

A low-angle, upward-looking photograph of a modern glass skyscraper. The building's facade is composed of a grid of rectangular windows, reflecting the sky and surrounding environment. The perspective creates a sense of height and architectural scale. The sky is a pale, uniform grey.

**Sperry Van Ness®**  
DISCOVER THE DIFFERENCE



“WE ARE  
TRANSFORMING THE  
COMMERCIAL REAL  
ESTATE INDUSTRY INTO  
A MORE FUNCTIONAL  
AND REWARDING  
ECOSYSTEM  
FOR EVERYONE.”

Kevin Maggiacomo, CEO & President  
Sperry Van Ness International Corporation

As a leading national commercial real estate brand,<sup>1</sup> Sperry Van Ness® [SVN] has a unique niche in the marketplace. Our philosophy separates us from the pack—we deliver the best value for the client. Always. *We call this the SVN Difference.*

Our brokerage platform of Compensated Cooperation<sup>2</sup> combined with our expanded offerings, including leasing, property management, auction, and corporate services, gives our Advisors a competitive edge in a crowded marketplace.

The SVN franchise model provides the tools, resources, training, infrastructure, and community that Advisors need to create higher visibility and demand for client properties. We lead the industry with cutting-edge technology systems,<sup>3</sup> including proprietary marketing tools, mobile apps, social media outlet campaigns, and weekly open sales calls to further increase the exposure for listed properties. Sperry Van Ness International Corporation [SVNIC], our corporate office, is committed to creating a company with diverse Advisors and staff in order to best represent the true clients, owners, and tenants in today's world.

Are you ready to be part of a team of 1,200 Advisors and staff in 180 offices across 200 markets?

<sup>1</sup> SVN® brand was ranked #8 CRE Brokerage Company in the Lipsey 2014 Commercial Real Estate Brand Survey.

<sup>2</sup> For qualified transactions, 50% of the gross commission to the buy side.

<sup>3</sup> Sperry Van Ness International Corporation received the 2011 Realcomm Digie Award for “Best Use of Automation” and was a 2013 Realcomm Digie Award Finalist.



# THE SVN DIFFERENCE

The SVN Difference provides exemplary Advisors with proprietary systems designed for growth and increased productivity, all supported by a national network and infrastructure. We attract entrepreneurial and creative problem solvers who are collaborative, open, and transparent and are leaders in the industry and their local markets.

## CULTURE

The SVN Difference starts with people. Not just any people. Exemplary Advisors who are as diverse as they are committed to creating value for their clients. Dedicated professionals changing and setting the industry standards for ethics, transparency, and accountability. Every SVN Advisor accepts responsibility for upholding our Core Covenants, a set of standards we stand behind and promise to follow.



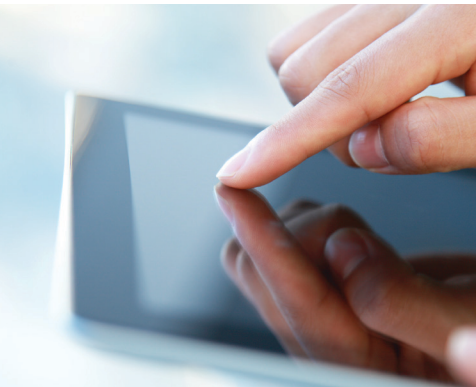
## BUSINESS MODEL

SVN is transforming the commercial real estate playing field. How? By no longer accepting the status quo. By believing in fairness and important practices like Compensated Cooperation—50% commission, 100% of the time.<sup>1</sup> Our independently owned and operated office structure allows for local management and decision making, maximum retained earnings, and the potential for growth.



