



**ANGELA WEST, SIOR, MCR**  
2015 SIOR PRESIDENT  
CBRE, TULSA, OKLAHOMA

Dear SIORs,

### EMBRACING CHANGE

This issue is dedicated to helping our members embrace innovation and adopting new technologies to gain a competitive advantage in the marketplace.

The good news is much more data will be available in an increasingly transparent CRE environment with faster and more accurate predictive analytics for decision making. Here are a few tech companies that I suggest you check out:

### EMERGING TECHNOLOGY

Xceligent,	RealMassive	Flus
Compstak	42 Floors	Trampoline
Reonomy	DR-i-VE	Systems
VTS	Decisions	WeWork
HighTower	CreateRE	Pivot Desk

### ESTABLISHED TECHNOLOGY

LiquidSpace	LoopNet	Site Selection
Regus	Excel	Regus
Co-Star	Salesforce.com	

Big Data is also making big moves into CRE and will forever change the way we do business. Learning new technologies is much like being engaged in a professional association like SIOR. It takes time and effort but can transform your business and provide unique opportunities and insights to those who make the commitment. More important, being tech-conversant will separate you from the competition in the eyes of your clients.

### SPRING WORLD CONFERENCE RECAP

It was great to see more than 700 attendees at the Spring World Conference in Scottsdale, Ariz., which turned out to be one of our best attended spring conferences. I had the opportunity to meet with countless SIORs and other industry professionals and it is clear that commercial real estate is experiencing a tidal wave of emerging technology.

The networking events at this conference were a huge success. The Office Dinner had 61 attendees, the Independent Broker Group Dinner had 125 attendees, and the Young Professionals Evening Out had 82 attendees.

### PARTNERSHIP WITH IAMC

We are also pleased to announce the continued success of our joint research projects with IAMC. We will co-produce three new white papers this year covering manufacturing, pharmaceuticals, and distribution.

### THANK YOU

On behalf of our Board of Directors and Staff, I want to thank you for your membership in SIOR. We especially want to thank our members who have volunteered their time and talents to move this organization forward. I hope to see each of you in Chicago on October 8 at the Palmer House for the 2015 SIOR

Angela West, SIOR, MCR,  
SIOR President