

# **SIOR Messaging Playbook**

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## Introduction

As an SIOR member, you are part of a global organization of the leading professionals in industrial and office real estate. You are a leader in your field, and a representative of the greater SIOR organization as well as each of your fellow members. As such, you may be asked to speak on behalf of yourself or the organization, and SIOR wants to make these engagements as easy for you as possible. The following playbook lays out the tools and tips you need to capitalize on these opportunities, and deliver an impactful message.

## SIOR Organizational Overview

### **Positioning Statement**

The Society of Industrial and Office Realtors represents the world's elite in industrial and office real estate. SIORs are held to the highest standard by closing successful transactions, and completing stringent qualifications and curricula. We are the most trusted resource in commercial real estate.

### **Elevator Pitch**

The Society of Industrial and Office Realtors represents the world's elite in industrial and office real estate. SIOR is more than a designation, it's a symbol of excellence. It's a reflection of a global organization of more than 4,000 industry leaders driven by camaraderie and innovation. SIORs value the power that comes with building relationships and sharing ideas that are on the leading edge of the industry.

### **Abbreviated Elevator Pitch**

SIOR is a global organization of the world's elite professionals in industrial and office real estate that fosters the successful execution of transactions, access to innovation and long-term relationships.

### **Brand Differentiators**

- Our SIOR reputation precedes our initial introduction
- We enjoy fellowship of the highest standard
- Individually and collectively, we are a step ahead of the industry

## Talking Points

### Organizational Talking Points

- For more than 80 years, the SIOR designation has signified the highest standard among industrial and office professionals. We're professionals that convey knowledge, trust, and prestige across the industry.
- SIORs achieve high transaction success, reporting billions of dollars in sales and leases each year.
- With SIORs in over 50 countries, we are a global organization of industry leaders.
- At SIOR, education comes not just from our courses and curriculum, but through the knowledge and real-life experiences shared between members.
- SIOR is the premier referral organization for multi-marketing transactions in office and industrial real estate. Deals are facilitated, partnerships are built, and profitability is secured between SIORs.
- With constant evolution and emerging trends, SIORs stay on the forefront of innovation in commercial real estate through continuing education and access to exclusive resources.
- Dedicated to the future of commercial real estate, SIOR offers a Member Associate program for professionals who are up-and-coming brokers in the industry. SIOR Member Associates have access to resources, members, and educational opportunities as they work to earn their SIOR designation.
- The SIOR Foundation is dedicated to giving back to the industry we serve by supporting initiatives that educate, enhance, and expand the commercial real estate community.

### Chapter Talking Points

- SIOR chapters provide local connections among members of the global organization.
- There are currently 49 chapters of SIOR worldwide.
- Along with membership benefits provided by the SIOR organization, individual chapters offer their own benefits including business development, ng, educational programs, and professional development opportunities.
- All SIOR members belong to their local chapter, which is determined by the applicant's business address. Each individual chapter establishes Gross Fee Income (GFI) requirements based on their market.

### Membership Talking Points

- When asked why they became an SIOR member, most credit their designation with helping to elevate:

- Prestige
  - Credibility
  - Exclusivity
  - Visibility
  - Transaction success
  - Professional development
  - Connectivity
- SIOR is composed of three categories of membership: SIOR designation, Member Associate, and Associate member. Each category holds its own specific requirements and admission process.
  - All SIOR members belong to their local chapter.

#### *SIOR Designation*

- For more than 80 years, the SIOR designation has signified the highest standard among industrial and office professionals. It is earned only by the most experienced, ethical, and successful individuals in this industry.
- Earning the SIOR designation is a peak career achievement for commercial real estate professionals.
- Becoming an SIOR provides invaluable access to experienced real estate professionals with knowledge and skills from varying backgrounds and markets, and a unique perspective of the industry.

#### *Member Associate*

- Dedicated to the future of commercial real estate, SIOR offers a Member Associate program for professionals who are up-and-coming brokers in the industry. SIOR Member Associates have access to resources, members, and educational opportunities as they work to earn their SIOR designation.
- SIOR Member Associates benefit from professional development, early career resources, networking with industry leaders, and opportunities to build business.
- Becoming an SIOR Member Associate is the first step towards earning the SIOR designation.

#### *Affiliate Membership*

- The SIOR Affiliate Membership is for organizations with a vital interest in corporate real estate services and industrial or office development.
- Affiliate members have unprecedented access to the leading industrial and office professionals from across the globe.

