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## **SIOR New England Chapter plans for Louisville Fall Conference - November 4-7**

September 12, 2025 - Front Section

Louisville, KY The New England SIOR chapter is already buzzing about attending the November Fall Conference being held in Louisville, from November 4-7, 2025. The chapter expects a strong turnout for this four-day session. The Global conference will be held at the Omni Louisville with an off-site visit to Churchill Downs. The SIOR conference attracts the top-producing commercial real estate brokers and is more than just networking, it's an opportunity to forge powerful relationships and position members for even greater success. SIOR members know that staying ahead takes strategy, skill, and an unyielding commitment to excellence.

The conference will have a number of concurrent sessions and social events. Some examples include:

### **Expanding a Business Lead Ecosystem Tenant Rep Breakout Session**

The session will unveil what separates top-producing brokers from the rest. SIOR legends Tripp Guin, Michael Connor, and Walter Robinson will pull back the curtain on the lead-generation ecosystems that fuel their success. In this candid, high-impact panel, members will learn how these powerhouse brokers identify high-value prospects, leverage networks for consistent deal flow, and deploy systems that create predictability in their pipeline. Members will leave with proven strategies that can be applied immediately to elevate their game. These are battle-tested approaches from reps operating at the highest level – brought to life with real-world stories, lessons learned, and practical takeaways.

### **Innovative Ideas That Move the Needle: 10 Brokers. 10 Tools. 10X Ideas**

This is a high-octane, dealmakers' session as the 10 top brokers take the stage to share the real-world ideas, processes, and tech solutions that are transforming their businesses and driving revenue. They will share actionable strategies that an SIOR can adapt for his/her own success. This session will leave an attendee with 10 powerful, field-tested ideas to put into action the moment you leave the room.

The Opening General Session is with Danny Fontaine called "Pitch Perfect: How to Captivate and Convince Any Audience." Fontaine is a master of persuasion, creativity, and connection. As a coach to global teams pitching billion-dollar deals and host of the Pitch Masters podcast, Fontaine brings a bold new perspective on how to communicate with purpose and impact. In this engaging and unconventional session, based on his book Pitch, Fontaine will unpack the psychology of influence,

the power of storytelling, and why your next pitch – whether to a client, a board, or your team – should feel more like an experience than a presentation.

### Office on the Move: Talent, Incentives & the New Site Selection Playbook

Forget location, location, location – it's now talent, taxes, and TikTok trends. From fast-moving labor shifts to sweetened incentive deals, companies are ditching yesterday's playbook and chasing tomorrow's hotspots. This high-energy session dives into how data, dollars, and demographics are driving office moves in unexpected directions. The session will unpack what's really luring companies to new markets – and what brokers need to know to stay in the driver's seat.

### The Industrial Forum

This won't be a typical breakout session. Instead of spotlighting a few experts on stage, the session will be handing the mic over to the audience and leveraging the expertise of its SIOR members. What is the most substantial change in your market this year, and how are you responding? Is the new tariff regime presenting any opportunities? What approaches are you using to enhance your business? The session will ask these questions and more.

All In: Building Elite Teams Through Resilience, Accountability & Purpose with Brent Gleeson – Navy SEAL combat veteran, award-winning entrepreneur, and bestselling author – as he shares powerful lessons from the battlefield and the boardroom on how to build high-performance teams. Gleeson will explore the mindset and behaviors that drive personal growth, professional excellence, and organizational transformation. This keynote will inspire members to lead with greater purpose, embrace discomfort, and go all in on what truly matters.

Another Opening Session includes Moody's senior director of economic research, Thomas LaSalvia, Ph.D. LaSalvia brings two decades of academic and industry experience to his role as head of commercial real estate economics at Moody's Analytics. He is responsible for his team's production of market analysis and forecasting across all U.S. geographies and property types. His keen interest lies within the subdiscipline of optimal location theory and its effects on neighborhood performance. Before joining Moody's, LaSalvia was appointed lecturer of economics at The College of William & Mary, focusing his research and teaching in the fields of Urban and Real Estate Economics.

The conference should be a sell-out and there are a number of sponsor social events as well. Hope to see the New England Chapter well represented.

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