## TOOLS & RESOURCES

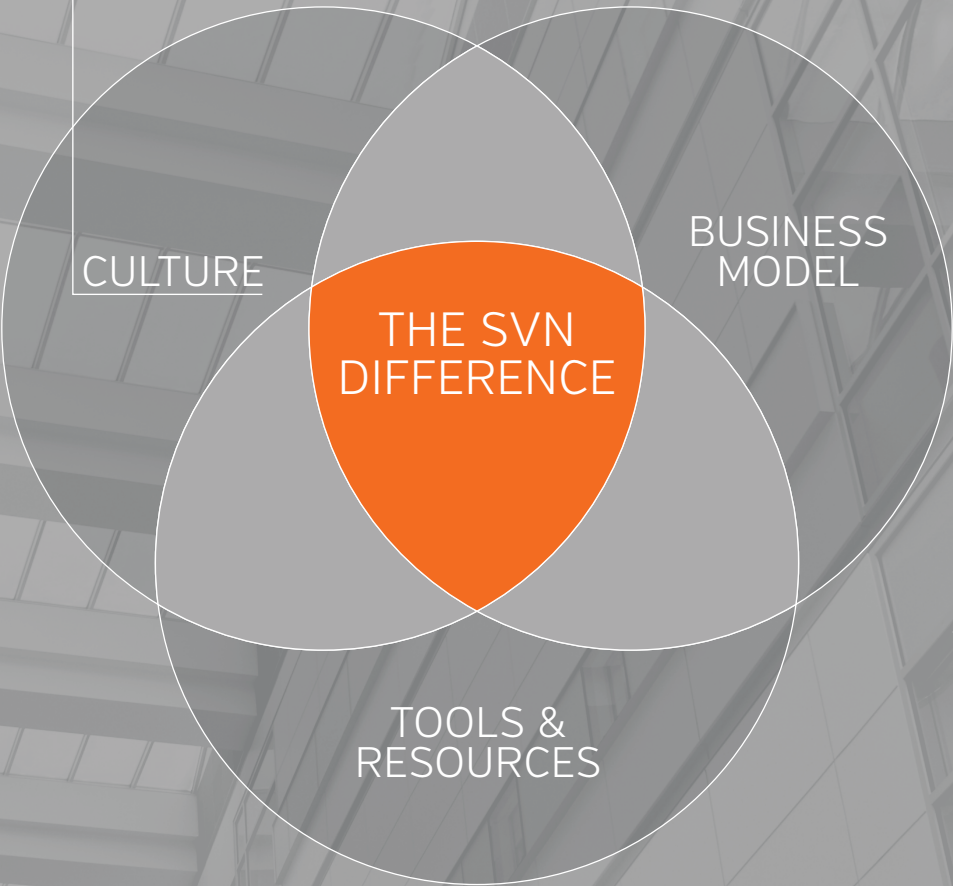
Our CRE technical tools are constantly evolving to create a more efficient and profit-focused system for our owners. Our resources are innovative, applicable, and scalable. From our award-winning marketing platform,<sup>2</sup> training, and research, to best practices and Advisor-led product specialty groups and accountability coaching, we offer everything you need to increase productivity and grow your business.



## ex•em•pla•ry

*adjective*—serving as a desirable model; representing the best of its kind.

*synonyms:* perfect, ideal, model, flawless, impeccable, irreproachable; excellent, outstanding, admirable, commendable, laudable, above/beyond reproach



<sup>1</sup> For qualified transactions, 50% of the gross commission to the buy side.  
<sup>2</sup> SVNIC received the 2011 Realcomm Digie Award for “Best Use of Automation” and was a 2013 Realcomm Digie Award Finalist.



# TOP TEN REASONS WHY SVN<sup>®</sup>

1. **BUSINESS OWNERSHIP:** Franchising with SVN is one of the best ways to broaden your reach, enhance your productivity, and be in control of your own success.
2. **DEAL FLOW:** Our national platform connects you with 1,200 Advisors and staff in more than 200 markets with over \$8 billion in deal flow.
3. **TOOLS:** SVN's proprietary system of leading-edge CRE tech tools<sup>1</sup> and online resources give you a competitive edge in your market.
4. **CULTURE:** Our unique culture is built on our Core Covenants, emphasizing collaboration, accountability, responsibility, and transparency to create a positive work environment for our team.
5. **SPEED:** An award-winning marketing system<sup>2</sup> and tools provide accelerated speed to market for your listings for shortened sales cycles and expedited closings.
6. **NATIONAL BRAND RECOGNITION:** Combine the *8th Most Recognized Name in Commercial Real Estate*<sup>3</sup> with your outstanding local reputation. Gain major brand alignment to compete for listings at a national level.
7. **TRAINING, MENTORING & RECRUITING:** Valuable and unique resources, including expert CRE webinars, our effective onboarding program, and the SVN System for Growth™, along with recruiting assistance and peer coaching groups, all make up the SVN Difference.
8. **CLOUD-BASED PLATFORM:** Connects you to your business from any device, from any location, letting you leave your desk behind.
9. **TRUST:** SVN is committed to sharing our fees and compensation with the entire brokerage community.
10. **MINIMAL TRANSITION TIME:** Get your firm up and running in no time. This includes our SVN System for Growth™ and onboarding tools as well as one-on-one assistance from our Transition Specialist.

<sup>1</sup> SVNIC received the 2003 Realcomm Digie Award for "Best Use of Internet Brokerage."

<sup>2</sup> SVNIC received the 2011 Realcomm Digie Award for "Best Use of Automation."

<sup>3</sup> SVNIC was named the 8th Most Recognized Brand in Commercial Real Estate, according to the Lipsey 2014 Commercial Real Estate Brand Survey.

SVN WAS AWARDED  
THE 8TH MOST RECOGNIZED BRAND  
IN COMMERCIAL REAL ESTATE

ACCORDING TO THE LIPSEY 2014  
COMMERCIAL REAL ESTATE BRAND SURVEY





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