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Sperry Van Ness Seeks Miami Affiliate

By Crystal Proenza

(Crystal Proenza is associate editor of [Real Estate Florida](#).)

MIAMI-Sperry Van Ness has its eye on Miami-Dade County and is looking to position itself to take market share from some of the larger local players when the market eventually turns around. The organization has hired Jose Perez of PCMS Consulting, a firm focused on real estate brokerage and franchise industries, to find an independent brokerage to become affiliated with the national brand by June 1.

Sperry Van Ness Florida, the statewide master licensee of Sperry Van Ness International, is owned and operated by Jerry Anderson. The firm's Florida team consists of real estate agents and advisors that work with buyers, sellers, landlords and tenants in 18 locations throughout the state. Currently, the brokerage runs its Miami-Dade County business from its Broward County office.

"We're looking for a firm that is interested in growing and stabilizing, with the capacity to service office, industrial, retail, multifamily and even those interested in raw land," Anderson tells GlobeSt.com. "The companies we've attracted have typically been independent and are trying to compete with large regional or national players," he says, adding that SVN is also open to affiliating with multiple companies that may specialize in individual property sectors.

PCMS's Perez and SVN's Anderson will work together to identify a franchisee--a task in which the two have experience working together, they explain. "In 1998, I was hired by Cendant Corp. to build the Coldwell Banker Commercial brand on a national level, and Perez worked for us and found companies that could join up with CBC," says Anderson.

The team is looking forward to working together again to build another national brand, and agree that if there's any time when brokers need additional assistance from an affiliate like SVN, it's when the economy is slow. "The industry is consolidating, and there are a lot of professionals looking for someone who has the network, tools and system to allow them to compete against the larger players," Perez tells GlobeSt.com. "SVN has been able to put together programs that allow their franchisees to compete and puts them in a position where they do not have to reinvent the wheel. It gives them the tools and assistance to help them recruit commercial agents and helps them win business."

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