR matters most. SIOR members constantly share and exchange ideas on how to best maneuver in challenging environments.
- Consider your investment in SIOR as a part of your marketing or business development budget.

I have not gotten anything out of SIOR and do not see the benefit.

- Discuss how SIOR has undergone a thorough strategic planning process. SIOR is anticipating changes in the business environment over the next 10 years that may affect how brokers conduct business. The goal is to ensure that SIOR is prepared and strategically equipped to meet whatever challenges these changes may present.
- Share ways in which you have benefited both economically and professionally from SIOR.
- Review the SIOR value proposition and discuss ways for them to get involved.
- Emphasize there are new resources and tools available to enhance business and professional development opportunities. See the list on the value proposition page.

I belong to CCIM. Their dues are less expensive, and I receive technological tools.

- CCIM has a different mission from SIOR. It exists to provide technology to its members. In contrast, SIOR drives business and provides a different experience through the designation, networking, and education.

Handling Objections & FAQ (continued)

I don't have enough time to commit to SIOR.

- Even if you are not able to put any time in SIOR, the designation already works for you by continuing to promote you through your personalized, searchable directory profile, and SIOR's advertising campaign.

My company belongs to a network/I work for a global or national firm and don't need another network.

- When firms and networks are consolidating & downsizing, you can be assured that the SIOR will be there.
- The SIOR network provides coverage in your firm/network's unrepresented areas.
- SIOR is an additional tool to distinguish you from the competition.
- International firms and networks regard SIOR as critical part of their delivery platform.
- Many SIORs will only refer business to other SIORs within their firm or network.
- SIOR is an additional perspective and industry resource.

I have personal reasons – divorce, illness, financial hardship, etc.

- Express understanding of the circumstances, and SIOR is a long term relationship.
- If you'd like to discuss additional payment options, please contact Michael Topp at 202.449.8216.

I'm not going to be actively involved in SIOR this year – I would like to become inactive.

- SIOR does not have an inactive membership status.
 - The alternative is to inform HQ in writing of intention to cancel your membership. This will allow you to leave in good standing if you have been a member at least 3 years.
 - To reactivate membership within 5 years you will need to submit a reinstatement application.
- SIOR encourages you to maintain your membership, even if you step back in participation. Your name and contact information will remain on the searchable SIOR website and you'll be able to continue to use the SIOR designation, which continually promotes you as an expert and top producer.

Cancellation:

What a member must do if they are cancelling:

1. Inform SIOR HQ in writing/email of intention to cancel the membership.
2. Make sure there are no outstanding balances with SIOR.
3. Remember that the reinstatement eligibility window is within 5 years of date of cancellation.
4. Complete the one-page Reinstatement Application when ready to reinstate.

Retirement:

I'm (65+ years or older) /I'm not really in the business anymore. I have retired.

- Retired status is available to members who meet the following criteria:
 - Any member that is no longer active in the industry (except for facilitating his/her own portfolio) and who is sixty-five (65) years of age or older, **or** has been an active member for at least 15 consecutive years may apply for Retired membership.
 - Members interested in retired status must submit the appropriate application along with a retired verification affidavit. Please have them contact Michael Topp at 202.449.8216.
- Benefits to retired status include:
 - Use of the SIOR Retired designation.
 - Reduced SIOR National Membership Dues (\$200).
 - Continued access to SIOR World Conferences and Chapter events.
 - Listed in the annual SIOR directory and on the SIOR website as an SIOR Retired member

Chapter & NAR Dues Information

CHAPTER DUES

Many chapters' invoice chapter dues through SIOR HQ. See page 11 for list of participating chapters.

- Participating chapters' dues are included on the SIOR dues invoice and can be paid online or check.
- Members opting for the SIOR dues payment plan must pay chapter dues in full with the first installment.
- Chapters not participating will continue to invoice separately for the chapter dues.
- Active, Associate, and Candidate members must fulfill annual SIOR and chapter dues.

