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President's message: Primary focus for next 2 years is to recruit new members

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The New England chapter of the Society of Industrial and Office Realtors (SIOR) is in the best shape it has been in years. We have an active board with a program calendar that has energized the membership and the broader brokerage community.

As background, SIOR was formed in the early 1940s as an organized response to a plea for help by the U.S. government. The objective was to identify, in a quick and efficient manner, industrial facilities that could serve as munitions plants for the then burgeoning war effort. SIOR has grown over the following 65 years to include over 3,300 of the most successful and respected commercial real estate professionals in the U.S. and abroad.

Membership in SIOR is an earned designation. A broker qualifies after they meet education and ethics training requirements, meet its chapter's designated deal volume and obtain reference letters from two SIOR's. Members enjoy many benefits which are of particular value during these tough economic times. The SIOR designation gives professional recognition and lets potential clients or referring brokers know that you are one of the premier practitioners in your market. Corporate America recognizes the SIOR certification as the highest level of commercial brokerage in the industry.

For the past couple years, the chapter has hosted monthly breakfasts sponsored by developers who talk about a variety of topics but primarily focused on their projects and the state of the markets. The developers have included the Davis Companies, Boston Properties, National, Nordic, CC&F, and Equity, to name a few. Associate members have sponsored educational talks on their respective specialties such as Dacon discussing construction and the build-to suit process. Diversified Project Management will discuss the project and move management and tips for brokers.

My primary focus for the next two years is recruiting. The New England chapter is no different than any other organization in the country in that it is aging. To maintain membership, organizations must be proactive in recruiting. The New England chapter uses the breakfasts as one form of recruiting. In addition, the chapter offers an annual scholarship. The purpose of the scholarship is to provide up and coming commercial real estate brokers that have been in the business for a minimum of three years with the opportunity to expand their education and knowledge of the industry by taking an SIOR Professional Course and attend an SIOR Conference. The goal is to make them aware of the many benefits that SIOR has to offer, and encourage them to pursue the SIOR designation. Recipients have been Jeremy Fried and Tim Brodigan.

To this effort, we have reorganized the chapter committees and have for the first time a chairman of recruiting as well as admissions. Recruiting will manage the process of proactively recruiting brokers the board feels will be active and integral members of the chapter. The admissions chair will manage the application process.

I look forward to making a strong New England chapter stronger and making the SIOR designation a mark of excellence and goal of all serious commercial brokers.

Greg Klemmer, SIOR, is New England chapter president of the Society of Industrial and Office Realtors and is principal of Klemmer Associates, Winchester, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540