



**COLDWELL BANKER
COMMERCIAL**
SCHMIDT FAMILY
OF COMPANIES

MICHIGAN RESIDENTIAL AND COMMERCIAL POLICY (APPROVED 02.25.22)

Jason Rice, President of Michigan Operations
Todd Vezza, President of Commercial Real Estate and Property Management
Updated 11.18.22

Purpose:

- Clearly define residential and commercial lines of business and interaction
- Provide operating policy for lines of business to attract and retain best in class professionals
- Improve brand, reputation and performance by optimizing qualified professionals' skill sets
- Identify local commercial professionals for referral and expertise
- Improve risk management profile through policy adoption mitigating legal exposure

Section 1 – Grandfathered ResMercial Agents:

- Regional Leaders meet with and inform individual managers that beginning in 2022 there will be distinct policies and procedures governing residential agents' ability to execute commercial transactions.
- Regional Leaders to compile list of existing, qualified ResMercial agents that currently, actively, significantly and professionally execute both residential and commercial transactions and are recommended to be Grandfathered to execute transactions in both lines of business going forward.
- Jason Rice, President of Michigan Operations and Todd Vezza, President of Commercial Real Estate and Property Management review and approve Grandfathered List.
- Approved Grandfathered List of ResMercial agents distributed to Regional Leaders and Office Managers
- Grandfathered ResMercial List officially documented, approved, and adopted.
- Grandfathered ResMercial agents may execute residential and commercial real estate transactions individually on their own per their existing company independent contractor agreement or they may partner with commercial agents as desired or needed.

Section 2- Non-Grandfathered Residential Agent Commercial Transaction Procedures:

- Owned Real Estate (100% owned or majority owned/general partner status with sole decision-making authority): Ability to execute commercial transaction with oversight of Regional Commercial Group. 20% co-broker oversight fee to commercial group.

- Referral: Refer qualified commercial transaction to commercial agent, agent accepts, works on and transaction is completed within 2 years. 25% referral fee paid to referring residential agent.

- Relationship/Expertise: Procuring residential agent co-brokers transaction with commercial agent. Residential agent responsible for customer communication and service. Commercial agent responsible for expertise and executing transaction. 50% residential/50% commercial co-broker fee.

Section 3- Michigan Manual update and Future ResMercial Recruitment:

- Regional Leaders to update and add new ResMercial policy and procedure language to policy manual. Updated policy manual with highlighted changes distributed to and signed by all agents by the end of 2022.
- Changes to ResMercial policy manual policies and procedures: Jason Rice, President of Michigan Operations and Todd Vezza, President of Commercial Real Estate and Property Management approval required.
- Newly Recruited Grandfathered ResMercial Agent: Agent currently, actively, significantly and professionally executes both residential and commercial transactions and wishes to be Grandfathered into the ResMercial program. Jason Rice, President of Michigan Operations and Todd Vezza, President of Commercial Real Estate and Property Management approval required.

TODD VEZZA

President, Commercial Real Estate & Property Management

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Lakeshore South Region ResMercial Agents				
First Name	Last Name	Office	Manager	RVP
Mike	Houskamp	Grand Haven	Jess Garrison	Bernie Merkle
Cheryl	Subka Palmer	Grand Haven	Jess Garrison	
Kathi	Gabrieles	Grand Haven	Jess Garrison	
Michelle	Tietsma	Grand Haven	Jess Garrison	
Kevin	Alderink	Holland	Bernie Merkle	
Manny	Barajas	Holland	Bernie Merkle	
Leo	Barajas	Holland	Bernie Merkle	
Jack	Bouman	Holland	Bernie Merkle	
Josh	Breuker	Holland	Bernie Merkle	
Kevin	Cozzie	Holland	Bernie Merkle	
Mike	Zambetis	Holland	Bernie Merkle	
Dave	DeYoung	Holland	Bernie Merkle	
Jim	Wiersma	Holland	Bernie Merkle	
Bernie	Merkle	Holland	Bernie Merkle	
Veronica	Garcia	Holland	Bernie Merkle	
Bryan	Myrick	Holland	Bernie Merkle	
Wendy	Ryder	Holland	Bernie Merkle	
Tom	Speet	Summit	Bernie Merkle	
Kersh	Ruhl	Summit	Bernie Merkle	
Emily	Garcia	Zeeland/ART	Steve & Christine Sterken	
Steve	Sterken	Zeeland/ART	Steve & Christine Sterken	
Lakehore South Region Commercial Agents				
First Name	Last Name	Office	Manager	RVP
Brett	Zeerip	Holland	Jack Bouman	Bernie Merkle
Mike	Nagelkirk	Holland	Jack Bouman	
Jim	Edewaard	Holland	Jack Bouman	

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Lakeshore North Region ResMercial Agents				
First Name	Last Name	Office	Manager	RVP
Pam	Derks	Fremont	Pam Derks	Jason Rice
Jean	Palmerton	Fremont	Pam Derks	
Nancy	Rottoer	Fremont	Pam Derks	
Bob	Johnson	Fremont	Pam Derks	
Don	Farmer	Fremont	Pam Derks	
Sue	Farmer	Fremont	Pam Derks	
Tara	Johnson	Fremont	Pam Derks	
Cindy	Mauer	Muskegon	Cindy Maurer	
Jim	Dewitt	Muskegon	Cindy Maurer	
Dan	Nutt	Muskegon	Cindy Maurer	
Mark	Brock	Newaygo	Mark Brock	
Lisa	Lightfoot	Newaygo	Mark Brock	
Nancy	Jeffery	Newaygo	Mark Brock	
Sue	Payne	Hart	Sue Payne	
Katie	Arnouts	Hart	Sue Payne	
Brie	Lorenz	Hart	Sue Payne	
Janet	Dodge	Hart	Sue Payne	
Brad	Clark	Hart	Sue Payne	
David	Dusenberry	Whitehall	David Dusenberry	
Bruce	Wackernagel	Whitehall	David Dusenberry	
Katie	Rice	Whitehall	David Dusenberry	
Roger	Simon	Whitehall	David Dusenberry	
Sandi	Morningstar	Whitehall	David Dusenberry	
Lakeshore North Region Commercial Agents				
First Name	Last Name	Office	Manager	RVP
None				

