



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

Since becoming your SIOR president in late 2013, I have had the opportunity to travel to many chapters, witnessing first-hand the enthusiasm and excitement concerning where the commercial real estate market is headed. I am pleased to say that optimism is high for the 2014 CRE market, higher than it's been in the last five or six years.

### Membership Growth

That same excitement that seems to be felt in each market is also felt at SIOR headquarters in Washington D.C. Staff has been working diligently to promote membership and increase benefits. Since our establishment of the new candidate membership, SIOR now has more than 32 candidate members who are working toward earning their designation. In addition to our membership growth, I am pleased to announce that SIOR has established its 48th chapter in Mexico. Felix Tejada, SIOR, and Fransisco Munoz, SIOR, have been instrumental in working toward establishing the chapter. Of the two dozen SIOR members residing in Mexico, 13 have already joined the emerging chapter. With all of this positive news there are still many more great initiatives that plan to be implemented in 2014, and I would like to share our vision with you.

### 2014 Conferences

First and foremost, we are looking forward to our two World Conferences this year. My hometown of Las Vegas, NV, will be the host city of our 2014 Spring World Conference on April 22-25th. It promises to be another outstanding SIOR conference. I encourage all SIORs to attend for the invaluable networking opportunities and education advancements (and let's not forget fun) that Las Vegas promises to offer. Plus, be sure to save the dates for the 2014 SIOR Fall World Conference, October 23-25 in music city, Nashville, TN.

### Branding

As I have previously mentioned, one of my main focuses for 2014 is branding. A major goal is expanding our branding efforts at the chapter level. By offering our chapters external marketing pieces, we can increase our advertising efforts toward owners, users, and developers of industrial and office real estate. At the beginning of January we rolled out a complete Chapter Marketing Toolkit

which provides a comprehensive marketing platform that creates a unified look and feel across all chapters. The toolkit includes flyers, stationary, postcard mailers, and many other marketing piece templates. Talk to your chapter leadership about these new pieces and how they plan to use them in your local market.

### MySIOR

Many of our chapters have already discovered the invaluable benefits of our newly launched digital communications service MySIOR. The site allows brokers to network, post private community discussions, and share successful practices and valuable material. Several chapters have already taken advantage of the complementary chapter websites (to request your own, email Alexis Fermanis, SIOR Director of Communications at [afermanis@sior.com](mailto:afermanis@sior.com)). Many of you are also sharing advice or posting questions to the SIOR central open forum, a great place to reach out to the entire membership for inquiries or advice. The benefits that this site offers through networking and collaboration with the top brokers in the industry is truly an invaluable resource that is only available through your membership. I highly recommend each member log on to [my.sior.com](http://my.sior.com) and start a discussion with your community today.

### Partnership with Hickey and Associates

Through IAMC, we were introduced to Hickey and Associates and have since entered into a formal arrangement with the organization. Hickey and Associates negotiates incentives that are offered by states, counties, and municipalities, and also provides cost segregation, labor analytics, and site selection services. They will share their fees with any SIOR member who brings a client to them. What they offer will be a great service for many of you to provide to your clients.

### Up Ahead

This summer the results of our year-long strategic planning project will come to fruition by identifying areas where we can build on the strengths we have achieved, as well as position SIOR for the future. This will help us maintain relevance in the industry and continue to offer cutting-edge benefits and services to our members.

I am committed to maintaining SIOR's gold standard of excellence by giving you the highest value in services the SIOR membership has to offer. Myself, the SIOR leadership team, and the headquarters staff are working hard to enhance the power and benefit of SIOR in the new year. As a member, your thoughts, comments, and concerns are important to me; if there is anything you would like to address regarding the organization, please do not hesitate to email me at [mhills@comre.com](mailto:mhills@comre.com). I look forward to seeing everyone here in Las Vegas this upcoming spring.