

A PLATFORM OF VALUE

RESOURCES BEYOND THE BRAND



**COLDWELL BANKER
COMMERCIAL**
SCHMIDT FAMILY
OF COMPANIES



At Coldwell Banker Commercial® Schmidt Family of Companies, we are a commercial leader in real estate and property management in Michigan, Florida, Ohio, and the U.S. Virgin Islands. Schmidt Family of Companies is the #1 Coldwell Banker Commercial franchisee and the #2 overall Coldwell Banker franchisee nationally. Schmidt Family of Companies has a fully committed national Commercial support staff providing market leading resources, education and marketing materials.

2021 STATISTICS

CBC FRANCHISEE RANK	#1
CB OVERALL RANK	#2 by Sales

ABOUT OUR RESOURCES BEYOND THE BRAND

Leadership	Experienced, dedicated and accessible commercial leader guiding the business and resources to maximize agent success and commercial line of business performance.
Marketing	World class in-house Marketing Group of 25 graphic designers, digital marketing specialists, and dedicated commercial marketing specialists. We can support any marketing initiatives from brand provided marketing materials such as Buildout to custom graphic design and digital marketing, video editing, writing, and so much more. With a dedicated professional print shop, we deliver the highest quality print marketing next business day.
Communications	The commercial group, agent achievements and corresponding publicity are supported by brand and Schmidt marketing professionals. The commercial group has a dedicated LinkedIn page to connect all of our professionals to the business and a commercial email contact list to keep all professionals connected on news, announcements, and training opportunities.
Offices	Every agent has access to well located, professional offices within their market.
Operations	Dedicated Operations staff to streamline office processes and procedures, expedite transactional processing from list to close and to ensure our offices always run efficiently and effectively.
Commercial Coordinators	Dedicated Commercial Coordinators throughout our offices provide administrative support, transaction processing and communications to agents.
IT Department	Dedicated team of IT professionals including Help Desk specialists and System Administrators are on call to assist our agents with all company hardware systems and software programs to ensure technical solutions and to keep the company on the cutting edge of technology. In addition to brand provided resources, agents have company provided access to software such as Google workspace, Dootloop (MI/OH), AppFiles (FL), AccountTech, etc. CoStar at a corporate discounted rate.
Training	In addition to CBC training, Schmidt holds monthly trainings with varying topics and individual training with departments and/or the brand as requested. We are continuously working to expand and improve our commercial marketing resources for our agents.
Accounting	The commission and accounting department is committed to accuracy, transparency, security, and timeliness with next day direct deposit on all commercial closings. The Schmidt network expands throughout Michigan, Ohio, and the state of Florida to provide local commercial leadership and assistance with your closings.
Legal	The Schmidt Family of Companies retains the law firm of Kuiper Kraemer, PC. They are available to assist in the challenges we face as a company including supporting our agents and our clients. They are licensed in Florida and Michigan and facilitate and advise in Ohio and the Virgin Islands. These services are provided complimentary to leadership and our agents.
Property Management	The full service property management group is a deep and experienced group of management and accounting professionals that provide a vast array of property management, asset management, accounting and consulting services. Product types serviced include commercial, multi-family, single family rental, vacation rentals and association management with experience in many management accounting softwares including Yardi, AppFolio, Cinc, Streamline and Escapia.
Commission Program	Simple, structured two step commission program. High, entrepreneurial, low desk cost commission split for all agents. Program maximizes agent earnings while providing resources necessary to professionally execute business.
Network Within CBC's Network	Large, multi-state, inter-company network of agents within the global CBC network of agents. Valuable for commercial referrals from existing commercial agents and a large pool of residential agents. Access to MLS and inclusion in regional chamber economic memberships in some locations.

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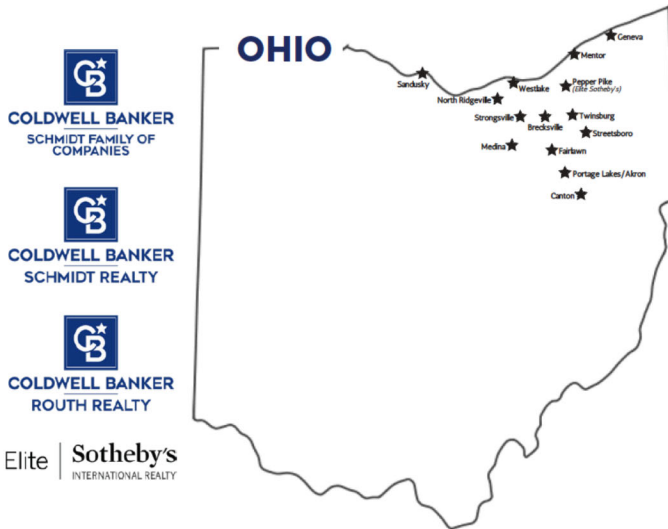
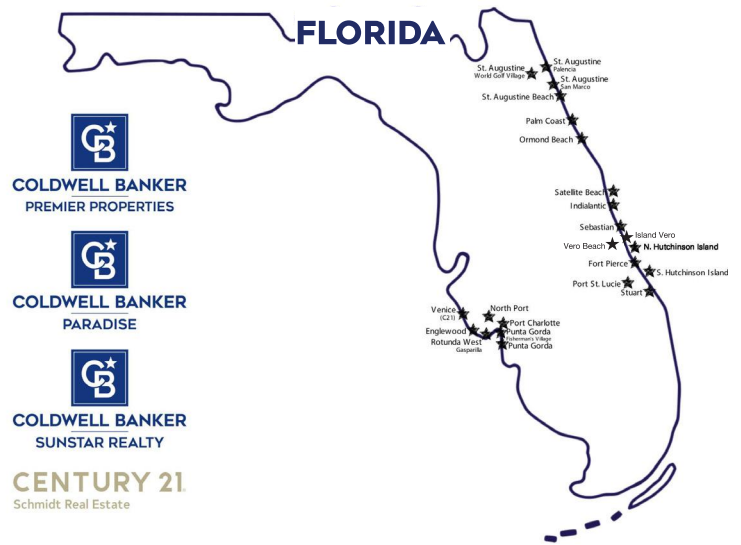
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CORPORATE FOOTPRINT BEYOND CBC'S NETWORK



COLDWELL BANKER | ST. CROIX REALTY