NAR DUES

Members can either pay NAR dues through SIOR, another Affiliate, or the local REALTOR Board. NAR Institute Affiliate Dues through SIOR are \$105 and must be paid online at www.realtor.org. Please contact Tatiana Varanko (tvaranko@sior.com) to enroll in the IA dues program.

Why do I have to pay NAR Institute Affiliate dues?

- Institute Affiliate (IA) dues are an added cost saving by not having to pay local Real Estate Board dues.
- All members are required to hold an NAR membership.
- Please contact Tatiana Varanko (tvaranko@sior.com) if you are interested in enrolling in the IA program.

2019 SIOR Membership Renewal Timeline

- **December 11: SIOR HQ mails dues renewal packets to members.**
- **December 13: SIOR HQ emails dues invoice to members.**
- December 13: Email Retention Toolkit to Retention Chairs
- **January 7 (approx. 30 days after mailing renewal statements): SIOR HQ mails and e emails a second dues reminder.**
- January 21: SIOR HQ emails a third dues reminder.
- January 24: SIOR will submit lists of unpaid members to the Board of Directors, Chapter Presidents and Retention Chairs.
- January 24- February 1: Retention Chairs to contact each late member to remind them of deadlines, payment plan options, encourage renewal, and respond to member concerns.
- **February 4: SIOR HQ mails and emails a dues reminder.**
- February 7: SIOR will submit lists of unpaid members to the Board of Directors, Chapter Presidents and Retention Chairs.
- February 7-16: Retention Chairs to contact each late member to remind them of deadlines, payment plan options, encourage renewal, and respond to member concerns.
- **February 18: SIOR HQ emails a dues reminder.**
- March 4: SIOR will submit list of unpaid members as of March 1 to the Board of Directors, Chapter Presidents and Retention Chairs.
- **March 6: SIOR HQ mails letter from Robert Thornburgh and dues reminder**
- March 4-8: Retention Chairs to contact unpaid members one final time to encourage continuation of membership and to sign up for payment plan.
- March 18: SIOR HQ sends personal email to unpaid members to encourage payment and inform them of process to leave in good standing.
- March 31: Membership dues deadline. Unpaid members are subject to cancellation.
- April 15: Board of Directors votes to terminate members who have not paid or signed up for payment plan.
- **May 2: SIOR HQ mails 2nd dues payment invoice to payment plan members.**
- June 1: SIOR HQ mails 2nd reminder to pay 2nd dues payment.
- July 1: Second payment plan payment due.
- July 15: Board of Directors votes to terminate members who have not paid second payment of payment plan.

SAMPLE 2019 SIOR Membership Renewal Cover Letter

December 4, 2018

Dear [NICK NAME],

It's an honor to serve as your president, working alongside our CEO, Tom McCormick and the collective Board of Directors as our organization ushers in an extraordinary future.

As an SIOR Designee since [YEAR], you know that the support you receive from SIOR remains constant in an ever-changing industry and ensures that you are identified as the most knowledgeable, experienced, and successful commercial real estate brokerage specialist by colleagues and clients alike.

Looking ahead, we are taking a proactive, strategic approach to enhancing SIOR with several initiatives over the next three years, with an immediate emphasis on member engagement, marketing support, and brand recognition. You will see a highly orchestrated series of initiatives focused on:

- Developing enhanced global, national, regional, and local conferences
- Creating additional opportunities for member engagement
- Enhancement of exclusive online resources like MySIOR and SIOR Connect to further timely discussions on industry trends and sharing of information
- Distribution of the new Marketing Toolkit to help demonstrate the unique benefits of hiring an SIOR member
- Customizable advertisements to attract attention and increased visibility in your local market
- Continued high level brand awareness campaign positioning SIORs as best in class through advertisements in major industry and business publications
- Heightened alliance partnerships designed to ensure we lead in technology and associated innovation
- Increased relevant and advanced educational opportunities
- Extensive outreach program designed to attract the next generation of highly talented CRE professionals

Like your fellow 3,300 members across 686 cities and 36 countries, you have access to SIOR's exclusive resources to sell more effectively, promote your achievements, and grow your business.

