

Why You Should Earn the SIOR Designation

Designation Recognition

- Symbolizes that the holder has distinguished him or herself from the rest of the field and is recognized by the industry as a leader
- Gives professional recognition and lets potential clients or referring brokers know that you are one of the premier practitioners in your market
- The membership in SIOR is an immediate icebreaker providing you with instant credibility

Worldwide Network

- SIOR has 3,200 members in 590 cities in 25 countries
- **Brokers in National firms** – SIOR's refer to SIOR's within their own networks
- **Brokers in Local/Smaller firms** – ability to assist clients worldwide with top tier brokers

Networking Opportunities

- **Conferences** – 700-800 brokers from around world. Exceptional opportunities to socialize which not only expands referral network but helps develop truly long term friendships
- **Chapter events** – bolster your relationships with a core group of brokers within the local market

Conferences

- **Educational** – outstanding seminars on a wide array of the real estate topics
- **Guest speakers** – world renown speakers offering enlightened, thought provoking topics
- **Social activities** – cocktail parties, dinners offer another opportunity to meet and develop long lasting relationships
- **National developers** – always a major presence, they attend the conferences and sponsor events and social outings

Sounding Board

- Opportunity to discuss individual brokerage issues outside of their own firms-commission issues; lease questions; general market knowledge

Miscellaneous

- Individual credential; not a company credential
- Corporate America recognizes SIOR as the highest level of commercial brokerage

If after reviewing this information you have any questions about the SIOR Designation, please call any of the SIOR New England Chapter members below to learn more about the enormous value that SIOR has brought to their real estate careers.

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