



[WWW.SVN.COM](http://WWW.SVN.COM)

A photograph of four business professionals (three men and one woman) sitting around a table in a modern office setting, engaged in a meeting. They are smiling and looking at each other. The background shows office furniture and large windows.

# The SVN Difference

SVN is built on a **culture of collaboration** and growth. We **share data, knowledge, and opportunities** with the entire brokerage community which ensures that we **secure the highest value** on deals and **achieve amazing value** for our clients, colleagues, and our communities.

This is the **SVN DIFFERENCE**



# What You Get with SVN

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**1. THE SVN BRAND**

**2. SHARED VALUE NETWORK®**

**3. ACCESS TO A GLOBAL NETWORK  
OF EXPERTS**

**4. UNMATCHED BUSINESS SUPPORT**

**5. SUPERIOR EDUCATION &  
GROWTH OPPORTUNITIES**

**6. EARNING POTENTIAL**

**7. CORE COVENANTS**

# The SVN Brand

Founded in 1987

A **globally recognized** brand

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

**225+** Offices across the globe (and expanding)

**Accelerated growth** through the collective strength of our network

Proactive **promotion of properties and fee sharing** with the entire commercial real estate industry

Robust **global platform**

Advancing commercial real estate through **cooperation, collaboration, and organized competition**

**A franchise business model that supports entrepreneurial growth and autonomy**

Over **2,000 Advisors** and staff

**7+7** Core Services & Specialty Practice areas

**More offices in the US** than any other CRE company

Comprehensive **training & support**

Commitment to **working together to create amazing value** with our clients, colleagues, and our communities



# Shared Value Network<sup>®</sup>

SVN 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**. When a client chooses SVN, they **mobilize the entire SVN organization** of experts and all of our trusted relationships to act on their behalf.



We **share data, knowledge, and opportunities** with the entire brokerage community. This model gives our offices and Advisors an opportunity for **exponential growth and unmatched earning potential**.

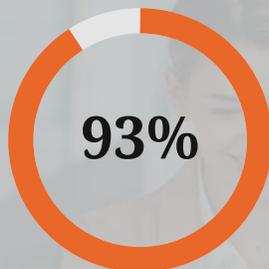
This belief in a Shared Value Network<sup>®</sup> is what forms the foundation of the **SVN Difference**.

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Franchising with SVN<sup>®</sup> has provided us with the tools to help **broaden our reach and control** our own success.

**SVN Managing Director, Houston, TX**

## OUR NUMBERS SPEAK FOR THEMSELVES:



The average number of employees who selected **“culture”** as their reason for joining SVN.



The average **retention rate** of offices within the SVN Network to date.



The percentage **increase in income** that our brokers earn compared to the industry average.



The SVN Difference revolves around a collaborative approach, and a commitment to our clients, our colleagues, and our communities to achieve amazing value. It comes through in any interaction that you may have, be it at the admin level, all the way up to a Managing Director level and everything in between. It pervades our entire culture as a group and it comes through almost immediately when you meet people.

**SVN Managing Director, Denver, CO**

# Access to Global Network

## ON YOUR OWN BUT NOT ALONE

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.

We regularly come together to celebrate our wins, network, and learn from one another, sharing our ideas, leveraging our strengths, and collaborating as a team to build and grow our network.

## WHAT SETS US APART?



**LEVERAGING THE COLLECTIVE**

**BROKER COLLABORATION**

**CONNECTING WITH PEERS**

**SHARING DEALS**

**FRIENDLY COMPETITION**

**SHARING OF BEST PRACTICES**

**REAL WORLD INSIGHT**





# Unmatched Business Support

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## BUILD YOUR CRE EMPIRE WITH SVN

We take the **support and continuous advancement** of our offices seriously, ensuring that they have consistent access to up-to-date **resources, events, insights, and material.**

