



A PATHWAY TO EMPOWERING FUTURE CRE LEADERS

"The only person you are destined to become is the person you decide to be."

Ralph Waldo Emerson clearly understood what many esteemed members of the commercial real estate (CRE) community understand: what you gain in business is directly related to what effort you put toward your business.

Investing in your personal growth by seeking opportunities to expand your network and enhance your career are critical to long term success. The Society of Industrial and Office Realtors (SIOR) shares this commitment to professional growth and excellence. Our Member Associate (MA) Program is designed to support and cultivate the next generation of emerging leaders in the CRE industry.

"At SIOR, we understand the critical importance of partnering with the most knowledgeable, ethical, and experienced professionals in the industry," says SIOR CEO Robert Thornburgh, SIOR. "Equally vital is the necessity to nurture the next generation of trusted leaders."

The Value of the Member Associate Program

SIOR's MA Program stands out as a cornerstone for career development, offering comprehensive education, mentorship, and networking opportunities tailored specifically for promising industrial and office real estate professionals. The program aims to bridge the gap for those who do not yet meet the qualifications for the full SIOR designation, providing them with the tools and resources needed to advance their business and gain a streamlined path toward full SIOR membership in the process.

Participants in the MA Program gain access to year-round educational resources and specialized training initiatives that are typically unavailable at this stage of their careers. This not only helps them qualify for the prestigious SIOR designation but also equips them with the skills and knowledge to excel in their roles, ultimately benefiting their clients and the broader CRE community.

Highlighting Success Stories

The MA Program has a proven track record of success, with numerous participants advancing to become full designees who have taken on leadership roles within the industry. Amy Broadhurst, SIOR, president and principal of Lee & Associates in Pittsburgh, Pa., started as a Member Associate and now sits on SIOR's Board of Directors as a Member-At-large. Michael Connor, SIOR, senior director at Hanna Langholz Wilson Ellis, also in Pittsburgh, started as an MA only in 2020 and is now amongst SIOR's leadership as the SIOR Mid-Atlantic Regional Director. Bill Pendergist, SIOR, vice president of brokerage at Colliers in Little Rock, Ark., a former MA, just became president of the SIOR Arkansas Chapter. Adam Collins, SIOR, vice president at Transwestern in Washington, D.C., began as an MA and soon after became the chair of the SIOR Member Associate Group.

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Collins, now a full designee, was just honored for completing a deal that earned the #8 spot for SIOR's Top 50 Office Transactions of 2023.

Then there's Saadia Sheikh, SIOR, CEO and founder of Powersense in New York City, who began as an MA in 2017 and now as a designee sits on SIOR's Board of Directors as vice president, soon to become the youngest female president in SIOR's history. The list goes on. These journeys exemplify the transformative impact of the MA Program on individual careers.

"I would highly recommend that you dive into the member associate program," says Michael Connor, SIOR. "You get identified as a member associate, in a positive way, where people can come and approach you and invite you into their circle and help you get to the full designation. I can't be enough of an advocate for the member associate program."

And for those still in the program, leadership opportunities abound. Amanda Eastwick, director at Cushman and Wakefield in Reno, Nev., became a member associate in 2019 and is now the Chair of the SIOR Member Associate Group and sits on SIOR's Member Coalition Council. Casey Flannery, senior associate at Foundry Commercial in Nashville, Tenn., and a current MA, was recently awarded SIOR's Largest Member-Member Transaction Award between an SIOR and a Member Associate. These are shining examples of how the program fosters collaboration and a new class of excellence.

These individuals, with the support and mentorship they received through the MA Program, have achieved significant professional milestones and now contribute actively to the SIOR community.

It is not just emerging leaders that are drawn to the MA program — leading CRE firms recognize the immense value of empowering their future leaders to become SIORs, and are actively aligning and investing in the program. Companies like Avison Young, Colliers, JLL, Lee & Associates, and NAI Global have all joined SIOR's Corporate Brokerage Partner program. This partnership offers numerous benefits, including a pathway toward Member Associate membership for their employees. By working together, we are mentoring the next generation of leaders and collectively enhancing the industry.

Commitment to Diversity and Inclusion

At SIOR, we recognize that true excellence comes from embracing diverse perspectives and experiences. By introducing the program, SIOR offers the next generation of qualified professionals' access to career-building opportunities. Our expanded partnerships with organizations like CREW, REEC, BCREN, along with an SIOR veterans group, are making an impact.

Maintaining Standards of Excellence

SIOR is dedicated to upholding the highest standards of personal and professional integrity and ethics. While our MA Program offers invaluable growth opportunities and serves as an entry point into the organization, our standards of excellence have only intensified, and the path to becoming an SIOR designee is now more rigorous than ever. Under the guidance of SIOR's Board of Directors, committees, and task forces, we have raised the production requirements for membership.

Our strong governance framework and robust risk and compliance procedures support these standards, ensuring that all members uphold the SIOR code of conduct and ethical guidelines. This commitment to excellence, true local market expertise, and a client-first mindset, is ingrained in every aspect of SIOR.

Looking Ahead

As we continue to invest in the future of commercial real estate, we invite you to learn more about the SIOR Member Associate Program and consider how it might benefit your career. By joining the SIOR community, you gain access to a wealth of resources, a network of seasoned professionals, and the support needed to achieve your career aspirations. You can find more information on our programs at www.sior.com. ▾

The Society of Industrial and Office Realtors® (SIOR) is the leading global professional office and industrial real estate association, and continues to move the industry and our members' business forward as we drive the future of CRE. With 3,900 members in more than 50 countries, SIOR represents today's most knowledgeable, experienced, ethical, and successful commercial real estate brokerage specialists. | www.sior.com