

**Recruitment Toolkit**

**Letter Templates**

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

**LETTER 1 – SIOR Designation - Invitation to upcoming Chapter event**

Dear [FIRST],

I am the [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.
* **Exclusivity** - Put yourself in exclusive company with the SIOR designation – held by 3,300 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 45 countries and 722 cities 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]

**LETTER 2 – SIOR Designation - Cover letter with membership materials**

Dear [FIRST],

I am the [CHAPTER NAME] Chapter [POSITION], and I’d like to personally invite you to earn the SIOR designation and join the network of more than 3,300 SIOR Designees around the world.

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.

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 and 722 cities with online platforms to keep you constantly connected to the best of the best.

To earn your designation, you need to fulfill the following requirements.

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 if applying as an Office Specialist or Maintain a minimum Gross Fee Income (GFI) for three years out of the last four years if applying as an Industrial Specialist. 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 you 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.

Enclosed is a membership brochure and a copy of the *SIOR Report*.

I look forward to speaking with you soon. Please contact me or SIOR’s Membership Department at membership@sior.com or 202.449.8200

Sincerely,

[YOUR NAME]

**LETTER 3 – SIOR Member Associate – Cover letter with membership application materials**

Dear [FIRST],

I am the [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 the requirements within the next five years, joining as a 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.

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.

Enclosed is a membership brochure and a copy of the *SIOR Report*.

I look forward to speaking with you soon. Please contact me or SIOR’s Membership Department at membership@sior.com or 202.449.8200 with any questions.

Sincerely,

[YOUR NAME]