**1.** IN-PERSON  
NETWORKING  
& EVENTS

**2.** SUPERIOR  
EDUCATION &  
TRAINING

**3.** ADVISOR, MD  
AND OPS | X  
TRAININGS

**4.** PROPERTY  
MANAGEMENT  
TRAINING

**5.** COLLABORATIVE &  
COOPERATIVE  
BROKER NETWORK

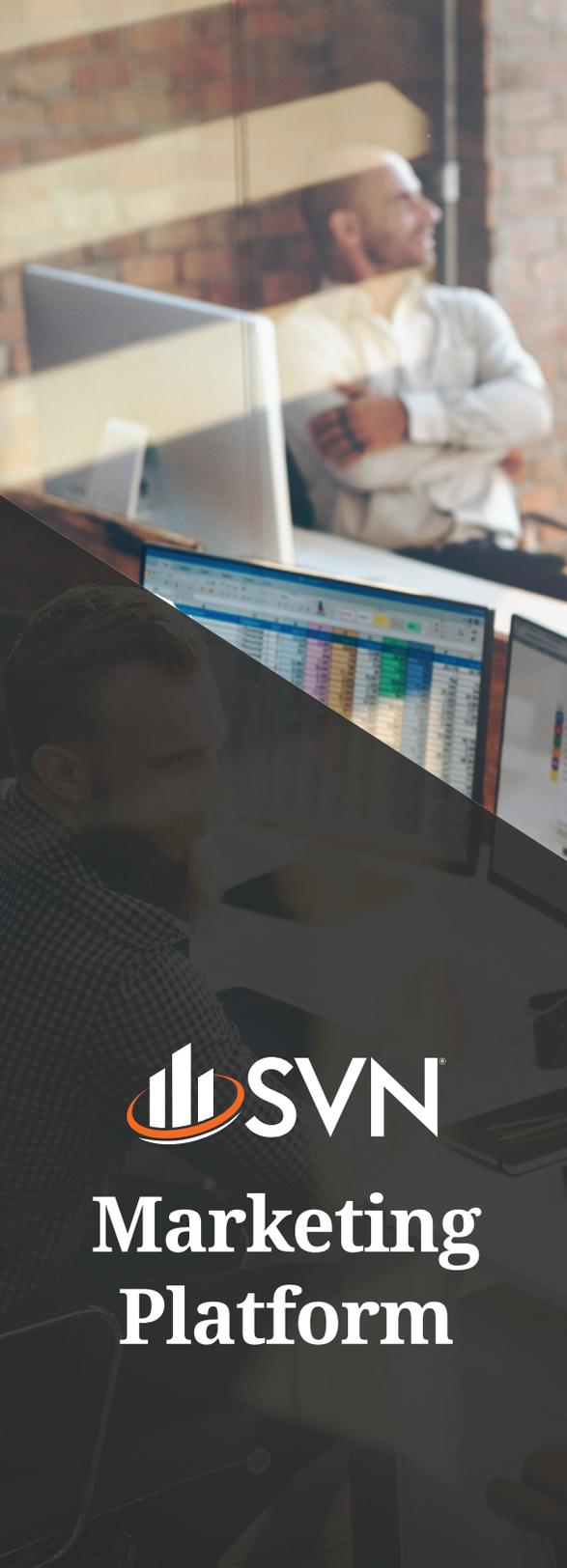
**6.** GLOBAL  
EXPOSURE  
TO LISTINGS

**7.** WORLD CLASS  
MARKETING  
SUPPORT

**8.** GLOBAL NETWORK  
OF ADVISORS &  
OFFICES

**9.** PRODUCT  
COUNCIL  
SUPPORT

Our continued **training & support enables** our offices to thrive and dominate their markets.



 **SVN**  
**Marketing  
Platform**

- ✓ PROPERTY SIGNAGE
- ✓ PROPERTY POSTCARDS
- ✓ REGIONAL EMAIL BLAST
- ✓ CRE FEATURED PROPERTY BLAST
- ✓ SVN NATIONAL BLAST EMAIL
- ✓ BUILDOUT PROPERTY & MARKETING PLATFORM
- ✓ DIRECT EMAIL, MAIL & PHONE CALLS
- ✓ MARKETING & SOCIAL MEDIA TEMPLATES
- ✓ SOCIAL MEDIA & PROMOTION
- ✓ INTERACTIVE APPS
- ✓ WEEKLY FEATURED PROPERTIES

## 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 offers Advisors an extraordinarily customized online property marketing platform that gives you the tools to:

- ① Create a wide range of custom marketing materials:
  - Specialties and Offices plugins, as well as
  - OMs, BOVs, proposals, brochures, and flyers. Advisors can also
- ② Access custom email templates.
- ③ Enhance back office and pipeline efficiencies by allowing all SVN users free access to Buildout's Manage and Close product.

Additional tools for streamlined prospecting, CRM, and Media are also offered at a discount for all SVN users.



## MySVN Dashboard

Your **hub for all of the tools and resources SVN offers** for Advisors and staff which includes:

- Full SVN branded document library
- Best practices
- Key marketing materials and graphics
- Specialized training content
- Critical information on preferred vendors
- SVN organization-wide event calendar

## Google Workspace

We provide all SVN offices with full access to Google Workspace, including **enterprise class services and support.**





## PREFERRED VENDOR PROGRAM

WE LEVERAGE OUR **SIZE AND REACH** TO EARN YOU  
**BETTER THAN MARKET** DEALS ON VENDOR RELATIONSHIPS.

SVN's Preferred Vendor Program connects you with **top-tier companies that provide innovative services, programs, and products** designed to support your business and accelerate your success. Each vendor is carefully vetted to ensure they meet our standards for **quality and reliability**, providing you with trusted resources to help you **operate more effectively**.

