



NEW MEMBER PIPELINE DASHBOARD

PAGES 1-2



Prospect to Member
Pipeline Data &
Referral Sources

PAGES 3-4



2017 - 2018
New Member &
Applicant Comparisons
and Member Types

PAGES 5-6

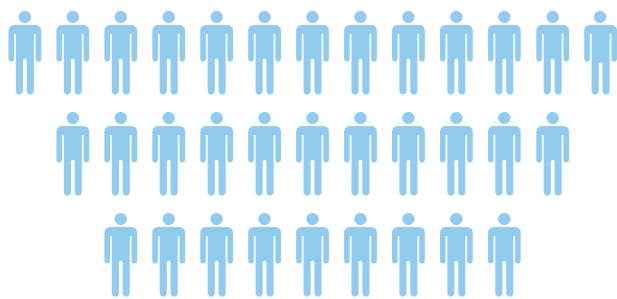


Prospective Members,
Applicants, and
New Members
by Geography

PROSPECT TO MEMBER PIPELINE

2018

PROSPECTIVE MEMBERS
3509



7% applied for membership in 2018



APPLICANT POOL
234



NEW MEMBER POOLS
210



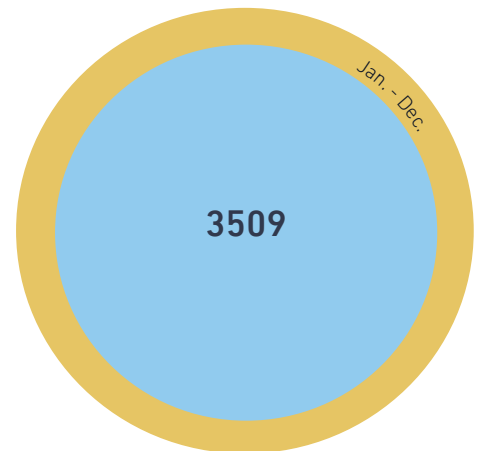
96% of applicants will earn their SIOR designation

2017-2018 PROSPECTS

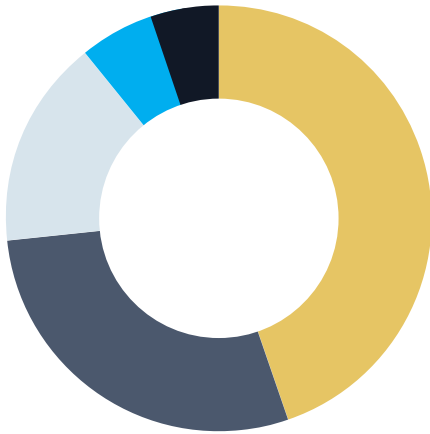
2017



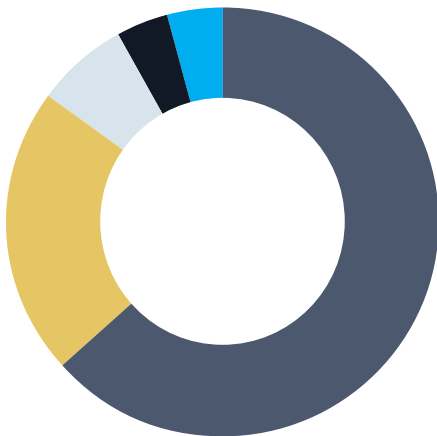
2018



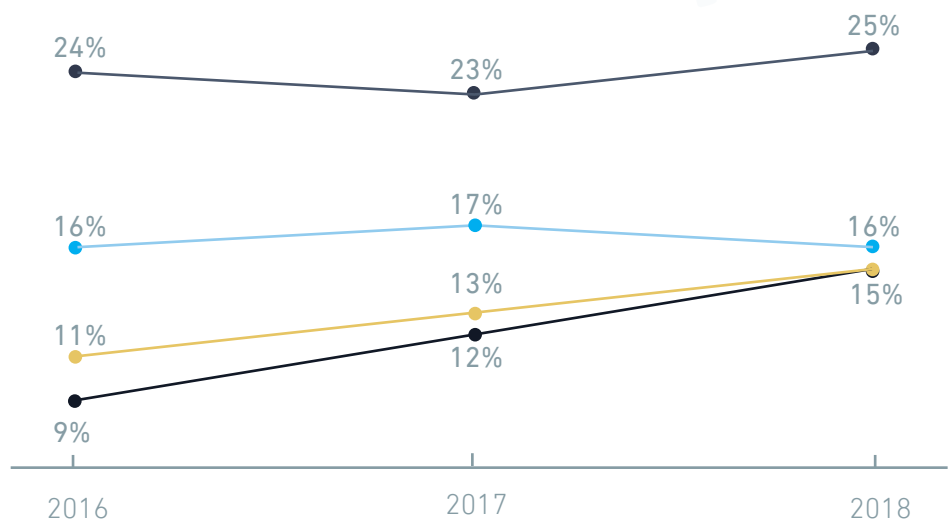
TOTAL PROSPECTIVE MEMBER REFERRAL SOURCE



