

# SITE SELECTION PROGRAM



## WHO WILL BE ON YOUR TEAM?

**RESOLUT RE Master Broker** - your one point of contact for everywhere and for always!

**The RESOLUT RE Master Broker assigned to your account remains intimately involved throughout the expansion process- from the onboarding of the client or franchisee through to lease execution:**

- Reviews/filters all sites submitted by the LMB
- Helps put together the property tours
- Negotiates LOIs and leases
- All while serving as the liaison among all parties involved

**Local Market Broker** - the Master Broker will hire a LMB in the specific market area targeted for expansion. The Master Broker will educate the LMB on your concept, what makes it unique, what the analytics tell us, where the target markets are, and your site criteria.

**The LMB's responsibilities are as follows:**

- Find sites (especially ones not on the market)
- Provide local market expertise
- Execute showings & market tours

**Criteria for selecting a LMB:**

- Expertise
- Bandwidth - does the LMB have the time, energy, and enthusiasm that we are looking for to service the account?
- Conflicts - either direct or indirect
  - Direct - do they rep one of your competitors?
  - Indirect - do they rep a client that doesn't conflict with your concept but possesses your exact criteria for site selection?

The LMB and RESOLUT RE split all fees 50/50. This works for both of us, because we both reduce our responsibilities by splitting the workload. This leaves both of us with more time for client interaction. We love the 50/50 split arrangement because we can execute more deals and satisfy more clients.

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