



**SIOR**<sup>®</sup>

SOCIETY OF INDUSTRIAL  
AND OFFICE REALTORS<sup>®</sup>



# ALWAYS MOVING FORWARD

➤ **2023 YEAR IN REVIEW**

**SIOR.COM**



As a 60-year member of SIOR, I believe that our organization's future has never looked brighter.

PETER HANSON, SIOR

# EXCELLENCE IN MOTION



SIOR members  
conduct business with

**92%**

of Fortune 200 companies.



Over the past year, we charted a bold course of forward motion for SIOR. We demonstrated our commitment to reinvention, staying at the forefront of the industry and propelling our mission with renewed energy and unwavering dedication.

The progress we've made is a testament to the relentless drive of our members. The spirit of camaraderie and trust among SIORs is nothing short of inspiring. In 2023, we invited new voices and ideas to the table because we know our community must reflect the best of commercial real estate—today and tomorrow. We have proven that we are not just keeping pace with change but embracing it, shaping the industry's direction, and ensuring a prosperous future for our members and our partners.

SIOR's journey is one of perpetual advancement and innovation. The collective success of our members gives our organization its enduring strength. Together, we have achieved remarkable milestones in 2023. The best part is we are only just getting started.

**AT SIOR, WE ARE ALWAYS MOVING FORWARD.**

# SIOR IS DEFINED BY THE EXCEPTIONAL QUALITY OF OUR MEMBERS.

With the strongest prospect pipeline in SIOR history and a new admissions process, we are committed to upholding the highest standard for excellence in office and industrial CRE.



Office members exceeded

**1,000**

for the first time ever.

We saw a **24%** increase in members under the age of 35 and a **58%** increase in members under the age of 44.

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**SIOR WELCOMED 323  
NEW MEMBERS YTD.  
THE MOST EVER!**

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**21%**

increase in  
**female**  
membership

**13%**

increase in  
**international**  
membership

For the second year in a row, we maintained the highest retention rate in SIOR history at

**97%**

› TOTAL MEMBERSHIP

**3,810**

89.5% Designees

5.9% Affiliates

4.6% Member Associates

› COMPANY AFFILIATION

**1,400**  
Independent

**2,176**  
Large Firm

336 international members in  
**49 COUNTRIES** – the most ever!

The SIOR executive and leadership team visited  
all **49 chapters** – a first for our organization!

**TOP 10  
CHAPTERS**

Northern  
California, 172

Greater  
Los Angeles, 132

Chicago, 137

Ohio, 147

Louisiana, Mississippi,  
Alabama and NW Florida, 119

DFW/North  
Texas, 158

Houston/  
Gulf Coast, 149

Carolinas, 237

Georgia, 149

Florida, 236

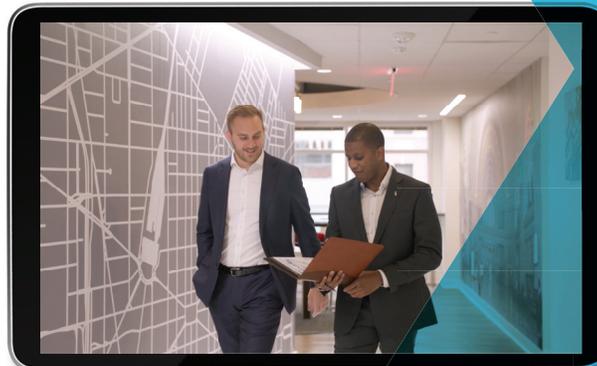
# THE NEW ENERGY AND EXCITEMENT ARE REAL.

The launch of the new SIOR brand in early 2023 symbolized our dedication to progress. Our dynamic rebranding initiative has invigorated membership and infused our community with a renewed sense of purpose, energy, and unity.

**We not only maintained our organization's reputation in 2023 but also elevated it to new heights.**



› We rebranded our educational training program as the Next Level Series to better reflect our organization's mission.



› We launched the Day in the Life of an SIOR video series to attract new brokers to the organization.

› SIOR was listed for the first time ever in the Lipsey survey at #18, solidifying the new energy and buzz in the marketplace.



**There is a renewed energy and buzz surrounding SIOR Global right now – the entire market sees it.**

DON MEYER, PROLOGIS

# NEW ADMISSIONS CRITERIA SETS HIGHER STANDARDS OF EXCELLENCE

Through the direction of SIOR's Board of Directors and various committees and task forces, we have raised the GFI requirements for membership and created a new admission voting model that places complete ownership in the hands of our members. The new process revolutionizes how members are accepted into SIOR.

› We increased social engagement across all channels:



**+34%**



**+89%**



**+103%**

› We drove an average of 150,000 unique visitors to the SIOR website.



## › WE ARE DRIVING THE FUTURE OF CRE, TOGETHER.

This year, we gave the power of recruitment to our members. For the first time, we created a formalized member referral program anchored in our "Black Card" recruitment campaign. The campaign not only contributed to record membership levels in 2023 but also helped to ensure new members embody SIOR's highest standards of ethics, excellence, and achievement. Because no one knows what it takes to be an SIOR better than you.



# WE AMPLIFIED VALUE FOR OUR INDUSTRY PARTNERS.

Increased year-round support from our sponsors has allowed SIOR to take our programs to the next level and deliver more meaningful and impactful experiences.

Exhibit and sponsorship sales grew by

# 26%

from 2019 to 2023.

In 2023, we saw

# 64

supporting sponsors and exhibitors.

Community support from the broader industry increased

# 45%

through sponsorship in the last 18 months.

Successfully designed and launched the Corporate Partners program with

# 4 NEW DEDICATED PARTNERS.

# 2023 ANNUAL INDUSTRY PARTNERS

 **SIOR is delivering a heightened value in everything it does.**  
ADON PANATTONI, CEO, PANATTONI DEVELOPMENT

## 2023 Global Partners



## 2023 Corporate Brokerage Partners



## 2023 Annual Platinum Partners



## 2023 Annual Gold Partner



## 2023 Silver Partners



# SIORS ARE DEDICATED TO CONTINUOUSLY PUSHING THEMSELVES TO BE BETTER.

Through ongoing education and staying at the forefront of industry trends, SIOR provides our members with the tools, resources, and opportunities required to never stop learning.



**Over 1,500 attendees** signed into SIOR member group hosted webinars – **double last year!**

We saw an almost **50%** increase in satisfaction from members that participated in one or both of our annual events.

## SIOR'S FALL EVENT IN CHICAGO WAS THE **2ND LARGEST** CONFERENCE IN SIOR HISTORY!

### SIOR'S SPRING EVENT

**827 Attendees**

➤ **11 EDUCATION SESSIONS**

### SIOR'S FALL EVENT

**1,132 Attendees**

➤ **14 EDUCATION SESSIONS**



I am incredibly excited to see SIOR take on a new attitude about where its education can serve our industry.

HERB KRUMSICK, SIOR

**19 ONLINE EVENTS**

2,370 online events participants

**56%** increase over 2022

**20**

**Industry Events**

**174**

**Chapter Events**



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# SAVE THE DATE



## **SIOR's Spring Event**

**MAY 6-9, 2024**

Omni Amelia Island Resort  
Fernandina Beach, Florida

## **SIOR's International Event**

**JULY 17-19, 2024**

InterContinental Berlin  
Berlin, Germany

## **SIOR's Fall Event**

**OCTOBER 15-18, 2024**

Loews Hollywood Hotel  
Los Angeles, California

**Make plans to attend  
SIOR's 2024 Global  
Conferences & Events**