



SIOR®

SOCIETY OF INDUSTRIAL
AND OFFICE REALTORS®

ALWAYS MOVING **FORWARD**



➤ **2024 YEAR IN REVIEW**
SIOR.COM

CELEBRATING OUR

**4,000
MEMBERS**

**ACROSS MORE
THAN 50 COUNTRIES
WORLDWIDE**



As we reflect on a year filled with remarkable achievements and unmatched momentum, we are excited to celebrate the progress and milestones that drive our elite community of CRE professionals forward.

This year, SIOR accelerated its overall visibility in ways never done before – expanding our reach, increasing our impact, and creating new opportunities for success and innovation on a global scale.

This report celebrates the accomplishments made possible by our highly skilled members and industry partners. Together, we are not only shaping the future of CRE but also setting an unprecedented standard of excellence that resonates around the world.

As we look to the future, SIOR's influence, value, and achievements continue to reach new heights, setting the stage for even greater successes in the years to come.

HERE'S TO SIOR'S BRIGHT FUTURE!



Some organizations talk of change, while others act and get it done. SIOR has clearly stepped up its game in a major way, and it shows in everything they are doing.

– **DUKE LONG**, Second City Ventures

UNMATCHED MOMENTUM

In 2024, SIOR membership soared to new levels, a direct result of strategic initiatives aimed at raising the bar in membership and establishing a renewed energy and visibility in the industry.

SIOR HAS WELCOMED 292 NEW MEMBERS YTD

SIOR membership has grown **18%** in the last 3 years alone

Highest satisfaction rating ever from our sponsors & exhibitors

International membership has increased by **19%**

27% increase in **female** membership

29% of **new members** are under the age of **35**

Office membership broke the **1,000** milestone

We maintained a record-setting 97% year-over-year retention rate for 3 years in a row

Member Associate Program received 2024 ASAE Power of Associate Silver Award

These record-breaking achievements come as SIOR raised its membership qualifications, making it more difficult to earn the elite designation. In 2024, we introduced our new admissions process, a project 3 years in the making. The new admissions process added in a voting model that places complete ownership in the hands of our members.

➤ TOTAL MEMBERSHIP

4,051

87.4% Designees

7.7% Affiliates

4.9% Member Associates

➤ COMPANY AFFILIATION

40%

Independent

60%

Large Firm

354 INTERNATIONAL MEMBERS

50 Countries, 6 Continents

**TOP 10
CHAPTERS**

Northern California/
Northern Nevada
Chapter, 166

Greater
Los Angeles, 134

Chicago, 138

Ohio, 151

Louisiana, Mississippi,
Alabama and NW Florida, 127

DFW/North
Texas, 164

Houston/
Gulf Coast, 158

Carolinas, 247

Georgia, 145

Florida, 237

Membership numbers as of 11/13/24

OUR EVENTS ARE MORE **GLOBAL** AND ENGAGING.



In-person and online events brought unparalleled opportunities to CRE professionals around the world. From Berlin to Amelia Island and Hollywood, each event served as a vibrant platform for connection, collaboration, and advancement.



SIOR's Spring Event

903 Attendees

➤ **12 EDUCATION SESSIONS**



SIOR's Fall Event

1,000 Attendees

➤ **12 EDUCATION SESSIONS**

➤ **SIOR's Spring Event in Amelia Island was the second-largest spring conference in SIOR history!**



ATTENDEE SATISFACTION

IS AT AN ALL-TIME HIGH.

- › SIOR's International Conference in Berlin showcased SIOR's expanded global reach.
- › **16 countries** were represented at SIOR's Fall Event in Los Angeles.
- › Email engagement for the Spring and Fall Events **increased 82% from 2023.**

27

**SIOR
Online
Events**

20

**Industry
Events**

208

**Chapter
Events**

**SAVE
THE
DATE**

SIOR's Spring Event

MAY 6-9, 2025

Caesars Palace • Las Vegas, Nevada

SIOR's Fall Event

NOVEMBER 4-7, 2025

Omni Louisville Hotel • Louisville, Kentucky

- › Successfully added **20 new partners/sponsors/exhibitors** in 2024.
- › Expanded Corporate Brokerage Partnerships to **6 companies**.
- › Average Annual Exhibit and Sponsorship sales **grew by 34%** over the last 5 years.

OUR REACH IS **STRONGER** THAN EVER BEFORE.

Expanding partnerships reinforced SIOR's reputation as the premier global community of CRE professionals. In 2024, SIOR achieved significant growth in business development, securing impactful wins in sponsorships and forging valuable corporate partnerships that amplify our reach.



In 2024, we saw 75 supporting sponsors and exhibitors, a 15% increase over 2023.

2024 ANNUAL INDUSTRY PARTNERS

2024 Global Industry Partners

BANK OF AMERICA 



MOODY'S

 PANATTONI

 PROLOGIS®

2024 Corporate Brokerage Partners

AVISON
YOUNG

Colliers

 CUSHMAN &
WAKEFIELD

 JLL

 LEE &
ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

NAI Global

2024 Annual Industry Partners

 BECKNELL
INDUSTRIAL

 BFC
Business Finance Capital

 COLDWELL BANKER
COMMERCIAL

 CoStar™  LoopNet™  Ten-X



 LEE &
ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

NAI Global

 Placer.ai

REACH
NATIONAL ASSOCIATION OF REALTORS®
COMMERCIAL

 Rexford
Industrial

Wonderful real estate™

WE INCREASED BUZZ AND **AMPLIFIED** OUR BRAND'S INFLUENCE.

These achievements are testament to SIOR's bold vision, strengthened brand, and commitment to being the industry's most respected and sought-after designation.

**SIOR WAS LISTED AS A TOP
CRE BRAND IN THE LIPSEY
SURVEY FOR THE PAST 2 YEARS,
RISING TO #17 IN 2024!**



The renewed energy and buzz surrounding SIOR Global has been great to see this year. It's critical that CRE professionals have spaces to come together and create ways to help the industry evolve and continue to drive forward."

— **DON MEYER**, Prologis

WE'VE GROWN IN IMPACT AND VISIBILITY.

Our 2024 marketing campaigns reached new audiences and bolstered SIOR's growing presence in the marketplace.



- ▶ **Our Why Hire an SIOR advertising campaign** targeting developers, investors, occupiers, and other end-users promoted the distinct value of working with an SIOR. The multi-channel marketing campaign spanned both print and digital strategies and equipped members with valuable new pitch materials and resources including the Why Hire an SIOR commercial.





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**A special thanks to our members
and generous industry partners
for making this last year a
tremendous success.**

STAY ENGAGED



STAY INFORMED

- **SIOR Report Quarterly Magazine**
- **Educational Webinars**
- **SIOR Pulse Blog**

STAY CONNECTED

- **SIOR Conferences**
- **Local Chapter Events**

➤ **SIOR.COM**