2017 - 2018 APPLICANT AND NEW MEMBER REFERRAL SOURCE



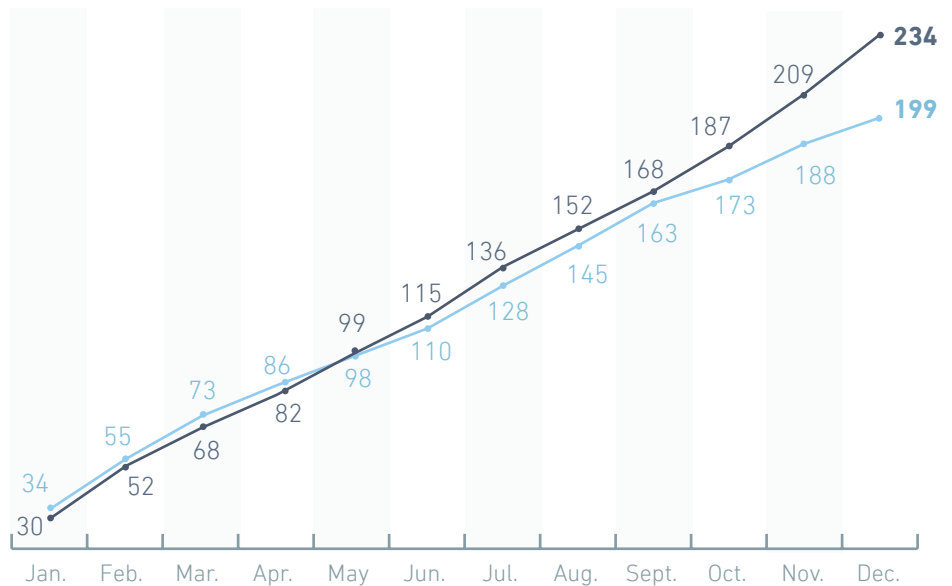
RECRUITMENT PROGRAM CONVERSION RATES



2017 & 2018 NEW MEMBER & APPLICANT COMPARISONS WITH ACTUALS

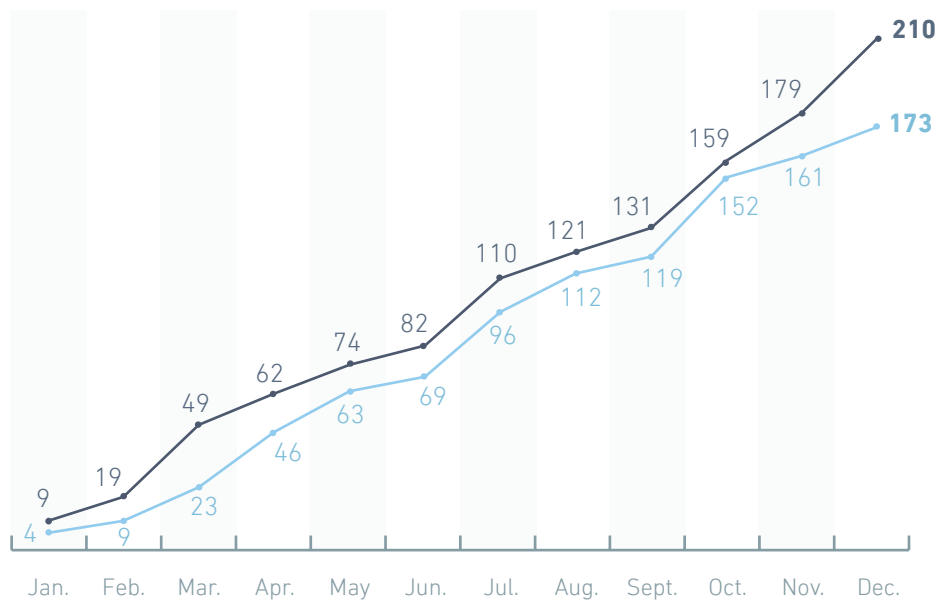
APPLICANTS

■ 2017, Actual
■ 2018, Actual