## Press Release Tools

### Lead

The Society of Industrial and Office Realtors® (SIOR), which represents the world's elite in industrial and office brokerage, announced today...

### Boiler Plate

The Society of Industrial and Office Realtors® (SIOR) represents the world's elite in industrial and office brokerage. SIORs are held to the highest standard by completing thorough requirements and proving excellence in securing successful transactions. They are the most trusted resource in commercial real estate. SIOR is more than a designation, it's a symbol of excellence. It's a reflection of a global organization of more than 4,000 industry leaders driven by camaraderie and innovation. SIORs value the power that comes with building relationships and sharing ideas that are on the leading edge of the industry. For more information, visit [sior.com](http://sior.com).

## Template

(YOUR LETTERHEAD)

FOR IMMEDIATE RELEASE: CONTACT: NAME OF PERSON IN  
FIRM WHO IS PREPARED

DATE: FOR INQUIRIES, THEIR  
PHONE NUMBER

HEADLINE, CENTERED, ALL CAPS, UNDERLINE

(RELEASE SHOULD BE DOUBLE SPACED)

### First Paragraph

YOUR CITY, STATE (CAPS, BOLD)—Press release should be written in an inverted pyramid form. The most important information should be stated here. For example, the announcement of a new officer or the topic and speaker of a local event should headline this paragraph.

### Second Paragraph

This paragraph explains in greater detail what you introduced in the first paragraph. For example, if you are promoting a new officer, this is the paragraph to give background information on the individual. If you are promoting a meeting, this paragraph serves as the explanation of that meeting. (All paragraphs after the first are to be indented.)

### Third Paragraph

This paragraph gives a conclusion such as information on awards or designations held if the topic is an officer announcement; and information on who to contact if an event is being announced. (Sample press releases follow on subsequent pages.)

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THIS SYMBOL DENOTES THE END OF THE RELEASE

(ALL PRESS RELEASES SHOULD END WITH THIS STATEMENT)

SIOR is the leading global professional office and industrial real estate organization that certifies commercial real estate service providers with the exclusive SIOR designation, based on achievement, knowledge, accountability and ethical standards. Only the industry's top professionals qualify for SIOR. Today, there are more than 4,000 members in over 50 countries. For more information, visit [www.sior.com](http://www.sior.com).

## Fielding Interviews

### Interview Requests

A news media interview can be one of the most important efforts you will ever make on behalf of your organization. With the explosion in the number of news outlets, especially in broadcasting, cable, and online, the odds of being asked to do an interview have increased dramatically.

If you are a “good interview,” the media will come back to you as often as they can. If you are not, they may turn to someone else, perhaps someone antagonistic to your position.

The initial request for an interview will probably come in the form of a telephone call from a reporter, editor, or producer. Before committing to an interview, you or your staff should try to find out:

- The name of the reporter who will be doing the story.
- What kind of information they want from you.
- Who else they are interviewing for the story.
- How the story came to their attention.
- How much time they expect to spend talking with you.
- The angle or theme of the story.

Before the interview, you or your communications staff should research:

- Whether the news organization has any apparent point of view or bias concerning you, your organization, or your issues.
- How the news organization has covered this or similar stories in the past.
- How much the reporter already knows about the subject.
- The reporter’s general style.
- How friendly or antagonistic he is likely to be.

Having this information in advance will minimize the element of surprise and help you prepare for the interview efficiently and strategically.

### Interview Preparation Checklist

Before talking with any reporter, quickly run through the following series of questions:

- What is your strategic objective? Why are you doing this interview in the first place?
- Who is your target audience? Who are you trying to reach?
- What are their concerns and expectations?
- What questions are you likely to be asked?
- What categories do the anticipated questions fall into?
- How will you respond to each area of likely questioning?
- What questions should you avoid answering, and how do you plan to do it?
- What key message do you want to deliver no matter what? How do you want the story to be told? What do you want the target audience to remember?

