

The graphic features a large circle with a dashed inner circle. A vertical line runs from the top to the bottom of the dashed circle, with a small black dot at its midpoint. At the top of this line is a small white circle. At the bottom of the line is a larger white circle containing a dark blue dot. In the top-left quadrant, there is a target-like graphic with three concentric circles and a central orange dot. In the bottom-right quadrant, there is a similar target-like graphic with three concentric circles and a central dark blue dot. The text 'SVN Value Proposition' is centered on the left side of the dashed circle.

 **SVN**
Value
Proposition

A comprehensive overview of the SVN® Difference and the tools, materials and systems necessary to create and manage a successful commercial real estate brokerage.



The SVN[®] brand

The SVN[®] brand was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition. The SVN organization is comprised of over 2,000 Advisors and staff in over 200 offices across the globe. Expanded geographic coverage and amplified outreach to traditional, cross-market and emerging owners and tenants is how we differentiate ourselves from the competition.

Our proactive promotion of properties and fee sharing with the entire commercial real estate industry is our way of putting clients' needs first. This is our unique Shared Value Network[®] and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues, and communities.

Our robust global platform, combined with the entrepreneurial drive of our business owners and their dedicated SVN Advisors, assures representation that creates maximum value for our clients.

This is the SVN Difference.





Shared Value Network[®]

The SVN[®] brand was founded on the belief that proactively cooperating and collaborating with the global commercial real estate community is the right thing to do for our clients and the best way to ensure maximum value for a property.

We have expanded this ideology to include a Shared Value Network[®] approach across all of our service lines, offices and the communities where our Advisors live and work.



Our business model

We pride ourselves on the unique and progressive culture that now helps to define the SVN® franchise business model.

Our distinctive culture and principles are based on the belief that we can work together and succeed in creating amazing value with our clients, colleagues, and communities.

The backbone of the SVN business model encompasses:

● ***A community of like-minded owners, sharing, growing, and succeeding together***

● ***Local independent ownership combined with a global support network***

● ***A full suite of property and asset services***

● ***Client-first representation through our Shared Value Network®***

● ***Enterprise-wide core covenants***

● ***Collaborative fee sharing platform***

● ***A globally recognizable brand***



Franchising with SVN® has provided us the tools to help broaden our reach and control our own success.

SVN Managing Director
Chicago, IL

Business support **services**

Dedicated franchise support team

SVN® offices have access to SVN's full-time, experienced Franchise Support Team for training, guidance, and assistance. The team focuses on helping empower you on your journey to success.

SVN® technology platform

Integrated Online Property Marketing Platform

Through our exclusive enterprise relationship with Buildout, SVN is able to offer Advisors an extraordinarily customized online property marketing platform. Advisors have the tools necessary to create a variety of custom documents, email marketing campaigns, and supporting financial and demographic information. In addition, document vaults, property websites, a pre-researched buyer database (for qualifying sale listings), external website plugins, and third-party listing site integrations are available.

MySVN Dashboard

MySVN is your hub for all of the tools and resources SVN offers for Advisors and staff. It includes a document and video library with access to numerous presentations, best practices, marketing materials and graphics, training content, and information on preferred vendors. The SVN organization-wide event calendar allows you to stay connected and participate in online training, product-type calls, SVN | Live®, and other events.

Google Workspace

SVN provides all SVN offices with full access to Google Workspace, including enterprise class services and support. Google Workspace includes cloud-based collaboration tools such as Gmail™, Google Calendar™, Google Drive™, Google Docs™, Google Sheets™, and Google Meet™.

Preferred vendor program

SVN has an established Preferred Vendor Program featuring companies that offer services, programs, and products that benefit your business and help you achieve greater success. Each company goes through a rigorous vetting process, as we only enroll those that meet our high standards and criteria.





Enterprise marketing

Property marketing Custom Marketing Materials

SVN® offices can access customized and branded property and services marketing materials that have been designed exclusively for SVN Advisors and Managing Directors.

Our comprehensive online property marketing program gives you the opportunity to promote and market your clients' properties using some of the most extensive and innovative marketing materials in the industry.

Product Specialty Expertise

Each SVN specialty practice area is supported by a Product Council that empowers SVN Advisors with the opportunity to learn, network, share expertise and present properties to colleagues who work within similar property sectors.

Increased Listing Distribution Channels

- SVN.com
- SVN | Live® Weekly Property Broadcast
- Automated listing syndication
- Digital and social media campaigns
- Internal regional and national messaging platform



Brand development

Branded Templates

A wide variety of branded templates for digital and printed marketing materials are available online through the MySVN Dashboard. Templates include stationery products, marketing sell sheets, social media banners, property signage, and much more. We are constantly adding to our template library so that you have all of the marketing tools necessary to succeed.

The SVN® Difference Presentations

These multimedia presentations provide an overview of SVN's Shared Value Network® and demonstrates how we use the power of compensated cooperation to mobilize and engage both our SVN Advisors and the external brokerage community in selling your clients' properties.

