

SIOR MIAMI SIOR 2012 Spring World Conference
 Riding The Growth Wave
 May 10-12 • South Beach • Miami, FL USA

Welcome to the Independent Brokerage Group (IBG) Breakout Session

How to Better Leverage
 The Over 1,200 Independent SIOR Brokers To Market
 And Build Your Business





A special thanks to this morning's distinguished panel of speakers.

Bob Dikman
 SIOR, ALC, CCIM, CRB

Paul Perkins
 SIOR, CCIM

Hank Pruitt
 SIOR, CCIM

Tom Townes
 SIOR, CCIM

Andrew Zezas
 SIOR

Robert Thornburgh
 SIOR, CCIM, CPM




The Independent Brokerage Group ("IBG")

- The Independent Brokerage Group was established in May 2011.





The Independent Brokerage Group ("IBG")

Special Recognition is due:



- Mr. Kevin McGowan, SIOR, CCIM with Newmark Knight Frank Smith Mack





The Independent Brokerage Group ("IBG")

- Independents represent approximately **45%** of the entire SIOR membership
- Mission Statement: To create and sustain a network of highly qualified, independent SIOR brokers across the world to **collaborate, share information** and **enhance business opportunities** for its members.

SIOR Members First...

- This is not Independents vs. National Firms
- Unique opportunity to discuss:
 - The challenges and strengths we contend with as independent brokers
 - Share ideas and collaborate...





More Information About IBG

- Membership in IBG is automatic as long as you work for an independent firm
- Please participate - your input and ideas are valued
- A special thanks to SIOR leadership for their support



Smaller & Smarter – The New Paradigm?

- What do both large and small firms have in common?
- Distinct competitive advantages working with a smaller firm?



Strengths of Being a Niche Player



Selling the SIOR Network

SIOR By the Numbers:

- **2,990** Members
- **31** Countries
- **630** Cities



Successful Marketing Strategies



A Unique Perspective on Marketing...



Today's Website



E-Marketing & Social Media

- Facebook – Create a 'fan' page
- Linked In – Update your profile, build your contacts, post content. Create a company page
- E-Newsletter – Build your database, communicate regularly with your customers, provide solid information



Social Media Continued...



A Case Study on Creativity: CFO Studio



Video Options at Work...



Advanced Technology at a Glance

- QR Codes – Quick Response
- Virtual Property Tours
- Cloud Computing
- Reminder: Geoff Kasselmann, Technology Presentation Saturday 8:00 a.m.



Direct Mail & Other Printed Advertisements




Is this still relevant in Today's World?

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Playing in the Same Sandbox...

- How do we draw stronger connections between National and Independent Firms?
- Benefits for the National firm in working with an independent today?
- Concerns over referrals – is this justified?



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Retention & Recruitment in Today's World...

Times have changed!



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Retention & Recruitment Continued...



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Transitioning from National to Independent or...



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A Succession Plan for the Independent



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Entrepreneurs... The Guts & Gusto of our Economy



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IBG Networking Reception

- Reminder: IBG Networking Reception Tonight at 6:30 PM
- Special thanks to Heger Industrial & Triad Commercial Properties for Sponsoring the Event



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Closing Q & A



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- A Special Thanks to our Distinguished Panel of Speakers
- Thank You for Supporting the Independent Brokerage Group



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