



2015 SIOR Recruitment Toolkit

6. Membership Categories

SIOR Designation – Active Membership

The SIOR designation is a professional achievement for highly qualified commercial real estate practitioners with a strong transactional history in brokerage, fee-based services, or executive management.

The SIOR designation is granted in one of six specialist categories:

1. Industrial Specialist
2. Office Specialist
3. Industrial & Office Dual Specialist
4. Advisory Services Specialist – consultant or advisory practitioner
5. Sales Management Specialist – manages at least 10 sales or leasing agents
6. Executive Specialist – manages 100+ sales or leasing agents in 3 or more offices

SIOR designees benefit from:

- Deal Generation - network with the industry's best, create new relationships, and ultimately generate more transactions.
- Credibility - corporate and real estate executives recognize the value of the SIOR designation, helping you win assignments.
- Exclusivity - only 2,800 practitioners hold the SIOR designation worldwide.
- Connectivity – SIOR technology platforms to keep you connected to SIOR designees.
- Professional Development - the SIOR Center for Career Advancement offers education for your competitive edge.

Please see Section 6 for designation requirements, fees, and application materials.

SIOR Candidate Membership

SIOR Candidate Membership is for industrial and office brokerage practitioners working towards qualifying for the SIOR designation within the next five years.

Industrial and office brokerage specialists with three to eight years' experience who are not yet qualified to apply for the SIOR designation should apply for Candidate Membership.

Candidates benefit from:

- Starting the process of becoming an SIOR designee.
- Interaction with SIOR designees and access to SIOR's education.
- Establishing relationships with SIOR members and creating a personal SIOR network.
- Building business revenue and enhancing professional development.
- Gaining recognition as a rising industrial or office practitioner in the local market.

- Valuable insight and instruction through mentor relationships.
- Discounted access to SIOR World Conferences and SIOR designation courses.

Please see Section 7 for Associate requirements, fees, and application materials.

SIOR Associate Membership

Organizations with a vital interest in corporate real estate services and industrial or office development comprise SIOR's Associate membership. Delegates are qualified individuals from the Associate member organization who represent the organization in the affairs of SIOR.

Associate status is granted in one of four categories:

1. Corporate - companies that own/buy/lease significant amounts of industrial and/or office real estate.
2. Developer - companies that develop industrial and/or office real estate facilities.
3. Educator - accredited educational institutions offering degree programs in real estate.
4. General – companies that are involved in industrial and/or office real estate other than third-party brokerage. Examples include accounting/financial firms, engineering firms, economic development agencies, architectural firms, and more.

Associate members benefit from:

- Access to more than 2,900 Designees- conduct business with premier brokers around the world.
- Associate logos – industry recognition as members of SIOR.
- Two delegates per membership – increase participation.
- Associate Membership Directory & Service Listing – distributed to SIORs who need services.
- Direct access to SIOR messaging system – target messages to SIORs.
- Speaking opportunities at SIOR World Conferences and Chapter events – share market knowledge and industry expertise.
- Upgraded benefits at SIOR World Conferences – increase exposure with sponsorship and/or exhibition.
- Providing content in *Professional Report* magazine –gain exposure as a subject matter expert.
- Participation on SIOR Committees - help set the direction of SIOR's future.

Please see Section 8 for Associate requirements, fees, and application materials.