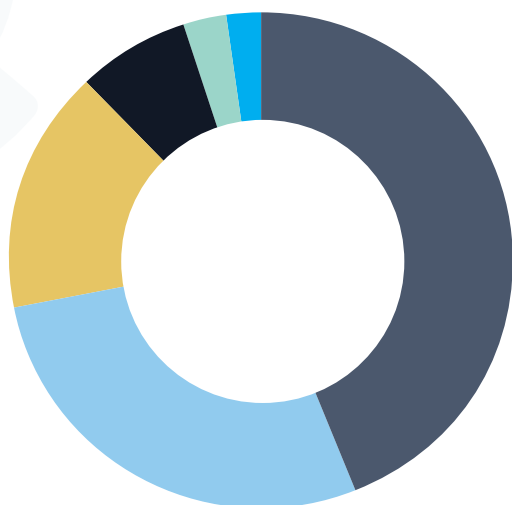


NEW MEMBERS

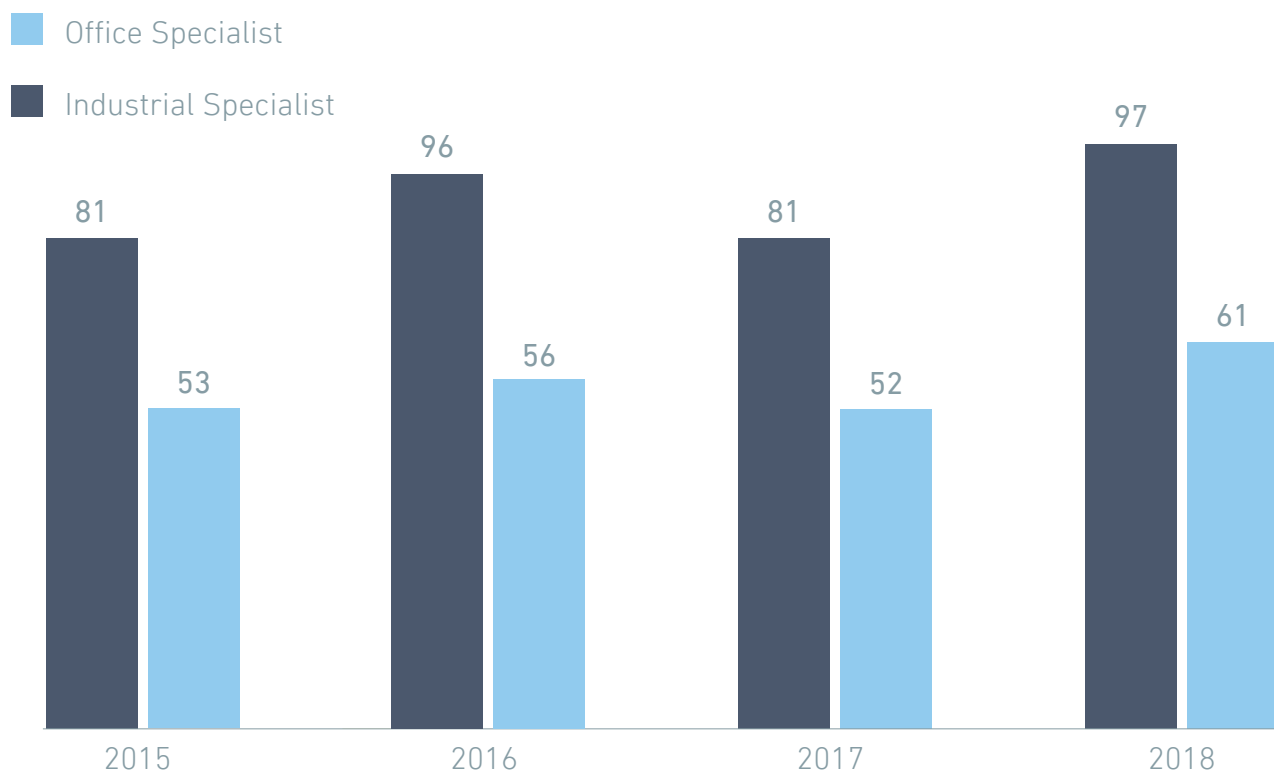
■ 2017, Actual
■ 2018, Actual



2018 NEW MEMBERS AND APPLICANTS BY SPECIALTY TYPE

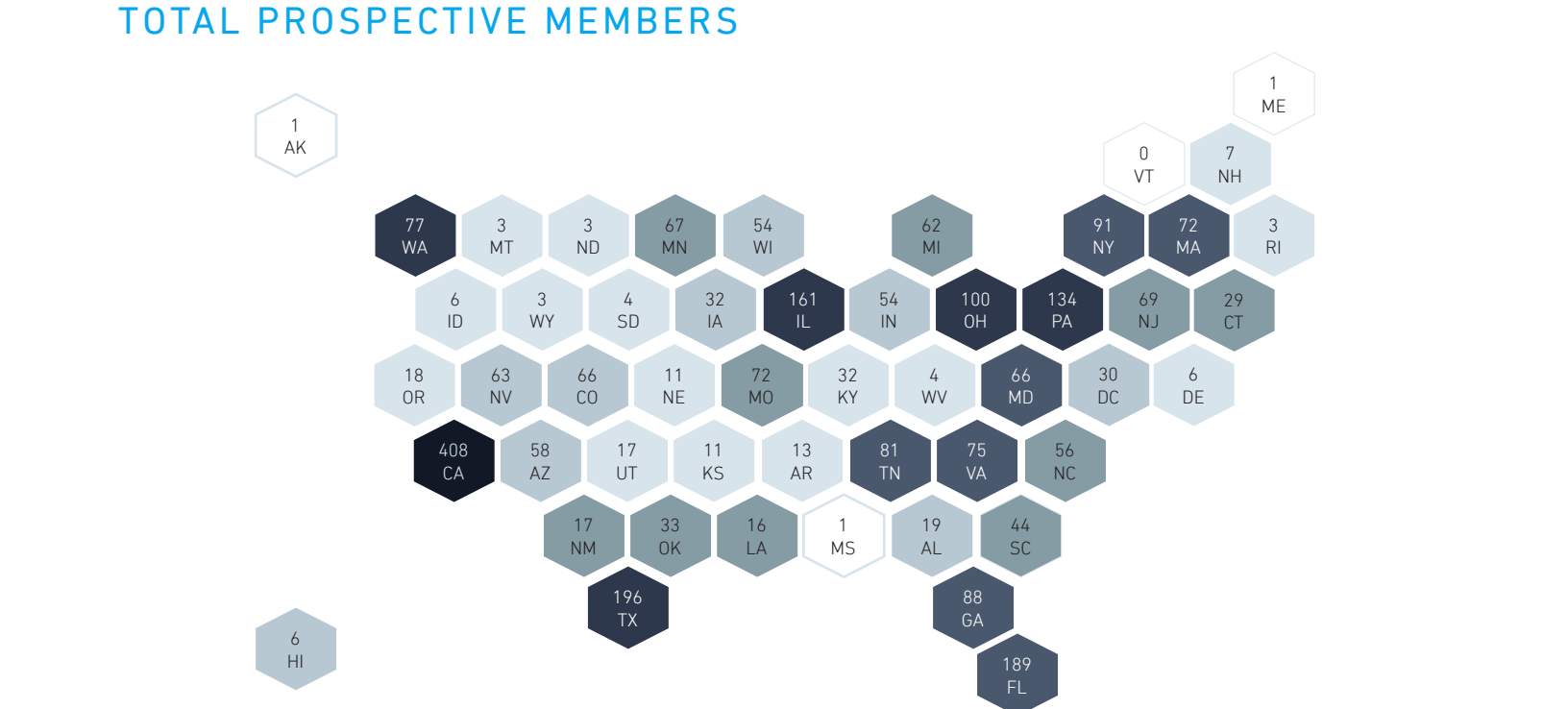


OFFICE AND INDUSTRIAL SPECIALISTS 2015 - 2018