Regional and National Advertising Opportunities

The SVN platform includes established relationships with advertising vendors who specialize in the commercial real estate industry. Through our preferred vendor program, you have the opportunity to promote your office, services provided, and properties to a wider audience by taking advantage of these specialized advertising services.

Client-facing events

SVN | Live®

The SVN | Live® Weekly Property Broadcast is presented each week and features a selection of SVN properties from all asset classes. During SVN | Live, SVN Advisors present their clients' properties to the open market, which results in greater exposure to an increased network of buyers and greater visibility for all listings. Ultimately this creates higher value for your clients.

Investor | Economic Forum Webinar Series

Our Investor | Economic Forum Webinar Series is a collection of quarterly webinars featuring industry leading economists who provide insight and analysis on key market trends and out looks for the commercial real estate industry and the national and global economies.





SVN® training

In-Person

SVN | JUMPSTART®

This comprehensive training program is designed to provide SVN Managing Directors, Advisors and team members with the information they need to leverage all of the SVN systems, tools and resources available. SVN | Jumpstart is presented 3 to 4 times per year at various locations across the country.

SVN | ELITE PROGRAM

This is a 12-month, all-encompassing training program designed exclusively for SVN Managing Directors and franchise owners. Limited enrollment allows participants the opportunity to not only communicate with their peers on a more personal level, but also to share best practices and discuss solutions to a variety of business challenges related to owning and operating a commercial real estate business.

SVN | ADVISOR ELITE PROGRAM

The Advisor Elite program is based on our highly successful Elite program. Top SVN Advisors come together to learn how to push their own boundaries and encourage one another to experience what it takes to elevate their brokerage skills, knowledge and expertise to a higher level of success.

Online

MARKETING & OPERATIONS SUMMIT

This summit is held either in-person or virtually, depending upon demand and provides SVN operations, marketing, and administrative staff the opportunity to network, share best practices and acquire more advanced skills and knowledge of the SVN systems, tools, and resources available.

SVN® | SYSTEM FOR GROWTH [S4G]

S4G is an online training platform that includes live and online training classes, conference calls and onboarding webinars designed for Managing Directors, Advisors and staff. Here you will also find prerequisite courses for SVN | Jumpstart and training videos for SVN platforms and technologies.

BEST PRACTICES WEBINAR SERIES

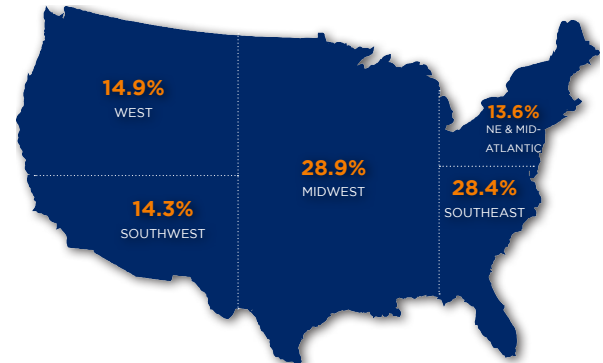
This monthly webinar series features SVN instructors, guest speakers and top performers from within the commercial real estate industry who present successful strategies and best practices that are intended to help attendees grow their business. Interviews, presentations and live Q&A sessions provide the opportunity for all attendees to participate.



SVN[®] benchmarks USA | 2022

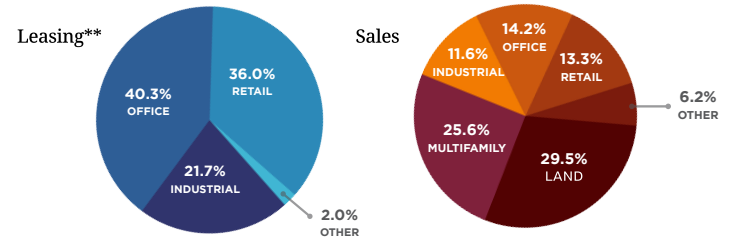
TRANSACTION VOLUME

united states national distribution*



PRODUCT TYPE

national distribution by product volume***



CORE SERVICES

- sales
- leasing
- property management
- corporate services
- tenant representation
- accelerated sales
- capital markets

SPECIALTY PRACTICES

- hospitality
- industrial
- land
- multifamily
- office
- retail
- special purpose

