**2018 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:

* **Prestige** - Gain respect from your colleagues and clients by earning the highest achievement in your field.
* **Exclusivity** - Put yourself in exclusive company with the SIOR designation – held by 3,000 practitioners worldwide.
* **Credibility** - The most trusted and sought-after designation in the industry, providing instant recognition to help you win business.
* **Visibility** - The SIOR designation distinguishes you within your firm or network, placing you above the rest.
* **Deal Generation** - Network with the industry’s best, create long-lasting relationships, and generate more transactions.
* **Professional Development** - Relevant, timely education and best-practice sharing for your competitive edge.
* **Connectivity** - A global referral network across 36 countries with online platforms to keep you constantly connected to the best of the best.

SIOR is an exclusive group of 2,900 office and industrial brokers in more than 630 cities in 36 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 your 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,