

# SPERRY VAN NESS® VALUE PROPOSITION

All of the tools, materials, and systems  
you need to grow your business.

**Why Franchise with Sperry Van Ness®?** With our advanced commercial real estate technology and systems, Sperry Van Ness (SVN) Advisors are able to quickly bring properties to market and attract a wider variety of clients. Being a part of the SVN community also allows for seasoned professionals in specialty areas of commercial real estate to collaborate with you and your team.



*“Advisors come for the tools, but stay for the culture.”*

—Kevin Maggiamo, SPERRY VAN NESS INTERNATIONAL CORPORATION PRESIDENT & CEO

## MARKETING & TOOLS

**The SVN Difference Presentation.** This multimedia presentation articulates the SVN core values, and demonstrates how we use the power of Compensated Cooperation to mobilize and engage both our Advisors and the external brokerage community in selling a client's property.

**SVN Website.** SVN Advisors and offices are accessible online through the [svn.com](http://svn.com) website. This site is search engine optimized and allows SVN offices and Advisors to showcase listings, publicize industry and market expertise, and reinforce “Why” SVN Advisors are the best choice.

**Individual Office Websites.** SVN Advisors may also have their own website provided that it adheres to SVN requirements. SVNIC has a list of preferred vendors who can create customized websites that integrate with svn.com and related plug-ins.

**SVNConnect™.** Sperry Van Ness International Corporation [SVNIC] has developed a mobile platform available to all businesses and Advisors. The mobile application has a combination of financial calculators and investment analysis tools, contains a downloadable version of the “SVN Story,” and offers a searchable database of Advisors, listings, and offices.

**Stationery & Marketing Materials.** SVN Advisors can order letterhead, envelopes, labels, presentation folders, and a variety of marketing materials through the SVN Intranet Resource Portal.

**SVN Yearly Conferences & Monthly Seminars.** Make deals and meet with SVN Advisors from across the country at our conferences and seminars. These events focus on relationship building, best practices, and deal making.

**SVN Investor Forums.** Build relationships by attending and inviting clients to our quarterly National Economic Investment Forums.

**SVN Franchise Product Councils.** Join other SVN Advisors nationwide on specialty product councils to learn about best practices and opportunities in your area of expertise.

## PROPERTY MARKETING & RESEARCH TOOLS

**Marketing Templates.** The SVN templates, available on the BuildOut™ system and through the SVN Intranet Resource Portal, allow SVN franchisees to create impressive marketing materials without the need for a design professional. These tools offer the ability to create full offering memorandums and marketing brochures, produce unique and property-specific websites for each listing, draft executive summaries and generate maps, charts, and graphs, as well as build email campaigns. The system also includes a property-specific file-sharing system.

**SVN Weekly National Sales Call.** Present new inventory and recently closed listings to SVN Advisors and the external brokerage community. SVNIC facilitates this call on a weekly basis and promotes it online via social media campaigns. Forward the weekly summary of new listings showcased on the call to your clients to promote buy-side opportunities.

**SVN Social Media.** The SVN social media platform is an important part of our culture and can be used to leverage your business. SVN Advisors reach out to the brokerage community through Facebook, Twitter, SlideShare, LinkedIn, Google+, and other platforms. Customized templates are available for purchase at discounted rates through preferred vendors, and training videos are available on the SVN Intranet Resource Portal.

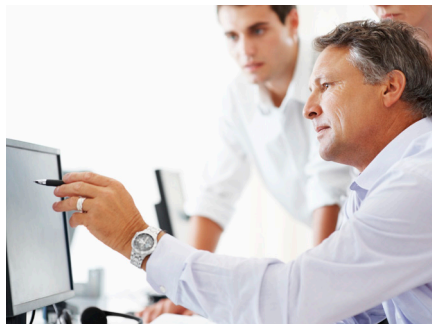
**Email Marketing.** Through svn.com, events, websites, and other resources, we are constantly growing the list of individuals who want to receive weekly email blasts of the properties featured on our Weekly National Sales Call.

**Automated Property Email Blast Templates.** Create impressive, impactful property email campaigns within minutes to showcase your listings. This is one of the many features of the BuildOut™ system.