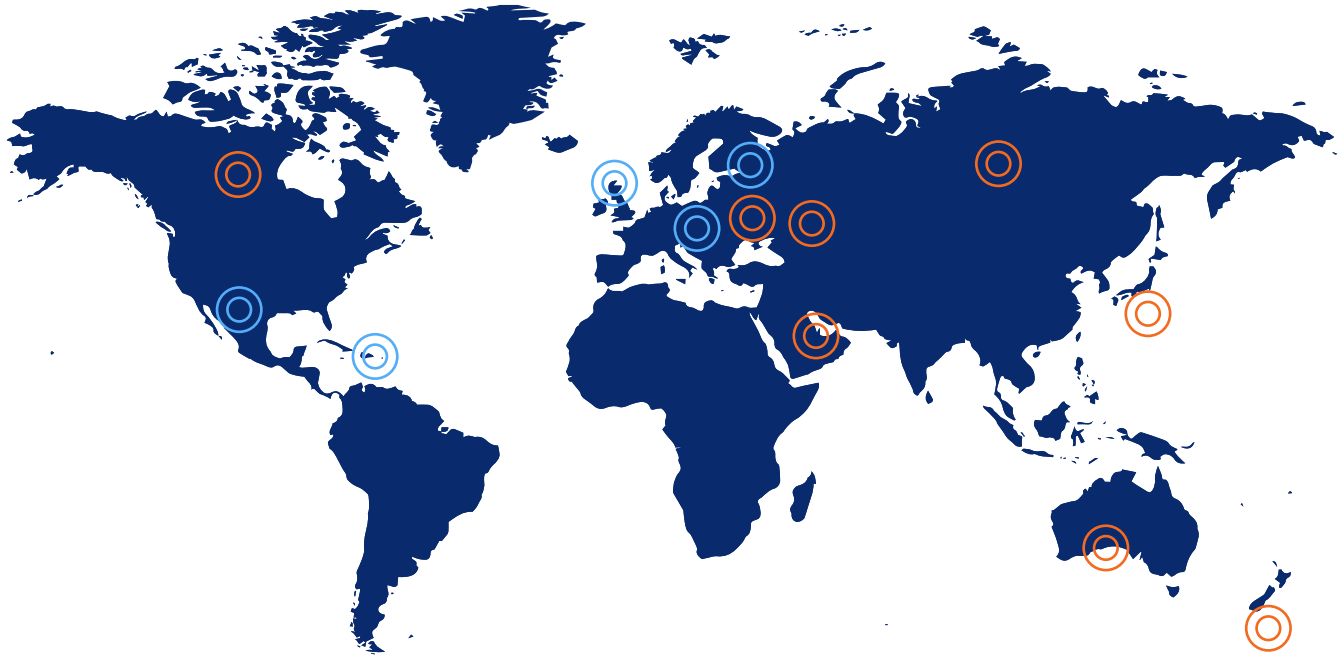
*DATA BASED ON US SALES

**Leasing includes both Landlord and Tenant Representation.

***The statistics in this document were compiled from all transactions reported by our franchisees in 2022. They are not audited.



SVN® global



 EXISTING: Qatar, Canada, Romania, South Korea, Australia, Russia, New Zealand

 OPENING SOON: Poland, Czech Republic, U.K., Mexico, Caribbean



SVN[®] Community

The SVN brand is more than a platform. It's a community of professionals driven to collaborate and create amazing results by putting the clients' needs first. Below are a few of the events and forums where SVN Managing Directors and Advisors come together throughout the year.

SVN[®] Annual Conference

Managing Director Conference

Managing Director Online Forum

SVN | Elite and Advisor Elite Programs

Specialty Practice Area Product Councils

National and Regional Conferences

National and Regional Trade Shows

Social Media



I had a desire to be a part of a growing and visionary organization. A passionate Managing Director, welcoming and motivating company culture, in combination with access to indispensable tools and resources, has helped position me for success.

*SVN Associate Advisor
South Carolina*





SVN[®] Research

Leveraging Research and Technology

SVN | Research helps you keep pace with the rapidly changing commercial real estate industry. We track the underlying factors — macroeconomics, valuation, occupancy, rent — that drive the performance and value of commercial real estate assets and translate them into actionable insights. Whether it's an annual report, bi-weekly economic summary or a special report on emerging trends, SVN | Research provides insight and context for your portfolio.

Real Capital Analytics

Real Capital Analytics (RCA) is the leading authority when it comes to the data that drives commercial real estate investment markets. CRE professionals depend on RCA's unique insight, timely and reliable transaction data and their valuable intelligence on market pricing, capital flows and investment trends. RCA covers all property types and classifies them into 110 sub-types for all large and small markets across 146 countries around the globe.





SVN[®] core covenants

A company's core values provide clarity on what is truly important for organizational success, personal and professional conduct and what to expect from each other. Throughout our SVN community, our Core Covenants personify our values and culture, and differentiate us from the competition.

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**As members of the
SVN Shared Value
Network®, we each
commit to do
the following:**

- 1.** Create amazing value with my clients, colleagues and communities.
- 2.** Cooperate proactively and place my clients' best interests above my own.
- 3.** Include, respect and support all members of the commercial real estate industry.
- 4.** Honor my commitments.
- 5.** Personify and uphold the SVN brand.
- 6.** Resolve conflicts quickly, positively and effectively. Honor my commitments
- 7.** Take personal responsibility for achieving my own potential.
- 8.** Excel in my market area and specialty.
- 9.** Focus on the positive and the possible.
- 10.** Nurture my career while valuing the importance of family, health and community.





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A franchise offering can only be made through a Franchise Disclosure Document.