

BUSINESS IN THE EU

ACHIEVING BUSINESS SUCCESS IN EUROPE WITH
SUPPORT FROM THE SIOR NETWORK

BY MATTHEW LEGUEN DE LACROIX, SIOR, FRICS



The SIOR designation is awarded to only the most capable and experienced brokerage practitioners, meaning that you can trust European SIOR members to provide an unrivalled level of knowledge, professionalism, and expertise.

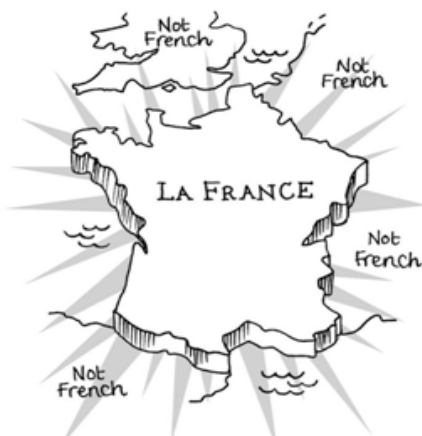
The breadth of this network across Europe provides valuable local insights and knowledge which would otherwise be very hard to access. Such expertise could give you the edge when supporting US clients who want to do deals in Europe.

There are huge opportunities in Europe which you and your clients could capitalize on.

Europe is a fertile and rewarding deals landscape. Thousands of companies, including Google, IBM and Wal*Mart, have already made it into Europe. Many more are sure to follow.

And now is the right time to enter the European real estate market. The latest market information is available directly from fellow SIOR European members or from the SIOR Global Newsletter, published on a monthly basis.

Many European countries still need to “connect the dots” when it comes to locating facilities to serve decentralized countries in the European and Eastern European Markets. There are also issues around getting access to the required labour, logistics and infrastructure.



OF THE FRENCH IT IS SAID THAT:

“Their charm is that they don’t despise the rest of us: they pity us for not being French.”

SOURCE: "THE XENOPOBE'S GUIDE TO" SERIES



"EUROPEAN MEMBER TO MEMBER [M2M] TRANSACTIONS LAST YEAR TOTALLED OVER \$66 MILLION, COVERING 176,800 SQ FT OF INDUSTRIAL AND OFFICE SPACE. IN EUROPE, M2M IS LESS THAN 0.15 REPORTED TRANSACTIONS PER MEMBER, SO THE POTENTIAL IS HUGE."



Once your client has a foothold in one of the 27 EU countries, it’s easy for them to migrate or expand into the next one. The SIOR network’s local knowledge can help here regarding political and trade related matters. With the right contacts to advise you, candidate countries such as Macedonia, Montenegro, and Turkey, soon to join the European Union’s 497 million population, will open up and offer great potential reward.

Doing deals in Europe can be challenging and “local knowledge” can make the difference between success and failure.

Despite the many benefits of doing deals with European countries, there are significant challenges too. Cultural differences can be quite marked, over a relatively small physical distance, as humorous “quotes” regarding France and Switzerland reveal below.

For U.S. based companies who need to locate operations and functions in the growing European market, there are many factors to be aware of. A country’s degree of economic stability will often dictate where in Europe a U.S.

company should locate its operations. Financial, political, and logistical factors also come into play.

The SIOR network can give you the professional edge when advising about cross-border deals within Europe. The trusted and reliable European SIOR colleagues can provide the vital information to fill knowledge gaps and ensure a deal goes



WHILE ON THE OTHER HAND...

“The Swiss are the only nation to make the Germans look inefficient, the French undiplomatic, and the Texans poor.”



smoothly. Their “feet on the ground” insights include Market Knowledge, Research, and Transaction History, ensuring clients stay in the transaction.

The value of the knowledge, experience, and connections of the European SIORs cannot be overstated. This network can give you access to local market knowledge, strategic consulting experience and their personal networks, greatly enhancing your clients’ likelihood of success in Europe. The European SIORs are recognized and respected by developers, lenders and investors: They are seen as “the Best of the Best.”

SIOR also provides access to key statistics and market practices through reports on the SIOR website. There are numerous topical and periodical pieces here to offer your clients, and to sharpen your own understanding of the issues, best practices and processes regarding doing business abroad.

The International Market and Country Reports will keep you up-to-date with the latest trends and opinions. These reports are extremely valuable when it comes to business generation. They are produced by members and available to clients and members alike.

Make use of the 55 members, and their contacts, who are spread throughout Europe

SIOR members who have already benefitted from connecting with their European counterparts speak of the high level of local expertise and professional approach.

SIOR members also understand each other’s business needs and those of their respective clients.

With fees to share on both sides it makes sense to get to know your European SIOR counterparts. Many have benefitted from the SIOR network, so it’s vital to increase and improve your connections.

This article is based on a presentation that was made by Matthew Leguen de Lacroix, SIOR, FRICS, and Michael Pisoran, SIOR at the SIOR World Fall Conference in Chicago in 2012. Both the article and the presentation were produced with the assistance of Cornerstone Presentations, www.cornerstonepresentations.co.uk. 

ABOUT THE AUTHOR



MATTHEW LEGUEN DE LACROIX of DTZ is *Managing Partner of DTZ’s Geneva office with over 17 years of corporate real estate experience, and is chairman of the company. He is also Vice-President of the SIOR European Regional Chapter and Vice-Chair International on the SIOR Admission’s Committee.*