



**Society of Industrial and Office REALTORS®**

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**Benefits of Choosing an SIOR Professional**

***Only two percent of all commercial real estate professionals have met the rigorous standards of the SIOR designation.***

The selection of office space or an industrial site may be one of the most costly and complex decisions an organization makes. Development, zoning and environmental factors, technological change and organizational re-engineering are just some of the concerns that bear on site selection today.

Special, up-to-date expertise is needed in order to navigate these complicated issues, to avoid the likely pitfalls and to turn your location into a strategic asset that you can successfully live with.

**Sophistication in the Field**

How can you find a specialist in this field – a commercial real estate professional who has the skills, resources, experience and integrity to help you select the property that will fulfill your particular needs and to negotiate effectively on its lease or purchase? If you are a landlord or developer, how can you distinguish the sophistication of one real estate professional from another?

There are few objective measures. But, the first place to look is the Society of Industrial and Office REALTORS®, whose members have achieved elite status in

the field. Only two percent of all commercial brokers have met the rigorous standards required to earn the Society's designation of "Specialist, Industrial and Office Real Estate" (SIOR).

By choosing a professional who has earned the SIOR designation, you know that you are working with a credentialed, capable, and ethical professional with a proven track record to serve your real estate needs.

### **The Strictest Standards**

Before they can even apply for the SIOR professional designation, brokers must meet the following objective standards. They must:

- Demonstrate at least five years of experience in the field
- Pass a written entrance exam or successfully complete specific Society courses demonstrating extensive market knowledge,
- Receive recommendations from current professionals holding the SIOR designation
- Operate according to the Society's strict code of ethics, a code to which all designees are legally bound, and
- Maintain a minimum dollar volume of sales per year and a minimum number of transactions or square footage (with criteria set by the Society's regional chapters).

Most real estate brokers would not meet these standards. Perhaps the greatest hurdle for most brokers is the volume requirement, a distinguishing feature of the SIOR designation that assures clients that the SIOR designee is an experienced,

active, successful professional. In addition, SIOR professionals are required to recertify their credentials every three years, a process that includes passing coursework and testing to keep current with fast-changing market conditions.

SIOR professionals are more than brokers. They are true professionals, who provide their clients with proven expertise, the power of an international network of equally qualified professionals, access to the latest information and technology and a reputation for integrity in all of their professional endeavors.

### **Expertise**

During 1999, more than 90 percent of the Society's membership handled assignments for Fortune 1000 companies. Clients include Microsoft, Amazon.com, Hewlett-Packard, Gametech International, Motorola and a host of other companies, large and small. Society professionals also served key landlords and developers, such as CenterPointe Properties and Panatoni Development.

This expertise means that SIOR professionals know the markets where they operate, they are adept at understanding their clients' businesses and they know what works and what doesn't in negotiating on behalf of their clients.

Some of the areas in which SIOR professional members specialize include:

Appraisals & valuations	Exchanges (tax-free, like-kind)
Asset management	Feasibility studies
Build-to-suit	Financial analysis
Consultative brokerage	Governmental GSA leases
Corporate outsourcing	High tech space
Development projects	Institutional investment: insurance
Energy and environmental issues	companies/pension funds
Equity/Finance structuring	Investment analysis

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Labor issues	Real Estate Investment Trusts
Landlord Representation	Renovations and rehabs
Lease/cost analysis	Sales – leasebacks
Leasing	Site selection
Legal issues	Space analysis
Loan/mortgage analysis	Subagency
Managing a brokerage firm	Sub leasing
Military base closings/dispositions	Tax issues
Negotiating a real estate transaction	Tenant Representation
Property management	Workouts/foreclosures/bankruptcies

Society professionals have an established track record in conducting varied types of transactions and solving the varied problems that arise. They bring to you a greater level of training, experience, and knowledge for structuring leases and sales than the average commercial real estate broker.

By hiring an SIOR professional, you know you are getting a top-quality specialist for your particular real estate needs.

### **Strength of an International Network**

With a membership of more than 1,800 professionals who have received the SIOR designation in the U.S., Canada, Mexico, Asia, Europe and Africa, the Society of Industrial and Office Realtors is the largest network of commercial real estate professionals in the world.

Members regularly tap into this network on behalf of their clients. If a client has specific needs outside one SIOR's geographic market or field of expertise, that Society member can reach out to other members – whether they are across the country or they have unique experiences that will be of value. SIOR members also assemble teams of specialists from the ranks of the Society, a strategy for more effectively completing specified projects for clients. In every case, Society

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members know that other SIORs will bring a high level of professionalism, knowledge and integrity to the conduct of the transaction.

The cooperative tradition is an important part of Society membership. Each year, the Society tracks cooperative transactions that involve an SIOR professional on both sides of the table. In 1999, members reported engaging in cooperative transactions worth a total of nearly \$670 million these leases or sales representing 20,000 square feet of space.

These statistics are a testament to the strength of the vast international network of specialists in the Society. The network is a powerful resource for each SIOR professional and his or her clients. Most important is the fact that each member of the network, operating anywhere in the world, meets the exacting performance standards of the Society. Choosing an SIOR professional means you can leverage the expertise that exists throughout the membership.

### **Access to Information and Technology**

Through the Society's educational courses, conventions and publications, SIOR professionals keep abreast of the economic, financial and market trends, technical innovations and legal issues that can affect your real estate activities.

For example, SIOR brokers receive extensive training in the latest software programs and are further exposed to the up-and-coming trends in technology and their opportunities for the commercial real estate market through the Realcomm conference that the Society co-produces. Realcomm will be held June 22 and 23 in Dallas.

The Society's publishes the annual research report – Comparative Statistics of Industrial and Office Real Estate Markets. The year 2000 edition reported on the

performance and outlook of 136 industrial markets and 128 office markets throughout the United States, making the Society's book the most comprehensive report on commercial real estate market conditions. The book also covers 15 key markets in Canada, Mexico, Africa, Europe, and Asia. Each local market report is compiled by SIOR professionals who are local market experts. For the year 2001, the Society plans to provide market-by-market data via its Web site, [www.sior.com](http://www.sior.com).

## **Integrity**

As the professional society for leading commercial real estate practitioners, the Society has developed a comprehensive, 16-principle Code of Ethics to guide professional members in their conduct. The Code applies to all practitioners who have earned or are seeking to earn the Society's SIOR professional designation. Adherence to the Code is a condition of holding the SIOR designation. The Code operates as a contract to which all SIOR professionals are bound.

The Code's reason for being is twofold:

- To protect all consumers of commercial real estate services provided by an SIOR from any improper conduct; and
- To foster robust competition in the industry.

The Code's intended beneficiaries are the clients, customers, principals and other parties who are served by or who conduct real estate-related business with SIOR professionals. The Code applies to all matters in which an SIOR acts as agent, subagent, broker, finder, facilitator, counselor, adviser, manager, or principal.

As a legally binding document, the Code has real "teeth" in the form of provisions for arbitration and enforcement. At the start of the year 2000, there were more than

a dozen proceedings and arbitration cases underway as prescribed by the Code.

SIOR brokers have come to be recognized as the most highly respected industrial and office real estate professionals in the United States and abroad. This respect is rooted in the Society's high standards for each SIOR broker's performance, knowledge base, and ethical conduct, as well as the powerful network they create. Their credentials, capabilities, and ethical character in doing business will directly benefit you in your real estate needs.

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