

SPERRY VAN NESS® MASTER INSURANCE PROGRAM:

The Tool That You Cannot Live Without

The Sperry Van Ness® [SVN] Master Insurance Program [MIP] is an exclusive product offered by SVN franchisees to its clients. The product, now in its second year of existence, has provided a significant cost savings to qualifying landlords while increasing coverage for clients. Simply put:

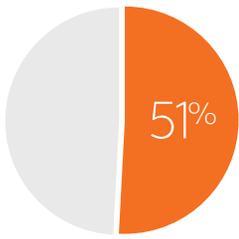
**Master Insurance Program
Great Protection + Low Rates
= The MIP Difference**

Underwriting for the program is done by one of the largest and most respected insurance companies in the world. Why is the MIP a tool you cannot live without in property management? It allows local and regional firms to compete as a national brand. Some of the ways to leverage the product as a Sperry Van Ness® franchisee include:

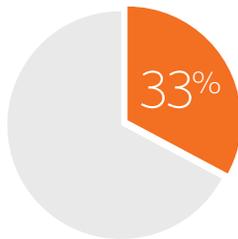
1. Reducing Operating Expenses, Effectively Increasing Net Operating Income

One of your most important responsibilities as a property manager is to control expenses and increase net operating income. This is often difficult because after an initial push to reduce the core expenses of a property, you are often

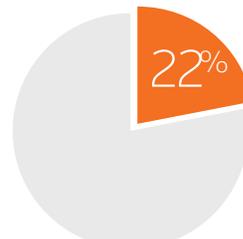
trying to minimize the increases year over year. Insurance has often been one of the largest sunk costs of owning or operating a property. However, the SVN MIP has flipped that way of thinking. In the less than 18 months that the program has been in existence, it has saved franchisees clients more than 30% on the national average. In one case, it saved a property owner 51% on their premiums.



**Largest Savings
Achieved for Any
Owner to Date**



**Average Savings
by an Owner**



**Smallest Savings
by an Owner**

2. Competing Against National Brands

Master insurance programs are an advantage that only companies with national reach can offer to their clients. Yet, it can be a determining factor in competing for and winning business. Whether you are providing a proposal to a large commercial owner or to an individual investor or family office, the Master Insurance Program can help you stand tall as a national brand. In one recent case, the SVN MIP went up against another large national brands product and saved a client **\$43,000 or 40% on their premiums.** This helped a franchisee win the business on a Class A high rise office property.

3. Creating “Stickiness” Between You and Your Client

One of the most appealing pieces of the SVN MIP is that it is exclusive to SVN franchisee clients. These ongoing savings will create the “stickiness” for clients who will need to stay with SVN property management services in order to realize significant cost reductions.

4. Using the Master Insurance Program As a Selling Tool

One of the most challenging aspects in selling is finding a way to catch the attention of the prospect. As a property manager focused on servicing existing clients, finding the time and sometimes the skill set to sell your services can be difficult. With the SVN MIP, property managers have a tool to engage with owners. Use SVN and the MIP as a selling tool by:

- Showing owners that you are a national brand
- Sharing the average savings of over 30% off of premiums
- Offering them with an analysis of their current insurance
- Providing them with a way to save money and increase their coverage
- Demonstrating how in most cases, the savings off their premiums pays for the cost of your services

With the SVN MIP, you can show your clients how you can instantly reduce their operating expenses, increase their net operating income, reduce their risk and provide them with a national brand to manage their asset.

Conclusion

Competing for new business and standing out from the crowd as a local or regional property management firm is challenging. Standing next to national brands, with large offerings, strong marketing and an established name can be daunting.

Sperry Van Ness® franchisees are independently owned and operated, yet able to compete on a national scale. Sperry Van Ness International Corporation provides you with tools, resources, training and an entire community of real estate advisors across the country. Not only is Sperry Van Ness a nationally recognized brand, we provide opportunities for:

- Cost savings through our MIP and other discounted services
- Unique offerings for your prospects and clients like www.SVNGreen.com for energy efficiency
- National account business
- Expansion into brokerage through our SVN System for Growth

Find out more about what we have to offer at
<http://info.svn.com/property-management-franchises>
or contact us at pmfranchise@svn.com