

# SIOR membership benefits brokers, community

With the 19th annual SIOR Leadership Breakfast featuring Georgia State University President Mark Becker around the corner, and my presidency of the SIOR Georgia chapter soon coming to a close, I wanted to take a moment and reflect upon what SIOR has meant to me personally and the benefits it provides its members.

SIOR (Society of Industrial and Office Realtors) has 48 chapters around the continental United States, Canada and Europe. Our chapters are divided geographically and membership is contingent upon achieving milestones in education, ethics and production. The Georgia chapter currently has 110 of the best industrial and office realtors in the state of Georgia. In total, SIOR has over 3,000 members in 34 countries.

Achieving an SIOR designation is a true accomplishment. It places all our members in elite company. We all earned the designation through perseverance and good old fashioned deal making. We are recognized by corporate real estate executives, other



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brokers and real estate professionals as being the best in the business.

As in any organization, the adage “you get out what you put in” holds true of SIOR, yet I would argue that for what you put in you get far more out. As an SIOR for the past 10 years, there are three things that have made me the most proud to be an SIOR:

1. The education I've received. SIORs must pass an array of tests that demonstrate the ability of an SIOR to effectively serve a client knowledgeably and ethically. Furthermore, the local chapters and national headquarters hold educational events throughout the year to ensure that we are on the

cutting edge of our profession. This knowledge has given me the confidence to assist my clients in an array of situations. Regardless of the complexity of a transaction we have either seen it or dealt with it. SIOR members have a large vault of knowledge and experience.

2. The friendships I've made. SIORs come in all makes and models. Our upbringings are different, our families are different and our politics are different. But one thing that we have in common is that we want to be the best at what we do. This creates a mutual bond and respect. Throughout my years as an SIOR, I have made lasting friendships with SIORs from all over the U.S. and abroad and I would implicitly trust them with each and every client because they would treat them as if they were their own. Our clients truly benefit from “the whole thing being greater than its individual parts.” While we engage in a competitive independent industry, we are a band of brothers and sisters.

3. Our philanthropic culture. SIORs

have a culture of giving back. We realize the good fortune that we've had. We understand the importance of a) helping those less fortunate than ourselves, and b) paying it forward for the future of our industry. Our leadership breakfast Oct. 30 at Cobb Energy Performing Arts Centre is an example of both at work. Not only will we distribute significant proceeds from this upcoming event to numerous local charities, but will also award various educational scholarships to those that have an interest in pursuing our profession.

I am extraordinarily proud to be an SIOR and to have served our great Georgia chapter in 2014. I am confident my successor Russ Jobson, our incoming president for 2015, will continue to raise the bar in continuing to keep our organization relevant and top of mind to each other and to our clients. SIOR is truly the best real estate brokerage organization in the world and will continue to be so through our never-ending pursuit of greatness in our industry.