**Listing Syndication.** The BuildOut™ system has the capability to simultaneously distribute each of the listings within your business to more than a dozen of the premier commercial real estate online portals through the available syndication feature.

**Postcard Library.** A comprehensive postcard template library is available to you through a preferred supplier as well as the ability to create customized postcard campaigns and upload and print Production QR Codes.

**SVN Auction Services.** This fully integrated nationwide team of auction professionals and their leading-edge online bidding platform provides SVN Advisors with a spectrum of auction services to offer clients. SVN Auction Services team members have access to a roster of more than 1,200 Advisors and staff who closed over 8,700 transactions last year. This means opportunities for all involved.



**Sperry Van Ness® Asset Recovery Team.** SVNART gives Advisors a product platform within the SVN organization that provides underwriting nationwide and disposition solutions to financial institutions and real estate clients with distressed portfolio assets. Advisors can use the in SVNART platform to meet client needs.

**Real Capital Analytics [RCA].** RCA is a globally recognized tool that offers a current and comprehensive look at global commercial property investment. Download market reports, graphs, and charts on investment transactions, trends, and comparables. SVN Advisors have complimentary access to RCA.

## BROKERAGE OPERATION & DEVELOPMENT

**Advisor Recruiting Assistance.** All SVN managing directors have access to training programs, marketing materials, and best practices programs that make recruiting new Advisors easier. SVN also maintains relationships with RPOs to reduce the recruiting workload for qualifying offices with no up-front cost. We hold regular CEO Roundtable Webinars that explain the national platform and power of SVN to your prospects. Additionally, potential recruits are welcome on our Weekly National Sales Calls, and at our Investor Forums, Training Programs, and National Conference.

**BuildOut™ System.** The BuildOut™ system provides Advisors with a deal-tracking forum that includes a detailed view of every proposal, brochure, marketing status, and potential commission completed by you and your team. This is the central hub for all your sales, leases, consulting transactions, and buy-side deals, from property listing through final sale.

**Best Practices Calls.** These monthly informative sessions feature guest speakers and top performers who present successful strategies to help grow your business. Interviews, presentations, and live Q&A sessions give the opportunity for all to participate and benefit from these calls.

**Boot Camp.** SVNIC hosts regular Boot Camps designed to provide SVN franchisees and their Advisors with the information they need to leverage the systems, tools, and resources available. Boot Camp is presented in an

online training format and quarterly in person as a more comprehensive training program at multiple national locations.

**SVN Intranet Resource Portal.** The SVN Intranet Resource Portal houses the document library, where numerous presentations, best practices, marketing graphics, trainings content, and information on preferred vendors can be found. The SVN organization-wide event calendar allows you to stay connected and participate in online training, product-type calls, national deal-making calls, and other events.



**Ongoing Training.** The SVN system includes live and online training classes, conference calls, and onboarding webinars. Within the SVN Intranet Resource Portal there are store seminars, classes, and training documents.

**mySVN dashboard.** Our SVN franchisees have a multitude of resources. This is why we created the mySVN dashboard located at [my.svn.com](http://my.svn.com). This dashboard is your link to all of the tools and resources in the Value Proposition.

**ClientLook CRM Program.** Our Advisors have complimentary access to the ClientLook client relationship and project management tool. ClientLook organizes your updates, files, and emails into online projects. Share these projects with your team and clients for more effective communication.

**Vital Factors Teams [VFT].** VFTs are means to measure key performance indicators (KPIs) that drive the productivity and profitability of a CRE practice. VFTs have 6–8 Advisors and/or managing directors led by a facilitator. They help all team members to reach goals, be held accountable, and provide a place to share best practices. Meetings are held once a month for approximately one hour via audio or video conference.

**Franchise Registry.** Sperry Van Ness International Corporation is one of a select number of organizations listed on the Franchise Registry. This means that our franchise agreement has already been reviewed by the Small Business Administration (SBA) and approved for streamlined loan application processing. This allows SVN Advisors looking for capital to grow their business to apply with their local bank on an expedited basis.

# READY TO GO FORWARD?

Then we're ready to talk to you about  
your Sperry Van Ness® franchise.



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