**2017 SIOR Recruitment Toolkit**



**Office Letter Template**

[DATE]

[NAME]

[COMPANY]

[CITY, STATE, ZIP]

RE: Invitation for Society of Industrial and Office Realtors (SIOR) Membership

Dear [FIRST],

I am the President of the SIOR [CHAPTER NAME] Chapter. You are a professional who we feel is a worthy candidate, and I am writing to personally invite you to join SIOR.

As an SIOR designee you will benefit from:

* **Deal Generation** - network with the industry’s best office professionals, 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 2,900 practitioners hold the SIOR designation worldwide.
* **Connectivity** - SIOR technology platforms to keep you connected to SIOR designees.
* **Professional Development** - education for your competitive edge and opportunities for best practice sharing with office professionals.
* **Coverage** - phenomenal source of proven office professionals to assist you in markets outside your area of expertise, expanding your global foot print.
* **World Conferences** - two annually with world renowned speakers, educational series, and networking with other top office professionals.

SIOR is an exclusive group of 2,900 office and industrial brokers in more than 630 cities in 34 countries who have met the criteria to become an SIOR designee. The requirements for membership are:

1. **EXPERIENCE**: Have a minimum of five years of real estate brokerage experience as an actively engaged industrial or office real estate broker.
2. **PRODUCTION**: Maintain minimum Gross Fee Income (GFI) for three years out of the last four years.
3. **ENDORSEMENTS**: Provide formal endorsements from two SIOR members in the [CHAPTER NAME] and outside of you firm.
4. **ETHICS**: Uphold high ethical standards of practice and pledge to uphold SIOR's *Code of Ethical Principles and Standards of Professional Practice*.
5. **EDUCATION**: Prove to be a knowledgeable professional in the industrial or office real estate market by completing the educational requirement.

[FIRST], I look forward to hearing from you and answering any questions you may have a representative from our chapter will be reaching out to you in the near future, and we appreciate your consideration of SIOR.

Sincerely,