

**Recruitment Toolkit**

**Email Templates**

Please use the following templates for your prospect outreach. You can modify each email message to meet your specific needs.

**EMAIL 1 – SIOR Designation - Membership benefits and requirements**

Dear [FIRST],

As a successful, top-performing broker, the time is now to take the most important step in your career and advance your business through SIOR, the Society of Industrial and Office Realtors.

I am the SIOR [CHAPTER NAME] Chapter [POSITION], and I’d like to personally invite you to earn your SIOR designation and be part of the network of more than 3,700 SIOR members across the globe.

SIOR is the leading professional industrial and office real estate brokerage association and represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.  Only a select 3,300 industrial and office real estate brokers are recognized as SIOR Designees – **a peak career achievement** for CRE professionals.

Holding the SIOR designation provides instant credibility, aligning you with the industry’s finest, while offering:

* **Prestige** - Gain respect from your colleagues and clients by earning the highest achievement in your field.
* **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 45 countries and 722 cities with online platforms to keep you constantly connected to the best of the best.

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The designation requirements include:

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 a minimum Gross Fee Income (GFI) for three years out of the last five years. The GFI amount in [CHAPTER/CITY] is [$AMOUNT] and is the amount that is directly attributable to you before splits.
3. **ENDORSEMENTS**: Provide formal endorsements from two SIOR members in the [CHAPTER NAME] and outside of your firm. The Endorsement Form will be provided after the interview with the Chapter Admissions Chair.
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. Education requirement details are located online at <https://sior.com/become-an-sior/us-canada-mexico/industrial-or-office-specialist> (click on the “Education” tab).

**SIOR accepts applications online**. Please contact membership@sior.com for your username and password to log in.

If you have any questions, please let me know!

Sincerely,

[YOUR NAME]

**EMAIL 2 – SIOR Designation - Invitation to upcoming Chapter event**

Dear [FIRST],

I am the SIOR [CHAPTER NAME] Chapter [POSITION], and I’d like to invite you to join the [CHAPTER NAME] at our upcoming [EVENT TYPE/NAME, DATE, LOCATION].

As one of [MARKET NAME’s] premier brokers, I hope you will consider joining SIOR and earning your designation. As an SIOR designee you will benefit from:

* **Prestige** - Gain respect from your colleagues and clients by earning the highest achievement in your field.
* **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 45 countries with online platforms to keep you constantly connected to the best of the best.

I invite you to attend [EVENT NAME] to learn more about the organization and the benefits of holding the designation. You can RSVP for the event by contacting [NAME, PHONE, EMAIL].

If you have any questions, please do not hesitate to contact me. On behalf of the [CHAPTER NAME], we look forward to seeing you soon.

Sincerely,

[YOUR NAME]

**EMAIL 3 – SIOR Member Associate Membership benefits & requirements**

Dear [FIRST],

I am the SIOR [CHAPTER NAME] Chapter [POSITION]. As an up and coming broker in our region, I invite you to consider pursuing SIOR Member Associate Membership, an initial step to becoming an SIOR designee.

If earning the SIOR designation is your goal, and you are interested in meeting eligibility requirements within the next five years, joining as an SIOR Member Associate will start you on the track to being an SIOR.

As a Member Associate you will benefit from:

* Access to SIOR’s resources and network of more than 3,700 professionals to increase business.
* Distinguishing yourself early in your career as a member of the SIOR community.
* Exposure to top-producing brokers while opening doors and creating opportunities.
* A structured mentorship and guidance program led by current SIORs.
* Relevant and timely education programs tailored for brokers seeking greater success.
* Discounted fees to attend Conferences and Designation Courses.

Start the process of becoming an SIOR Member Associate today. Verify you meet the following requirements and submit your application.

Admissions requirements include:

1. **EXPERIENCE**: Have a minimum of one year and no more than eight years of documented active engagement in commercial real estate as a full-time active practitioner.
2. **PRODUCTION**: Demonstrate minimum production in one year as measured by Gross Fee Income (GFI) within the standards set by the local chapters. The applicants must demonstrate at least 50% of the GFI requirement for their county in any 12 months out of the previous 18 months immediately preceding the application.
3. **MENTOR**: Obtain a Mentor, who is an Active Individual Member in the applicant’s Chapter. The Mentor is responsible for providing guidance and advice while the Member Associate is working towards earning the SIOR designation.
4. **ENDORSEMENT**: Obtain one formal endorsement from an Active Designee in the applicant’s Chapter. The endorser can be from the applicant’s firm or firm’s network. The Mentor is eligible to provide the endorsement.
5. **ETHICS**: Uphold high ethical standards of practice and pledge to uphold SIOR's Code of Ethical Principles and Standards of Professional Practice by completing SIOR’s online ethics course during the admissions process.

**SIOR accepts applications online**. Please contact membership@sior.com for your username and password to log in.

I look forward to speaking with you soon!

Sincerely,

[YOUR NAME]

**EMAIL 4 – SIOR Affiliate Membership benefits & requirements**

Dear [FIRST],

I am the SIOR [CHAPTER NAME] Chapter [POSITION]. I invite [ORGANIZATION NAME] to consider joining SIOR as an Affiliate Member.

Organizations with a vital interest in corporate real estate services and industrial or office development comprise SIOR's Affiliate membership.  Affiliate status is granted in one of four categories:

* Corporate Affiliate
* Developer Affiliate
* Educator Affiliate
* General Affiliate

The [ORGANIZATION NAME] would qualify as a [TYPE] Affiliate and the requirements are as follows:

* Provide one recommendation from an SIOR member in the chapter and one recommendation from a Chapter Officer (President, Vice President, Treasurer or Secretary). The Recommendation Form will be provided to you 10 days after submitting an application.
* Appoint qualified individuals from the organization to serve as Delegates and represent the organization in the affairs of SIOR. Delegates must be from the same office location where the membership is held.

As an SIOR Affiliate Member you will benefit from:

* **Access to more than 3,300 Designees**-network and conduct business with premier brokers in the world.
* **Affiliate logos** – industry recognition as members of SIOR.
* **Up to two delegates per membership** – increase your participation.
* **Online Directory**– SIORs can search for your services and information.
* **Direct access to SIOR Connect messaging system** – target messages to SIORs.
* **Speaking opportunities at SIOR Conferences and Chapter events** – share your market knowledge and industry expertise.
* **Upgraded benefits at SIOR Conferences** – increase your exposure as a sponsor or exhibitor.
* **Provide content in *SIOR Report*quarterly magazine**–gain exposure as a subject matter expert.

**SIOR accepts applications online**. Please contact membership@sior.com for your username and password to log in.

Sincerely,

[YOUR NAME]