



## OHIO RESIDENTIAL AND COMMERCIAL POLICY 2024 (Approved)

Felicia Hengle, President of CB Ohio Operations  
Todd Vezza, President of Commercial Real Estate and Property Management  
01.08.2024

### Purpose:

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

### Definitions:

Commercial Real Estate: This applies to a broad range of transactions, including but not limited to office, retail industrial, multi-family (+4), hotels, and special-purpose properties.

### Section 1 - Existing ResMercialAgents:

- President of CB Ohio Operations (Felicia Hengle) met with and informed individual managers that beginning in 2024 there will be distinct policies and procedures governing residential agents' ability to execute commercial transactions.
- President of CB Ohio Operations (Felicia Hengle) compiled a list of existing, qualified ResMercial agents that currently, actively, significantly and professionally execute both residential and commercial transactions and are recommended to be able to continue to execute transactions in both lines of business going forward.
- Existing ResMercial List is officially documented, approved and included in Ohio ResMercial Policy (Exhibit A).
- Existing 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/brokers as desired or needed with an appropriate referral fee (see attached referral fee policy). All commercial deals will be reviewed by the Ohio Commercial Leader after Listing or with a Buyer Representation Agreement.
- Listing services outside of Brand provided syndication, which may include Crexi, CoStar, Loopnet, BuildOut, and CBC Worldwide, etc. are available to ResMercial agents for a fee of \$300 per listing. *Additional listing services used by Commercial and "one time fee" are subject to change from time to time and are used to increase marketing exposure for clients. Durling Level 1 or Level 2 training, the ResMercial Agent may utilize one of the Commercial Pro Accounts branded with their name, and with the ResMercial contact information in the body of the narrative.*

### Section 2 – Path to ResMercial or Commercial:

- ResMercial agents interested in completing the CRE Win program are encouraged to do so. This is a beginning to transitioning to qualifications that allow you, along with deal expertise and training, to complete commercial transactions on your own, once all qualifications have been met.
- Some types of commercial projects should always be partnered with an existing commercial agent, and this includes but is not limited to, large estate portfolio dispositions, larger mixed-use with special assets such as swimming pools, and any other area that is not an area of expertise, etc.
- Agents engaging in commercial transactions, whether Existing or Emerging Specialists, should clearly demonstrate a comprehensive understanding of commercial real estate packages, regulations, and market dynamics. Expertise in the specific commercial sector should be highlighted, ensuring a seamless and professional transaction process for the client.

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-Existing ResMercial status requires a demonstrated history of actively and professionally executing both residential and commercial transactions. A specific number of deals will be assessed on a case-by-case basis, considering the complexity of each transaction, to determine eligibility for ResMercial status as approved by the Ohio Commercial Leader.

-Limited commercial template forms and/or agreements in Dotloop may be suitable for standard transactions. Complex projects requiring the expertise of professionals such as CPAs and attorneys will necessitate collaboration between ResMercial and relevant Commercial specialists. This ensures legal and financial compliance in intricate transactions. A library of commercial forms will be made available to agent once they have completed all qualifications to become a certified ResMercial or Commercial Agent.

### **Section 3 - Business Brokerage Transactions**

- Business Brokerage deals, with or without real estate, must involve a Certified Business Intermediary (or professional equivalent), whether the agent has previously conducted a business deal independently or not.

- Agents shall refer qualified business brokerage deals to a Certified Business Consultant Intermediary. Intermediary accepts, facilitates, and works on transaction until it is completed with a 25% referral fee paid back to the referring agent upon successful closing.

- *Agents interested in becoming a Certified Business Intermediary should contact Robin Brower, Ohio Commercial Leader, to discuss professional requirements and path to certification.*

### **Section 4 – Ohio Policy Manual Update and Future ResMercial Recruitment:**

- President of CB Ohio Operations (Felicia Hengle) to update and add new ResMercial policy and procedure language (with the approval of Todd Vezza) to the region's policy manual. Updated policy manual with highlighted changes will be distributed to and signed by every agent beginning of 2024.

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## RESMERCIAL/COMMERCIAL POLICY

- **Commercial Real Estate:** This applies to a broad range of transactions, including but not limited to office, retail industrial, multi-family (+4), hotels, and special-purpose properties.
- In order for an agent to facilitate the listing or sale of a commercial property, the agent is required to be approved by the Ohio Commercial Leader for this specialized area of real estate practice. Prior to approval, the agent may engage in commercial business through one of the following options below:
  - **Level 1 Aspiring Commercial Agent:** Agents that are newly interested in Commercial must agree to work in collaboration with a commercial agent/broker on all commercial deals. In addition, Aspiring Agents will attend a commercial training as required as they work to build their commercial sphere. There is a 40% referral fee to the commercial agent/ broker until all qualifications have been met and they advance to Level 2.
  - **Level 2 Emerging Commercial Agent:** Agents who are interested in growing their commercial business and skillset through Mentorship Training with a commercial agent/broker and the CRE Win Training. During this process, a 25% referral fee to the commercial agent/broker will be due on all transactions until all qualifications have been met to become a certified ResMercial Agent.
  - **Referral to Commercial Agent:** Residential Agent refers a qualified commercial transaction to a commercial agent. Commercial agent accepts, facilitates and works on the transaction until it is completed with a 25% referral fee paid back to the referring agent upon successful closing.
  - **Owned Real Estate Transactions:** Residential and/or Commercial agents with 100% ownership or majority owner/general partner status, possessing sole decision-making authority over real estate, may execute commercial transactions with a 10% referral fee for oversight paid to the commercial agent/broker.

