

Sperry Van Ness International Corporation (SVNIC) recognizes that you, the independent business owner, are the client! The success of our platform is grounded in the Sperry Van Ness<sup>®</sup> Difference: our national platform, innovative technology, and culture of collaboration. Our commitment to you is focused on the delivery of leading edge systems, tools and resources to help maximize the value of your brokerage business.

## Marketing & Networking Tools

**The Sperry Van Ness<sup>®</sup> Difference Presentation.** This multi-media presentation articulates the Sperry Van Ness 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.

**Sperry Van Ness Website.** Sperry Van Ness advisors and offices are accessible through the [www.svn.com](http://www.svn.com) website. This site is search engine optimized and allows Sperry Van Ness businesses and advisors to showcase listings, publicize industry and market expertise and reinforce "Why" a Sperry Van Ness advisor is the best choice.

Sperry Van Ness advisors may also have their own website provided that it adheres to Sperry Van Ness requirements. SVNIC has a list of preferred vendors who can create customized websites that integrate with the main site.

**SVNConnect<sup>™</sup>.** SVNIC has developed an iOS platform available to all businesses and their advisors. The mobile application has a combination of financial calculators and investment analysis tools, contains a downloadable version of the "Sperry Van Ness Story," and a searchable database of advisors, listings and offices.

**Stationery & Marketing Materials.** Sperry Van Ness advisors can order letterhead, envelopes, labels, presentation folders, and choose from a variety of marketing materials provided by our preferred vendor through the Sperry Van Ness Resource Portal.

**Sperry Van Ness Conferences & Seminars.** Network with Sperry Van Ness advisors from across the country at our conferences and seminars. These events focus on relationship building, best practices, and deal making.

**Sperry Van Ness Investor Forums.** This is an opportunity to build client relationships. Attend and invite clients to our quarterly national Economic Investment Forums.

**Sperry Van Ness Franchise Product Councils.** Join your Sperry Van Ness 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 Sperry Van Ness<sup>®</sup> templates, available on the BuildOut<sup>™</sup> system, and through the Resource Portal, allow Sperry Van Ness businesses 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, generate maps, charts and graphs, create email campaigns. The system also includes a property specific file-sharing system.

**Sperry Van Ness Monday National Sales Call.** Present new inventory and recently closed listings to Sperry Van Ness 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.

**Sperry Van Ness Social Media.** The Sperry Van Ness social media platform is an important part of our culture, and can be used to leverage your business. Sperry Van Ness 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 our preferred supplier and training videos are available on the Resource Portal.

**Email Marketing.** Through SVN.com, events websites and other resources, we collect email addresses of individuals who want to receive weekly email blasts of the properties featured on our Monday 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<sup>™</sup> system.

**Listing Syndication.** The BuildOut<sup>™</sup> system has the capability to simultaneously distribute each of the listings within your business to more than a dozen of the premiere 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.

**AuctionPoint, Inc.** SVNIC has negotiated an agreement with AuctionPoint, Inc., an innovative turnkey online auction service, capable of creating advisor specific auction URLs for each property and tracking site traffic.

**SVNART<sup>™</sup>.** SVNART is a business within the Sperry Van Ness network that provides underwriting nationwide and disposition solutions to financial institutions and real estate clients with distressed portfolio assets. Advisors can participate in SVNART to meet client needs.

**Real Capital Analytics (RCA).** RCA is an internationally renowned 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. Sperry Van Ness businesses have complimentary access to RCA.

## Brokerage Operation & Development

**BuildOut<sup>™</sup> system.** The BuildOut<sup>™</sup> system provides advisors with a deal tracking forum, which 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 sale, lease, consulting transactions and buy-side deals, from property listing through final sale.

**Best Practices Calls.** Monthly informative sessions featuring 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 Sperry Van Ness businesses and their advisors the information they need to utilize the systems, tools, and resources available. Boot Camp is presented in an online training format, and quarterly as a more comprehensive training program onsite near the SVNIC headquarters in Irvine and at other regional locations.

**Tech Tools Road Show.** This seminar, which is presented online and in person provides an overview of the latest social media and technology tools available to Sperry Van Ness advisors.

**Sperry Van Ness Resource Portal.** The Sperry Van Ness Resource Portal hosts the document library, where numerous presentations, best practices, marketing graphics, training content and information on preferred suppliers can be found. The Sperry Van Ness 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 Sperry Van Ness system includes live, online training classes and conference calls, onboarding webinars, and has a library of stored seminars, classes and training documents available for use by the businesses, easily accessible through our Resource Portal.

**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.