# Superior Education & Growth Opportunities

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We take the training and development of our Managing Directors, Advisors, and office support staff seriously. With our best-in-industry **SVN Accelerator platforms**, you will be able to offload the burden of training talent at all levels, as well as **advance your own learning and development** to ensure that you are equipped and supported to dominate your local markets.

## Our Education and Training Initiatives include:

- Systems 4 Growth (S4G), an online training platform featuring a variety of training classes and webinars
- SVN Strategies and Best Practices webinars
- Dedicated Product Councils
- Tailored online training programs

## SVN | ADVISOR X

Our SVN | Advisor X training is an **interactive and practical programming**, designed to help our offices **recruit, train, and retain top talent** by giving Advisors the skills and resources they need to compete and **win deals in a complex market**.

- Structured 3 month program
- Expert held training
- Intensive curriculum
- Practical assignments
- Robust accountability
- Progress monitoring
- Bi-weekly sessions
- Frequent intakes
- Efficiency focused
- Comprehensive support

# SVN | MD X

Our SVN | Managing Director X program is designed to leverage the **collective experience, knowledge, and support of more than 200 Managing Directors** within the SVN network to help accelerate your onboarding with the SVN brand and scale your business.

○ Executive strategies

○ Moderated round table discussion

○ Market specific recruitment

○ Custom market review and strategy

○ Monthly metric review

○ Comprehensive support

# SVN | OPERATIONS X

Our SVN | Operations X program is an **intensive training and coaching initiative** aimed at equipping SVN Operational team members with essential skills by combining theoretical knowledge with practical experience to effectively prepare them for their diverse roles.

○ Structured three-month program

○ Office management training

○ Financial tracking

○ Industry software proficiency

○ Marketing strategies

○ Market specific recruitment

- Property promotion
- Digital marketing tools
- Client outreach

# A Commitment to Grow

## ITEM 19 (SVNI FDD 2024)

The **chart below** includes data derived from the actual historical performance of **100 SVN Franchisees** who, during the **ten-year period from 2015 to 2024**, joined the SVN Network and had at least one full year of reported Gross Receipts. Of these, the average Gross Receipt Growth Rate was 232.79%, with a median growth rate of 168%. Notable, the highest recorded growth among these outlets was 1,119%, while the lowest was a 27% decrease.



I believe that we have the **best leaders in the industry** leading our offices. I think we have the **best team** at a corporate level and I think that we have the most **solid brand** around. The sky is the limit.

**Tiffanie Robinson**, Managing Director  
SVN | Second Story

Years 2015-2024	Avg. Growth Rate	#/% of Outlets that Met or Exceeded Avg. Growth Rate	Median Growth Rate	High (Percent Increase)	Low (Percent Increase/ Decrease)
<b>Total</b>	<b>232.79%</b>	<b>35/35%</b>	<b>168%</b>	<b>1,119%</b>	<b>(27%)</b>

**For example:** if an office generated \$1,000,000 in Gross Commission Income in its Baseline Year, and experienced growth at the median rate of 168%, it would grow to \$2,680,000 in subsequent years. Offices performing at the high end of the spectrum could see growth as high as 1,119%, reaching \$12,190,000.

# SVN Core Covenants

The SVN Core Covenants are **unique to our organization** and were established as a **guiding set of values** that represent our culture and personify the SVN Difference. Each and every SVN member **lives and breathes our Core Covenants** and this is what sets us apart.

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Our mantra is that we collaborate with other brokers with other brokers on deals, and that's huge. And gives us frankly, a competitive advantage, in terms of selling a property and making a pitch to a client, in terms of how we're going to get more for the property and how we're going to sell it faster. It's a very real advantage.

**SVN Managing Director,  
Durham, NC**

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One of the great things about the SVN culture of collaboration and sharing, is that it ultimately creates more deal flow for our Advisors, and gets our clients the best possible prices, whether we're buying or selling for our clients.

**SVN Managing Director,  
Ocala, FL**

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The collaboration and the feeling of we're all on the same team is really important. I want everybody to be hungry for our thing, and that's what SVN feels like.

**SVN Managing Director, Fresno, CA**



# Core Covenants

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At SVN, we celebrate diversity in all its forms and are **committed to creating an inclusive workplace** where everyone feels valued, respected, and supported.

We recognize that **our differences make us stronger**, and that by leveraging our unique perspectives and experiences we can drive **innovation, creativity, and better outcomes** for our clients.

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.

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.



# Be Part of Something Great

CONTACT OUR TEAM TO EXPLORE THE POSSIBILITIES OF JOINING  
SVN AND **ACCELERATING YOUR GROWTH AND ENTREPRENEURIAL  
POTENTIAL** IN COMMERCIAL REAL ESTATE

[www.svn.com](http://www.svn.com)

[info@svn.com](mailto:info@svn.com)