**Rule of thumb:** If it's difficult to complete properly in the MLS, then it should automatically be entered by admin or agent with credentials, into systems like CoStar, Crexi, InfoTech, and BuildOut to be syndicated to our other marketing partners, and it is properly classified as a commercial transaction. If it can be properly marketed in the MLS, then it should be in the MLS under commercial, but the other commercial platforms should also be utilized.

***A conversation with leadership is always the best policy, for clarity, prior to executing any commercial agreement.*** Commercial Leaders are more than willing to share resources, and large deals may require additional reporting and oversight during the transaction process.

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**COLDWELL BANKER  
COMMERCIAL**  
SCHMIDT FAMILY  
OF COMPANIES

**Exhibit A**

Commercial Agents				
First Name	Last Name	Office	Manager/Leader	President
Robin	Brower	Geneva/Westlake	Robin Brower	Felicia Hengle
Jeremy	Bates	Brecksville		
Wesley	Purvis	Mentor		
Daniel	Popovich	Westlake		
Adrian	Frederick	North Ridgeville		
Robert	Routh	Sandusky		
Todd	Bosley	Canton		
Jim	Horovitz	Streetsboro		
Vincent	Fusco	Westlake		
Commercial/Business Brokerage Agents				
Robin	Brower	Geneva/Westlake	Robin Brower	
Daniel	Popovich	Westlake		
Existing ResMercial Agent				
First Name	Last Name	Office	Manager	President
Jeffrey	Burke	Brecksville	Dave Maynard	Felicia Hengle
Jennifer	Burke	Brecksville	Dave Maynard	
Thomas	Kasicki	Brecksville	Dave Maynard	
Rebecca	Novak	Brecksville	Dave Maynard	
Lois	Byrne	Brecksville	Dave Maynard	
Isaac	Thatcher	Canton	Beth Dibell	
Tom	Baier	Canton	Beth Dibell	
Todd	Bosley	Canton	Beth Dibell	
Mac	Chafer	Geneva	Mac Chafer	
Mark	Kelley	Fairlawn	Benny Hengle	
Leilani	Bowersock	Mentor	Marcy Capadona	
John	Scaglione	Portage Lakes	Sara Eddy	
Barry	Shaffer	Portage Lakes	Sara Eddy	
James	Irwin	Portage Lakes	Sara Eddy	
Cynthia	Simpson	Portage Lakes	Sara Eddy	
Eric	Cooper	Portage Lakes	Sara Eddy	
Michael	Petrie	Portage Lakes	Sara Eddy	
Elsie	Sayre	Streetsboro	Elsie Sayre	
James	Horovitz	Streetsboro	Elsie Sayre	
Brian	Gilbert	Westlake	Joe Gazzo	
David	Lyons	Westlake	Joe Gazzo	
Brian	Moran	Westlake	Joe Gazzo	

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**Exhibit A**

		Aspiring/Emerging Resmercial/Commercial Agent		
First Name	Last Name	Office	Manager	President
Traci	Maurer	Westlake	Amy Barbisch	Felicia Hengle
Nate	McDivitt	Westlake	Amy Barbisch	
Erik	Fredmonsky	Brecksville	Dave Maynard	
Madje	Taye	North Ridgeville	Adrian Frederick	
Eric	Glynn	North Ridgeville	Adrian Frederick	
Christopher	Frederick	North Ridgeville	Adrian Frederick	
Patricia	Frederick	North Ridgeville	Adrian Frederick	
Karen	Woost	North Ridgeville	Adrian Fredrick	
Beverly	Bess	Portage Lakes	Sara Eddy	
Martha	Sesny	Brecksville	Sarah Mika	
Jonathon	Konz	Sandusky	Sally Routh	
Christine	Nawalaniec	Sandusky	Sally Routh	
Patrick	Printy	Sandusky	Sally Routh	
Alene	LoVerde	Strongsville	Peter Bonnai	
JoAnn	Kenyon	Strongsville	Peter Bonnani	
Gino	Brienza	Canton	Beth Dibell	
Glenda	Willis	Canton	Beth Dibell	
Amanda	Talkington	Canton	Beth Dibell	
Sony	Taylor	Canton	Beth Dibell	
Deeanna	Berkett	Streetsboro	Elsie Sayre	
Kathy Burns	Sanicky	Streetsboro	Elsie Sayre	
Amanda	Hall	Streetsboro	Elsie Sayre	
Jessica	Hopkins	Streetsboro	Elsie Sayre	
Kathleen	Jaczo	Streetsboro	Elsie Sayre	
Deborah	Kruis	Streetsboro	Elsie Sayre	
Morgan	McClain	Mentor	Marcy Capadona	
Scott	McMillen	Mentor	Marcy Capadona	
Susan	Hodali	Mentor	Marcy Capadona	
		Referral Agents		
First Name	Last Name	Office	Manager	
Any Agent	May	Be a Referral Agent	All Offices	

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