

**2025 YEAR IN REVIEW**

# ALWAYS MOVING F>RWARD



**SIORE®**

SOCIETY OF INDUSTRIAL  
AND OFFICE REALTORS®



**SIOR.COM**

# ELEVATING EXCELLENCE AROUND THE WORLD

SIOR's global community continues to thrive, now representing **over 4,100 members** across **52 countries**.

2025 was defined by record-breaking achievements that continue to propel the world's leading commercial real estate professionals forward. Amid a rapidly evolving market, SIOR members came together to expand our influence, strengthen relationships, and uphold the global standard of excellence that defines our organization.

This year's milestones reflect SIOR's unwavering commitment to global connection: record attendance at our Spring Event in Las Vegas, an expanding global footprint that now spans 52 countries, and continued membership growth that strengthens our community's expertise and reach. Together, we are not just adapting to change. We are driving the industry forward with integrity, innovation, and collaboration.

**As we look ahead, SIOR stands ready to embrace new challenges, strengthen global connections, and continue setting the standard for excellence in commercial real estate. ➤**



# GROWING

Stronger, Younger, and More Global

COMPANY AFFILIATION  
**36%** **58%**  
Independent Large Firm

OFFICE  
MEMBERSHIP  
REACHED 1,050

In 2025, 273 new members joined our ranks, further diversifying and energizing our network.

New members  
average age 42:  
our youngest  
class ever!

Over the past three years, international membership has grown **19%**, while female membership has increased **27%**. The average age of new members, **42**, marks our youngest class ever, signaling a bright future for SIOR.

With a **96%** retention rate, SIOR remains the benchmark of excellence, loyalty, and professionalism in commercial real estate.

Total Membership Over  
**4,100**  
94% Designees  
5.2% Member Associates  
.4% Affiliates

366  
International  
members in  
52 countries

Argentina  
Australia  
Austria  
Bahamas  
Bahrain  
Belgium  
Bulgaria  
Canada  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Dominican Republic  
Estonia  
France

Germany  
Greece  
Hungary  
India  
Indonesia  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Mexico  
Montenegro  
Netherlands  
Nigeria

Norway  
Philippines  
Poland  
Portugal  
Romania  
Serbia  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Taiwan  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Vietnam

## Top 10 Chapters

Florida, Carolinas, Northern California/Northern Nevada, DFW/North Texas, Houston/Gulf Coast, Ohio, Georgia, Chicago, Greater Los Angeles, Louisiana, Mississippi, Alabama and NW Florida

# DRIVING

Growth Through Powerful Partnerships

Sponsorship revenue  
hit an all-time high of **\$1.6M**

➤ This milestone underscores the growing confidence our partners place in our ability to deliver value and visibility through impactful sponsorship opportunities.

We set new standards for excellence in sponsorship success this year.

**86**  
companies  
sponsored our  
events—  
the highest ever!

**20+**  
companies joined  
us as first-time  
sponsors and  
exhibitors

**20%**  
growth in Corporate  
Brokerage  
Partnerships

**15%**  
increase in  
Annual  
Partnerships

## 2025 ANNUAL INDUSTRY PARTNERS

### 2025 Global Industry Partners

BANK OF AMERICA

MOODY'S

PANATTONI

PROLOGIS

Wonderful logistics center

### 2025 Corporate Brokerage Partners

AVISON  
YOUNG

Colliers

cresa

CUSHMAN &  
WAKEFIELD

JLL

LEE &  
ASSOCIATES  
COMMERCIAL REAL ESTATE SERVICES

NAI Global

TRANSWESTERN

### 2025 Annual Industry Partners

BECKNELL  
INDUSTRIAL

Business Finance Capital

Small Business Finance

COLDWELL BANKER  
COMMERCIAL

CoStar

LoopNet

KI

LEE &  
ASSOCIATES  
COMMERCIAL REAL ESTATE SERVICES

NAI Global

NATIONAL  
ASSOCIATION OF  
REALTORS

ONYX

REACH  
NATIONAL ASSOCIATION OF REALTORS  
COMMERCIAL

Rexford  
Industrial

STATEWIDE  
EST. 1987



# CREATING

## Unforgettable Experiences

The energy, engagement, and enthusiasm among members and partners reflected the power of coming together to exchange ideas and move business forward.