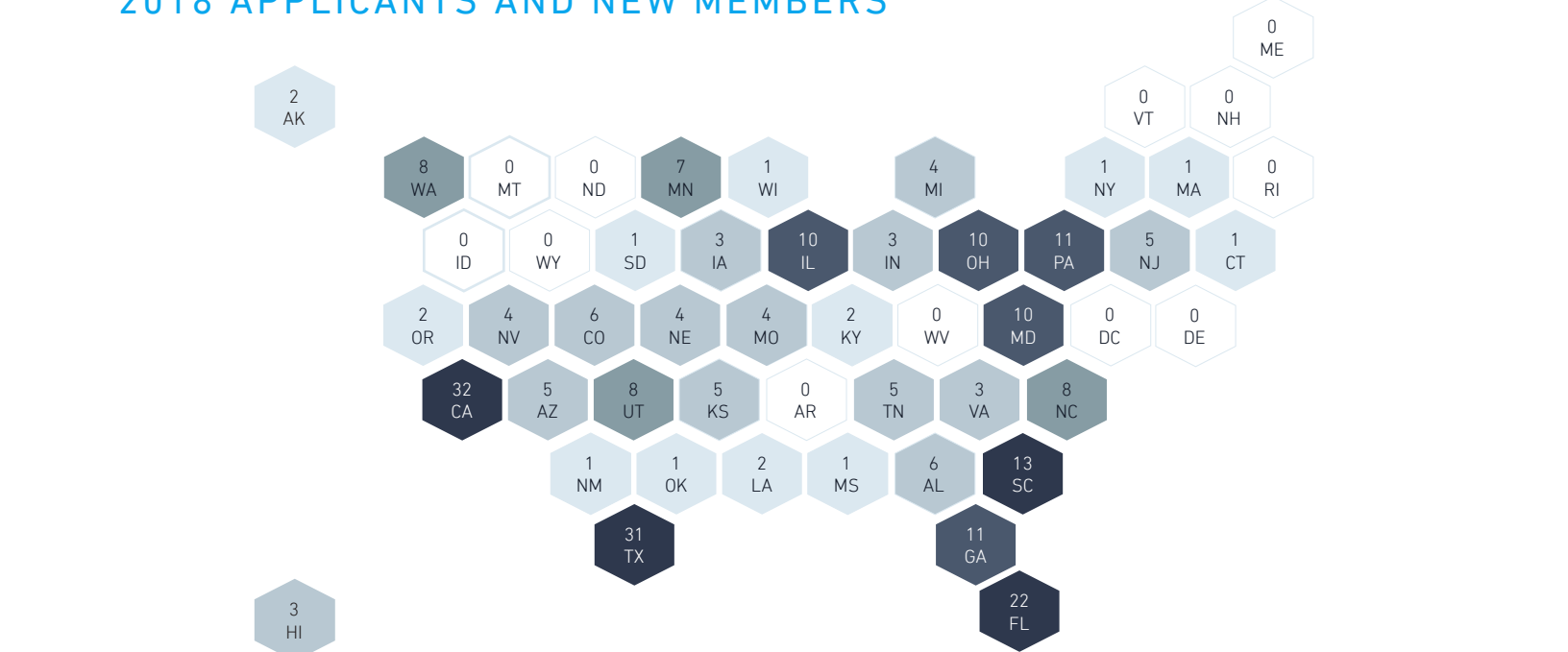


An aerial photograph of a dense city skyline, likely New York City, featuring numerous skyscrapers and a body of water in the background. The image is overlaid with a semi-transparent blue filter. A white horizontal line is positioned above the text. The text is in a large, bold, white, sans-serif font, centered horizontally across the lower half of the image.

PROSPECTIVE MEMBERS, APPLICANTS,
AND NEW MEMBERS BY GEOGRAPHY



2018 APPLICANTS AND NEW MEMBERS



2018 NEW MEMBER AND APPLICANTS BY CHAPTER

