

# THE IMPORTANCE OF YOUNG PROFESSIONALS TO SIOR

By Marc Bonando, SIOR, CCIM

The impact of millennials and young professionals (YP) in today's business environment is undeniable. Their fingerprints now touch most facets of business from technology, design, and financial institutions, to the bricks and mortar of real estate. In the process, they are beginning to significantly alter the way business is done in Commercial Real Estate (CRE).

As more and more millennials enter the workplace, how will SIOR continue to maintain its first-class reputation for the coming generation of business executives and CRE professionals?

SIOR defines its YP's as any member under the age of 45. As an organization, SIOR has done a great job adding new members in this category over the last few years and is working to ensure this trend continues. If you are not growing, you are dying. A renewed growth initiative directed toward recruiting and mentoring younger, hardworking Commercial Real Estate professionals is of great importance to SIOR as an organization. There are several factors that must be considered:

## Keeping Millennials Interested in CRE

With countless startup companies, entrepreneurs, and new businesses emerging, there are many career paths

for millennials to head down. Let's be honest, who wouldn't want to be part of starting the next Facebook, Uber, or Instagram? Continued technological advancements in CRE and an emphasis on how some of the recognizable occupiers (Amazon, Apple, Google, etc.) of CRE utilize and optimize their real estate could be a great starting point to help maintain millennials interest in Commercial Real Estate. While technology and other sectors may initially be attractive to the younger generation, ultimately culture and opportunity for success will win out. Creating the right collaborative culture within the SIOR organization and within our respective companies will play a fundamental roll in attracting top-tier talent.

## Advanced Education & Leadership Skills

Millennials and Young Professionals join professional organizations, such as SIOR, with an eye on advancement. I myself am always looking to learn from the thought-leaders and top producers in our industry. Exposure to SIOR's educational platform will be key, but more important will be recognition of SIOR's most influential members and how they have become leaders in their respective marketplaces. Spotlights on our members, combined with continued advancements in SIOR's educational

platform including leadership initiatives, will be a primary factor in attracting and retaining the members we want to be a part of this organization.

## Maintaining SIOR's Relevance with Younger Audiences

Continuing to build SIOR's digital platform will play a significant role with exposure to millennials. Being visible is important because social interaction with YPs is continuing to evolve. With the accessibility of social media and the valuable content it provides, many feel they can stay current in their respective industries relying just on social media, and not the traditional chapter or conference-driven experience. Nothing replaces networking in person. Establishing trust with industry leaders and colleagues will help propel our young professionals to achieve their goals. SIOR's strength in networking and relationships is second to none and it is incumbent upon us to make sure these attributes are well known throughout the business communities while leveraging SIOR's digital platform.

## Maintaining Exclusivity

The quality of our membership is the hallmark of SIOR - knowledge, experience, integrity, and success to name



**BROKERAGE    INVESTMENT    DEVELOPMENT    MANAGEMENT**

## *A Commitment to Service* **FOR OVER 25 YEARS**

Caldwell Companies is a full-service real estate firm committed to the needs of our clients and the results they desire. Comprised of professionals with a variety of real estate backgrounds, we manage premier office, industrial and commercial opportunities in Houston and throughout Texas. Discover the difference that comes with over 25 years of experience. Discover Caldwell.

only a few. The exclusivity that SIOR has achieved and maintained over the last 75 years will be critical in the advancement of the organization. Our members are best in class, intellectual, ethical market leaders who reap the benefits of exceptional regional chapters and extraordinary national conferences. The exclusivity of our brand will help attract younger members. Continuing to expose the prestige of our organization and the threshold it takes to achieve membership with SIOR will contribute to our prolonged growth.

### Looking Forward

Young professionals are the lifeblood of SIOR and crucial to its longevity. The more they become active in all facets of the SIOR organization, the better for our organization, and our industry. Thought provoking leaders in their respective market places can continue to propel SIOR excellence for generations to come with a focused and continued effort in supporting this segment of our membership.

If SIOR's current membership looks to bring in top performing young professionals, it can cement SIOR's future legacy. ▽



**RON ROBERSON**  
SIOR, CCIM



**KEITH GROTHAUS**  
SIOR, CCIM



**BILL GINDER**  
SIOR, CCIM



**KEITH EDWARDS**  
SIOR, CCIM



**MARY CALDWELL**  
SIOR, CCIM



**BLAKE VIRGILIO**  
SIOR, CCIM



Doing it right. Right now.®

**HOUSTON    •    THE WOODLANDS    •    COLLEGE STATION**

713.690.0000 | [CaldwellCos.com](http://CaldwellCos.com)