### Making Your Message Memorable

Just making your key point is never enough. You have to make sure that the reporter and the audience will remember it. There are a number of ways to make a message stand out and be remembered:

- Word Pictures: To get fresher milk, you'd have to keep a cow in your kitchen.
- Quotations: As Harry Truman used to say, "The buck stops here."
- Startling Statistics: New York City schools enrolled nearly a million students last year, a number roughly equal to the entire population of Nevada.
- Metaphors: We are a top-of-the-line company. You don't really expect us to sell our products at bottom-of-the-barrel prices.
- Similes: Our economy is on a course as disastrous as the Titanic heading for an iceberg.
- Anecdotes: I will never forget the day Joe Smith walked into our office with an idea to quadruple our production without spending a penny. He wanted to switch from flea collars to flea cuffs.
- Analogies: Denying tobacco subsidies to North Carolina is like telling Hawaii it can't grow pineapples. This is like asking us to dance Swan Lake wearing skis, and then complaining that we aren't very graceful. Blaming us for what happened is like punching out the mail carrier for delivering your credit card bill.
- Alliteration: It is a case of potholes and politics.
- Pop Culture: We are as dependable for our clients as Tom Brady is for the Patriots.
- Colorful Action Words: Overhaul vs. improve; launch vs. start; slash vs. cut.

### Stay On-Brand

- When corresponding on behalf of SIOR, make sure that your SIOR designation is included in your signature
- Wear your SIOR pin to all SIOR-affiliated events, interviews, and speaking opportunities
- Inform Alexis Fermanis ([afermanis@sior.com](mailto:afermanis@sior.com) or 202-449-8226) of any interview opportunity you are participating in

### Takeaway Tips

Regardless of the medium, there are some basic techniques that will help you gain confidence, maintain control, and ensure success in any media interview.

- Prepare: Whether you have 10 minutes or 10 days to prepare for an interview, use the time wisely to gather your facts, decide what you want to accomplish, and focus on what you want to say.
- Keep it Simple: No reporter is likely to remember more than one or two points, no matter how many you try to get across at any one time.
- Understand the Audience: Who does this news outlet reach? Why do they matter to you? Are they customers? Regulators? Politicians? The general public? Are they likely to be friends or adversaries? What are their concerns? What worries them? What makes them angry? What makes them happy? What do they expect of you?
- Remember Your Mission: You are doing the interview in order to make your point to an important target audience. Answering the reporter's questions is only the first step, a means to an end, never the end in itself. The news media is not your target audience.
- Don't Shy Away from Bridging: After you have worked through the process of identifying the categories of questions you are likely to be asked and coming up with solid responses, you need to decide on the key message you want to deliver in the interview and how you plan to do it. The technique is called bridging. If the reporter happens to ask a question that relates directly to the message you want to deliver, your answer would, of course, be that message and nothing

else. But what if the reporter decides to ask a question from a different category? Going straight to your message without answering the reporter's question, however, will damage your credibility. So always be sure to answer the question that the reporter asks before adding a bridge phrase and moving on to the main point you want to make.

- Example
  - Question: Something else
  - Response: Prepared response → BRIDGE → Your Message
- Useful bridges include:
  - and...
  - but...
  - on the other hand...
  - what is really most important here is...
  - what you really need to remember is...
- Remember the Reporter's Mission: The reporter is not doing the interview to ruin your day. The reporter is only interested in getting a good story. You can help yourself by helping the reporter get a great story, one that includes your message.

## Common Interview Q&As

### **What is SIOR?**

SIOR is the Society of Industrial and Office Realtors which represents the world's elite in industrial and office real estate.

### **Is SIOR an international organization?**

Yes, we are a global organization of industry leaders with SIORs in over 50 countries.

### **What are the SIOR membership levels?**

SIOR is composed of three categories of membership: SIOR designation, Member Associate, or Associate member. Each category holds its own specific requirements and admission process.

### **What does the SIOR designation signify?**

SIOR is an internationally recognized designation, signifying excellence in the field of commercial and industrial real estate. However, SIOR is more than a designation, it's a symbol of excellence. It's a reflection of a global organization of more than 3,000 industry leaders driven by camaraderie and innovation. SIORs value the power that comes with building relationships and sharing ideas that are on the leading edge of the industry.

### **Why should someone become an SIOR?**

In earning your SIOR designation, you join an elite fellowship of industry leaders dedicated to professional development and the advancement of their field. With constant evolution and emerging trends, SIORs stay on the forefront of innovation in commercial real estate through continuing education and access to exclusive resources.

### **What do you gain in becoming an SIOR?**

When asked, most SIORs credit their designation with helping to elevate:

- Prestige
- Credibility
- Exclusivity
- Visibility
- Transaction success
- Professional development
- Connectivity