

SVN | PROPERTY MANAGEMENT VALUE PROPOSITION

All of the tools, resources, training and community support you need to grow your business.

Why franchise with SVN|Property Management? Our National Reach. Your local expertise. It's that simple. Long known as a brokerage firm, the Sperry Van Ness® [SVN] Brand represents the 8th Top Property Manager in the U.S. Our strength in numbers and proven systems can help your company compete with other national brands and grow through a variety of products and service types.

EXCLUSIVE PRODUCT OFFERINGS

Master Insurance Program. In the less than two years since the program was launched, franchisees who have taken advantage of the product have saved clients an average of over 30% off of their premiums. The program, backed by one of the largest insurance companies in the world, has not only saved SVN clients' money, but it has also increased their coverage in many areas.

SVNGreen. SVNGreen.com was launched in 2014 as an online tool for franchisees to provide energy efficiency and sustainability opportunities to their clients. With this tool, an SVN Advisor can provide a wide range of cost savings opportunities to their client or prospect, create a request for proposal, search rebates and bid out a project. The tool allows our franchisees the ability to not just talk about sustainability, but to get more projects done.

1] SVN® brand was ranked the 12th largest Property Management firm for 2013 by Commercial Property Executive magazine.

svn.com One Center Plaza, Suite 270, Boston, MA 02108 | T: 888-311-0605

© 2014 Sperry Van Ness International Corporation. All Rights Reserved. SVN, SPERRY VAN NESS, and the SPERRY VAN NESS COMMERCIAL REAL ESTATE ADVISORS Logo are registered service marks of Sperry Van Ness International Corporation. All Sperry Van Ness® offices are independently owned and operated. This is not a franchise offering. A franchise offering can only be made through a Franchise Disclosure Document.

MARKETING & NETWORKING TOOLS

SVN Website. SVN.com integrates with the best inbound marketing software to drive more traffic to our Advisors and Property Managers. It tells the story of our national presence and breadth of services. It also provides you with a website for your business. More traffic equals more leads.

Presentation Templates. We have created a branded PowerPoint presentation that can be personalized by your company and used when presenting to potential clients or prospects.

Video Marketing. SVN|Property Management has produced a 60-second animated video that can be customized with your company's information. This video can be used and leveraged through email marketing campaigns, social media and on your website.

Marketing Collateral. Whether it's a post card, flyer or leave behind, we have the branded material that you can personalize and leverage in prospecting and winning new business.

TRAINING AND SUPPORT

Property Management Bootcamp. We have developed a two-day training program that encompasses business development training with other opportunities for growth within property management.

Property Management Product Council. As one of 16 product councils within SVN, the property management product council is a great place to share and communicate with others throughout the organization. There are blog posts, white papers, and other resources consistently being shared and discussed.

Webinars and Best Practices Calls. Each month, there is either a webinar or best practices call that focuses on property management. Past calls have included topics such as sustainability through SVNGreen.com, business development, the SVN Master Insurance Product, and management agreements.

INDUSTRY PARTNERSHIPS

Institute for Real Estate Management (IREM). In 2014, SVN partnered with IREM to provide franchisees with discounts on associate memberships and online on-demand education. The partnership also provides SVN with two webinars per year open to all SVN franchisees, not IREM members exclusively.

Commercial Property Management and Accounting Software. SVN has done a thorough assessment of offerings in the marketplace and has partnered with two software providers—OnCite™ and MRI Software to provide aggregated volume discounts.

Multifamily Property Management and Accounting Software. In order to meet the various needs of our multifamily property managers, we also negotiate aggregate discounts with two of the leading software providers, Propteryware by RealPage and Appfolio.

READY TO GO FORWARD?

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



GEORGE SLUSSER
CHIEF GROWTH OFFICER
george.slusser@svn.com
[706] 455-4933