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## **Using an SIOR will bring added value services to your project**

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Current real estate market and related economic difficulties dictate utilizing the services of the most seasoned and qualified industry professionals available. Commercial transactions are becoming more and more sophisticated, and in today's trying and evolving economy they are even more challenging.

Choosing an SIOR will greatly increase the likelihood your service provider has a multitude of resources and experiences to bring added value services to your particular project. Most SIORs have weathered recessions in the past and navigated many clients through tricky transactions. These experiences can be invaluable when employing an SIOR for a real estate assignment in today's world.

A professional affiliate of the National Association of Realtors, SIOR is dedicated to the practice and maintenance of the highest professional and ethical standards. SIOR maintains a commitment to business and industry by providing professional services, publications, and educational programs.

The Society of Industrial and Office Realtors is the leading professional commercial and industrial real estate association. With more than 3,200 members in more than 590 cities in 25 countries, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

SIOR has certified more than 2,800 of its members with the prestigious SIOR designation, a professional symbol of the highest level of knowledge, production, and ethics in the real estate industry. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market. SIOR designees can hold the following specialty designations: Industrial, Office, Sales Manager, Executive Manager, or Advisory Service.

Extrapolated data shows that in 2007 SIOR members estimated that they leased or sold an average of 1.2 million s/f of space for a total dollar volume of \$46,725,400 and 31.8 transactions.

As a group, SIOR designees sold or leased more than 3.3 billion s/f of space in 83,539 transactions with a total dollar volume consideration of more than \$122.747 billion in 2007.

Please visit our website [www.siorct.com](http://www.siorct.com) to find additional information on the Connecticut/Western Massachusetts Chapter, Chapter members, and upcoming events. Should you have any questions or interest in the requirements and benefits of becoming a SIOR and joining the Connecticut/Western Massachusetts Chapter, please contact Sherri Thompson, SIOR at 860.528.0884 or John Reed, SIOR at 860.987.4788.