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Central Region ResMercial Agents				
First Name	Last Name	Office	Manager	RVP
Mike	Piscopo	Bellaire/Shanty Creek	Mike Piscopo	Daniella Bell
Mark	Kowalske	Boyne City	Mark Kowalske & Jennifer Burr	
Jennifer	Burr	Boyne City	Mark Kowalske & Jennifer Burr	
Bob	Simpson	Boyne City	Mark Kowalske & Jennifer Burr	
Mike	McGuire	Cadillac	Daniella Bell	
Pete	Nemish	Cadillac	Daniella Bell	
Daniella	Bell	Cadillac	Daniella Bell	
Lynn	Robinson	Charlevoix	Mark Knapp	
Jeff	Greenway	Charlevoix	Mark Knapp	
Missy	Koszegi	Cheboygan	Missy Koszegi	
Troy	Calhoon	Cheboygan	Missy Koszegi	
Cindy	Clark	Gaylord	Mike Heath	
William "Bo"	Madden	Gaylord	Mike Heath	
Mike	Heath	Gaylord	Mike Heath	
Bill	Winslow	Harbor Springs	Bill Winslow	
Carrie	Frisbie	Harbor Springs	Bill Winslow	
Lee	Ford	Harbor Springs	Bill Winslow	
Bob	Murray	Kalkaska	Chad Anderson	
Jeff	Fitch	Kalkaska	Chad Anderson	
Chad	Anderson	Kalkaska	Chad Anderson	
Sarah	Dudek	Kalkaska	Chad Anderson	
Bill	Takalo	Petoskey	Amy McCafferty	
Bill	Tribble	Petoskey	Amy McCafferty	
Trish	Hartwick	Petoskey	Amy McCafferty	
Mark	Ashley	Petoskey	Amy McCafferty	
Ruth	Clemens	Houghton Lake	Ruth Clemens	
Tom	Bailey	Houghton Lake	Ruth Clemens	
Jim	Amy	Higgins Lake	Jim Amy	
Billy	Andrew	Indian River	Billy Andrew	
Zach	Giegler	Indian River	Billy Andrew	
Central Region Commercial Agents				
First Name	Last Name	Office	Manager	RVP
None				

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Greater TC Region ResMercial Agents				
First Name	Last Name	Office	Manager	RVP
Doug	Taylor	Benzie	Doug Taylor	Jason Rice
John	Peppler	Glen Arbor	Peter Fisher	
Mark	Fisher	Glen Arbor	Peter Fisher	
Peter	Fisher	Glen Arbor	Peter Fisher	
Ann Marie	Mitchell	Leland	Mark Carlson	
Carolyn	Telgard	Leland	Mark Carlson	
Mark	Carlson	Leland	Mark Carlson	
Rodney	Brush	Suttons Bay	Elizabeth Schaub	
Bob	Rieck	TC 402	Bart Ford	
Tia	Rieck	TC 402	Bart Ford	
Rick	Korndorfer	TC 402	Bart Ford	
Stireman Team		TC 402	Bart Ford	
Kegan	Smith	TC 402	Bart Ford	
Mark	Hagan	TC 402	Bart Ford	
Sam	Abood	TC 402	Bart Ford	
Shannon	Beia	TC 522	Ken Kleinrichert	
Molly	Buttleman	TC 522	Ken Kleinrichert	
Bob	Doriot	TC 522	Ken Kleinrichert	
Kurt	Hubschneider	TC 522	Ken Kleinrichert	
Ken	Kleinrichert	TC 522	Ken Kleinrichert	
Bryan	Olshove	TC 522	Ken Kleinrichert	
Kevin	Perkins	TC 522	Ken Kleinrichert	
Judy	Robinson	TC 522	Ken Kleinrichert	
Jeff	Skomp	TC 522	Ken Kleinrichert	
Shawn	Smith	TC 522	Ken Kleinrichert	
Ben	Street	TC 522	Ken Kleinrichert	
Laura	Tarsa	TC 522	Ken Kleinrichert	
Aubrey	Vandemark	TC 522	Ken Kleinrichert	
Greater TC Region Commercial Agents				
First Name	Last Name	Office	Manager	RVP
Dan	Stiebel	TC 522	Ken Kleinrichert	Jason Rice
Chad	Miller	TC 402	Bart Ford	
Adam	Miller	TC 402	Bart Ford	
Scott	Hardy	TC 522	Ken Kleinrichert	
Alex	MacKenzie	TC 522	Ken Kleinrichert	
Gordon	Liechti	TC 522	Ken Kleinrichert	

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Grand Rapids Region ResMercial Agents				
First Name	Last Name	Office	Manager	RVP
Bruce	Johnson	Cascade	Chris Hughes	Lynne Cripe
Bob	Ortiz	Cascade	Chris Hughes	
Chris	Hughes	Cascade	Chris Hughes	
Todd	Roesler	Cascade	Chris Hughes	
Justin	Hood	Cascade	Chris Hughes	
Mitch	Cripe	EGR	Mitch & Lynne Cripe	
Mike	Lamb	Sparta	Mike Lamb	
Grand Rapids Region Commercial Agents				
First Name	Last Name	Office	Manager	RVP
Kent	Mueller	Cascade	Chris Hughes	Lynne Cripe

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