**Largest spring conference  
in SIOR history!**



**Record-breaking  
attendance!**

**1,006** Attendees from  
15 Countries

### SIOR'S SPRING EVENT



Our largest Spring crowd in history gathered in Vegas for high-stakes connections and big-win insights.

**The third  
largest fall  
conference**



**1,108** Attendees from  
13 Countries

### SIOR'S FALL EVENT



CRE champions shined in the Winner's Circle in Louisville at the Churchill Downs networking event.

"The networking, the conversations, and visits to Churchill Downs and the Louisville Slugger Museum made it an unforgettable experience. Grateful for the connections, the insights, and the inspiration. Ready to put these ideas into action!"

**—BRIE TULP, SIOR**

**1,700** people participated  
in our SIOR Education  
webinars in 2025.

**SAVE  
THE  
DATE**

#### SIOR'S SPRING EVENT

April 14-17, 2026  
JW Marriott Desert Springs Resort & Spa  
Palm Springs, California

#### SIOR'S INTERNATIONAL EVENT

June 24-26, 2026  
EPIC SANA Marquês Hotel  
Lisbon, Portugal

#### SIOR'S FALL EVENT

October 19-22, 2026  
New York Hilton Midtown  
New York, New York

# BUILDING

## Market Momentum

In 2025, SIOR launched powerful marketing campaigns that elevated our visibility and expanded our reach to CRE professionals, investors, and decision-makers. These campaigns positioned SIOR as the trusted mark of excellence in commercial real estate.

The results speak for themselves:

**stronger brand recognition, increased member participation, and growing demand from clients who seek out SIORs for their market leadership, integrity, and proven results.**



### Member Recruitment Campaign

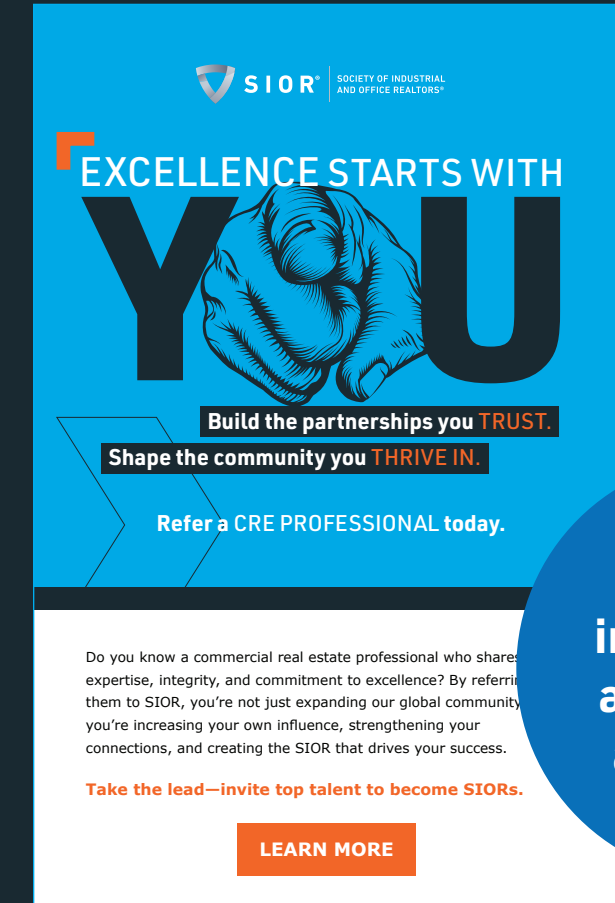
**Objective:** Build awareness among prospects and generate new leads for the recruitment pipeline

SIOR was listed as a top CRE brand in the Lipsey Survey for the past 3 years, rising to #15 in 2025!



### Why Hire an SIOR Campaign

**Objective:** Promote SIOR brand awareness among industry end users, helping members secure new business



### Member Referral Campaign

**Objective:** Engage individual SIORs to generate high-quality membership referrals

Over 5M media impressions across print and digital channels!

# FORWARD IS OUR DIRECTION



**SIOR®**

SOCIETY OF INDUSTRIAL  
AND OFFICE REALTORS®

## STAY ENGAGED



## STAY INFORMED

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

## STAY CONNECTED

- › SIOR Conferences
- › Local Chapter Events