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What SIOR Means to A Young Broker, and How to Leverage It.

When I volunteered to write this article, it had slipped my mind that during this time I would be getting married, going on my honeymoon, trying to finish 2012 strong, and settling in as Industrial Division Manager in Hawaii. Flat for ideas, I reached out to all SIOR's Young Professionals in a mass email and received great responses. **Chad Boddez, SIOR, CCIM**, suggested that I write an article on what it means to a young broker to be a young SIOR and how to leverage it. Given that I had Leveraged Young Professional (YP) SIORs, I thought this quite fitting.

I started my career in Hawaii at Colliers International in the beginning



of 2006 fresh out of law school, and having only visited Hawaii on vacation. I landed with two duffle bags, a job at Colliers, \$160,000 in student loan debt, and a lot of motivation. I immediately started pounding on doors.

As I hit my stride in the second and third year, I began to seek out tools that could increase my performance and create a broader network. I first sought out CCIM and SIOR. There were only six SIORs in Hawaii at that time, and three of them were in our office. I witnessed the success that they had achieved, interviewed them, and started checking off the requirements. In 2010 I became an SIOR and my career took a great leap forward.

Network to Service Clients

To a young broker, getting the most out of your SIOR designation requires you to leverage the opportunities that are presented to you. Being a part of Colliers International was a great choice for me, but the company network is not always enough. Having my SIOR designation allows me to fill in the gaps—to have an elite network of top industrial brokers around the country, both within and outside my company network, which I can utilize when I have a client need or question. I use these tools constantly in client interviews to express the utility of SIOR.

Network to Win Business

The SIOR designation offers another layer of protection for your client, which is always a win. Some of my prospective clients do research on Colliers and our competition before an interview, and they ask specific questions relating to our abilities. However, they rarely ask about SIOR in Hawaii, and I have used this many times as a tipping point to win business. I freely share with clients what it takes and means to become an SIOR. I always mention the income requirements of the designation, and then follow up with something to the effect of “Once I became an SIOR, my business really took off.” I can see them often doing the calculations in their head and it immediately legitimizes my success and the success of the SIOR network, which they can freely use. As a young broker trying to build a reputation and earn the respect of his clients, and/or colleagues, this mentioning of SIOR and the letters after my name are truly invaluable in enhancing my credibility.

Network for Personal Growth

Having the SIOR designation as a young professional has been as important of a tool as my law degree. Through the SIOR website, SIOR magazine, conferences, and global network, I have learned so much in the past two years. There have been countless times that I have referred to the magazine or website for solutions to questions, and attending the SIOR conferences are incomparable to other conferences or opportunities for growth. The breakout sessions, keynote speakers, and having the opportunity to interact with like-minded professionals, has absolutely given me a leg up.

Attending Conferences

Although I live in Hawaii, I have made an effort to attend our conferences and have never regretted it. I believe that being involved in SIOR and attending conferences are two of the best ways to leverage your designation for personal and professional network growth. I have made great friends across the country, brought back many tools that I use every day, and learned from the best in the business in some of the biggest markets. For that I am very grateful.

I am grateful for SIOR and the tools that it has given me to become a better professional. Cheers to a great 2013—Aloha! 🍹

