



MIKE HILLIS, SIOR, CCIM
2014 PRESIDENT
AVISON YOUNG,
LAS VEGAS, NV.

As my term serving as the 2013 - 2014 SIOR president comes to an end I can't help but think of all that we have accomplished over the past year, and all we will continue to accomplish moving forward. I would like to point out that the growth and success of SIOR is truly due to the commitment, participation, and support of our members. SIOR members represent today's most knowledgeable, experienced, and successful commercial real estate specialists; without you we would not have seen so much growth and many accomplishments this past year. Our membership and brand continue to grow thanks to your efforts. Our members contribute to our outreach efforts by attracting the best and brightest young brokers in the industry. I encourage our members to continue to motivate successful and qualified brokers in your local market with passion and desire to join "the best of the best".

BRANDING

One way we are increasing our branding and awareness is through the SIOR website. If you have visited SIOR.com recently you may have noticed the highly anticipated new website. The main purpose of the new website is to use responsive design technology. Responsive design ensures that the website automatically adjusts according to the device's screen size and orientation. With many of our members accessing online information through a mobile phone, tablet, and various desktop platforms, the site will give you an improved and consistent browsing experience on all devices, providing streamlined content and navigation, enhancing the way information is distributed and found. We have been very excited about the website launch and are proud to enhance the online user experience by delivering full content and functionality across all devices.

If you were at the Spring World Conference you may have heard of the digital roadshow. The digital roadshow teaches you how to navigate the latest SIOR digital products and services to help you enhance your business, and is now available on a chapter and even individual level. The digital roadshow demonstrates how to use tools such as SIOR Connect, SIORPulse, locate an SIOR, and provides a tutorial on how to use and navigate MySIOR. If you are interested in having a MySIOR walk-through for yourself or your Chapter, please contact Communications Director, Alexis Fermanis at afermanis@sior.com to request an in-person or webinar roadshow presentation.

STRATEGIC PLANNING

SIOR recently held its annual strategic planning meeting in Nashville, Tenn., the site of the Fall World Conference this October. The results of a year-long research study were discussed at length. SIOR is anticipating changes in the business environment over the next 10 years that may affect how brokers conduct business. Our goal is to ensure that SIOR is prepared and strategically equipped to meet whatever challenges these changes may present. Recommendations from the Nashville meeting will be presented to the Board of Directors during the Fall World Conference in October.

With that being said, I want to take a moment to thank all of you for an incredible year. As your president I have had the chance to visit and get to know many of you, and I've also had the privilege of witnessing the power and growth of this organization. I also want to welcome your incoming SIOR President, Angela West, our youngest president and only the third woman president. She will bring new change and fresh ideas to the organization, and I know you are in good hands. I look forward to seeing all that will change and be accomplished in the years ahead. Thank all of you for this wonderful opportunity; it has truly been an honor. Anyone with thoughts, comments, or concerns, about our efforts and the direction in which SIOR is going; please do not hesitate to contact me at mike.hillis@avisonyoung.com. I look forward to seeing everyone in Nashville, Tenn. for the SIOR Fall World Conference!

Mike Hillis,
 SIOR President