

A BRAND NEW LOOK FOR SIOR

This inaugural issue of an enhanced and redesigned *SIOR Report* is only one piece of a long-planned, robust and multifaceted effort that will help reshape SIOR in the years to come.

The objectives of the effort are both ambitious and exciting: refreshing and reintroducing SIOR's look, feel, and brand, garnering significantly increased media attention for SIOR's members, and most importantly, beginning an array of new initiatives to ensure that, as SIOR celebrates its 75th Anniversary, the value proposition it offers its members is stronger than even before.

Likely by now you've seen our new logo and website. Hopefully, you've also had a chance to benefit from the SIOR Team Portfolio Tool and the array of digital offerings we've unveiled, all while keeping an eye toward facilitating members' ability to generate business online to an extent unprecedented in our history. As for the Report — we plan to continue to improve content while making it available to media and corporate end-users by the end of the year.

At the chapter level, you've been introduced to new templates for press releases that may already be working to your benefit. Even as you read this piece, we are only at the tip of the iceberg. Throughout

the remainder of 2016 – and in the years to come – you can anticipate a variety of new substantive and innovative tools specifically designed to help you utilize your SIOR designation to win new business in your particular market segment and geographic locale.

These new resources and materials have been designed in close collaboration with membership, and also as a result of SIOR's partnering with various outside experts, whose core mission is ultimately to promote the membership, and thereby the organization.

We thought this would be a great forum in which to share some additional details.

Why Unveil a New Look and Style Now – and Why This Particular Logo?

SIOR is in remarkably good shape, holding its position as the world's best-in-class association of industrial and office realtors. Our membership retention ratio has exceeded 95 percent; our overall membership is at its highest level since 2009; our global footprint is expanding and, with 48 domestic and international chapters, our reach is broader than ever before; and the aggregate dollar amount of member-to-member

transactions has more than doubled over the past five years.

Yet the viewpoint of SIOR leadership – in large part informed by our members – is that great organizations need to stay ahead of the curve and take on innovative initiatives while enjoying a position of strength in the marketplace.

Background on the Research

In 2013, SIOR established a dedicated strategic planning committee to conduct a comprehensive review of the organization to help position SIOR with a strong competitive foothold for the future.

The planning group commissioned exhaustive research, interviewing more than 1000 SIORs, as well as sponsors and end-users in order to get a picture of current perceptions of SIOR and where key constituents thought it was headed. The results of the research were clear: SIOR should be at the cutting edge of innovation, begin expanding its external posture to reach more sponsors and end-users, and seize opportunities to "reintroduce" the Society on a broad scale.



We began with the logo. While a logo should not be confused with a brand itself, it is without question a tremendously important brand element. Our logo is an easily identifiable insignia that represents our messages and beliefs, speaks to our past, and indicates where we hope to be in the future. Given the importance of a logo as perhaps the preeminent branding symbol and as a gateway into the entire process of updating and energizing feel and style, SIOR, after a competitive process, retained the services of Spark Experience, an agency specializing in design and branding.

In working with us to develop prospective refined logos, the Spark team conducted several “audience discovery” sessions, in

We’ve been pleased by the response to the new logo – and to the accompanying tune-up of our website, as well as the new Chapter templates for press releases that feature the new logo – especially in those cases where we’ve had the opportunity to explain the thinking behind the changes and discuss this sweeping process.

“While we are only at the beginning of this journey, an extraordinary effort has been made between SIOR members, in cooperation with outside resources, to accomplish a great deal, thoughtfully and quickly,” said Robert Thornburgh, SIOR [additional info re: Chair of the SIOR Strategic Messaging Working Group.

So Where is All of This Headed?

First, SIOR is planning an ambitious, public-facing media relations effort over the course of the year. That effort will involve several core components:

- Development of a year round marketing and public relations plan.
- Establishing a comprehensive “messaging matrix” and “elevator pitch” which ultimately will be customized across several industry wide segments.
- A continued and sustained effort to secure strategic media coverage of the organization and its members across an array of media outlets and platforms.
- Working each day to position our members as the foremost thought leaders and innovators in their respective fields of expertise, such that media come to rely on members as “go to” sources.
- Constantly identifying the critical trends our members are involved with at the local level and working to package those stories into national features.
- Positioning what was formerly internal SIOR news into outward-facing items of use to end-users and of interest to relevant media. Ensuring an actual media presence at our conferences, allowing members the opportunity to get to know influential reporters and opinion-makers.

To assist with that effort, after a competitive bidding process, SIOR retained the services of The Marino Organization, a global full services strategic communications agency with particular expertise in all segments of the real estate markets. While you will be hearing from Marino if you haven’t already, their message is simple: “help us, help you.” Together, we’ll work to develop an efficient mechanism



GREAT ORGANIZATIONS NEED TO STAY AHEAD OF THE CURVE AND TAKE ON INNOVATIVE INITIATIVES



which they sat with a wide cross-set of members and drilled down with them on those particular attributes that they felt defined SIOR’s brand.

Certain traits repeatedly rose to the forefront: Best-in-Class. Excellence. Innovative. Professionalism. Exclusive. Taking those characteristics to heart, Spark designed an elegantly focused new logo. By sharpening the design and turning to the aesthetically pleasing platinum color, Spark was able to design a logo that stays true to SIOR’s traditions and classical values, while also conveying a sleek modernity and innovative energy.

In terms of timing, 2016 and SIOR’s 75th Anniversary presented a remarkable opportunity. Given that the anniversary year will inherently provide additional opportunities for news features and organizational exposure, a year in which we’ll publicly honor our past seemed the perfect moment to begin the pivot toward the next 75 years of excellence, connecting the past to the future.

“The timing struck us as just right, symbolically and strategically,” said SIOR Executive Vice President Richard Hollander. “We felt like the best way to honor our past was to lay the foundation for sustained excellence for decades to come.”

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to ensure that the most relevant chapter news is quickly pushed out to a larger audience – and conversely, that individual members are pre-positioned as sources on particular topics in particular markets.

Second, you're going to see additional vibrant efforts on the social media front, across all of our platforms, as well as a much greater variety in the publications and mediums in which we advertise.

Third, by the end of 2016, you'll have in your hands a completely revamped package of collateral materials, specifically designed to assist in recruiting efforts, but also in pitching business to end-users in different specialties and markets. Ultimately, we plan for these pitch presentations to contain specialized industrial and office messaging and proof points. In addition to fostering a more modern and consistent look, the objective is simple: to allow you to more easily leverage your SIOR membership to win the biggest and most significant deals.

In Review

"We're invested in the future of the market and most importantly, our members," said Allen Gump, SIOR, CCIM, Global President of SIOR. "We plan to constantly evolve to move with the needs of the industry and are proud to support our members and their businesses."

It's been an amazing 75 years, but even as we celebrate our anniversary, we won't rest on our laurels. We want to hear from you – your feedback and engagement are crucial. We aspire for this Anniversary year to be so much more than a celebration of the past, but a pivot to the future. Seventy-five remarkable years of success, but at the same time, things are indeed "brand new" and together we can rise higher – after all, we're only getting better with age. ▾