Please do not ever hesitate to contact me personally if we can be of service or answer any questions that you might have. We look forward to your continued membership.

Sincerely,



Robert G. Thornburgh, SIOR, CCIM
2019 SIOR Global President

2019 SIOR Dues Amounts

Active SIOR Designees

- U.S. and Canada: **\$1,345**
- Other Countries: **\$675**

Retired SIOR Designees

- U.S. and Canada: **\$200**
- Other Countries: **\$100**

Member Associates

- All countries: **\$450**

Associate Members (Organizations)

Associate Members can appoint up to two delegates from within the same office. Additional delegates are a \$275 per person charge.

- **Corporate:**
 - U.S. and Canada - **\$500**
 - Other Countries - **\$250**
- **Developer:**
 - U.S. and Canada
 - First Office Holding Membership: **\$1,500**
 - Additional Offices Holding Memberships: **\$575**
 - Other Countries
 - First Office Holding Membership: **\$500**
 - Additional Offices Holding Memberships: **\$310**
- **Educator:**
 - U.S. and Canada - **\$300**
 - Other Countries - **\$200**
- **General:**
 - U.S. and Canada - **\$1,500**
 - Other Countries - **\$500**

SAMPLE: 2018 Final Dues Notice

April 21, 2017

Dear FIRST NAME,

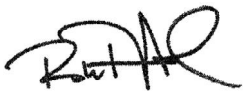
As result of unpaid dues attributed to the 2018 billing cycle, the SIOR Board of Directors has, regrettably, cancelled your SIOR membership effective December 31, 2017.

Please be assured this action was not taken lightly. Since December, SIOR has made numerous attempts to contact you and provide flexible payment options that would have allowed you to maintain your SIOR membership.

We ask that you cease all references to SIOR membership and remove the SIOR designation on all correspondence, signage, business cards, and marketing materials.

If you believe there has been a misunderstanding or have recently mailed your dues payment, please contact Michael Topp, SIOR Director of Membership, immediately at 202.449.8216 or mtopp@sior.com. We will do everything we can to restore your membership.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Hammond', with a stylized flourish at the end.

Robert Hammond
Interim, Executive Vice President

Cc: Chapter President
Chapter Vice President

SIOR Chapters Collecting Dues through SIOR HQ

1. SIOR Austin/Central Texas Chapter
2. SIOR Canada Central Chapter
3. SIOR Carolinas Chapter
4. SIOR Chicago Chapter
5. SIOR Connecticut/Western Mass Chapter
6. SIOR DFW/North Texas Chapter
7. SIOR El Paso Juarez Chapter
8. SIOR Florida Chapter
9. SIOR Greater Los Angeles Chapter
10. SIOR Idaho Chapter
11. SIOR Indiana Kentucky Chapter
12. SIOR Inland Empire & Orange County Chapter
13. SIOR Louisiana, Mississippi, Alabama, and Northwest Florida Chapter
14. SIOR Memphis Chapter
15. SIOR Michigan Chapter
16. SIOR Middle and East Tennessee Chapter
17. SIOR Minnesota Chapter
18. SIOR New England Chapter
19. SIOR New Jersey Chapter
20. SIOR New York City and Downstate Chapter
21. SIOR Northern California Chapter
22. SIOR Ohio Chapter
23. SIOR Oklahoma Chapter
24. SIOR Philadelphia Chapter
25. SIOR Pittsburgh, Western Pennsylvania, Northern West Virginia Chapter
26. SIOR San Antonio/South Texas Chapter
27. SIOR Upstate New York Chapter
28. SIOR Utah Chapter
29. SIOR Virginia Chapter
30. SIOR Washington Chapter
31. SIOR Wisconsin Chapter