



**SIOR 2012 Spring World Conference**  
**Riding The Growth Wave**  
 May 10-12 • South Beach • Miami, FL USA

## Welcome to the Independent Brokerage Group (IBG) Breakout Session



How to Better Leverage  
 The Over 1,200 Independent SIOR Brokers To Market  
 And Build Your Business





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**A special thanks to this morning's distinguished panel of speakers.**



Bob Dikman  
SIOR, ALC,  
CCIM, CRB



Paul Perkins  
SIOR, CCIM



Hank Pruitt  
SIOR, CCIM



Tom Townes  
SIOR, CCIM



Andrew Zezas  
SIOR



Robert Thornburgh  
SIOR, CCIM, CPM



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## The Independent Brokerage Group ("IBG")

- The Independent Brokerage Group was established in May 2011.





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## The Independent Brokerage Group ("IBG")

Special Recognition is due:

- Mr. Kevin McGowan, SIOR, CCIM with Newmark Knight Frank Smith Mack





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## The Independent Brokerage Group ("IBG")

- Independents represent approximately **45%** of the entire SIOR membership
- Mission Statement: To create and sustain a network of highly qualified, independent SIOR brokers across the world to **collaborate, share information** and **enhance business opportunities** for its members.



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## SIOR Members First...

- This is not Independents vs. National Firms
- Unique opportunity to discuss:
  - The challenges and strengths we contend with as independent brokers
  - Share ideas and collaborate...





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### More Information About IBG

- Membership in IBG is automatic as long as you work for an independent firm
- Please participate - your input and ideas are valued
- A special thanks to SIOR leadership for their support



### Smaller & Smarter – The New Paradigm?

- What do both large and small firms have in common?
- Distinct competitive advantages working with a smaller firm?



### Strengths of Being a Niche Player



### Selling the SIOR Network

SIOR By the Numbers:

- **2,990** Members
- **31** Countries
- **630** Cities



### Successful Marketing Strategies



### A Unique Perspective on Marketing...



### Today's Website



### E-Marketing & Social Media

- Facebook – Create a 'fan' page
- Linked In – Update your profile, build your contacts, post content. Create a company page
- E-Newsletter – Build your database, communicate regularly with your customers, provide solid information



### Social Media Continued...



### A Case Study on Creativity: CFO Studio



### Video Options at Work...



### Advanced Technology at a Glance

- QR Codes – Quick Response
- Virtual Property Tours
- Cloud Computing
- Reminder: Geoff Kasselmann, Technology Presentation Saturday 8:00 a.m.



### Direct Mail & Other Printed Advertisements





**Is this still relevant in Today's World?**




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### Playing in the Same Sandbox...

- How do we draw stronger connections between National and Independent Firms?
- Benefits for the National firm in working with an independent today?
- Concerns over referrals – is this justified?





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### Retention & Recruitment in Today's World...

Times have changed!





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### Retention & Recruitment Continued...






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### Transitioning from National to Independent or...





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### A Succession Plan for the Independent







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## Entrepreneurs... The Guts & Gusto of our Economy



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## IBG Networking Reception

- Reminder: IBG Networking Reception Tonight at 6:30 PM
- Special thanks to Heger Industrial & Triad Commercial Properties for Sponsoring the Event



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## Closing Q & A



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- A Special Thanks to our Distinguished Panel of Speakers
- Thank You for Supporting the Independent Brokerage Group



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