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JAN. 27 - FEB. 10, 2003

Larkin Schmidt Commercial becomes NAI Miami

Offers global real estate services

BY OFRA CHANTI

NAI Miami is bringing fast solutions to the world of commercial real estate.

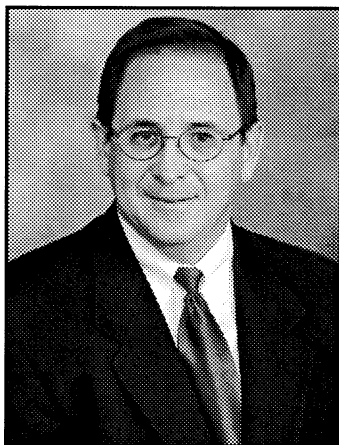
Company president Jeremy S. Larkin and CEO Edward L. Schmidt say the move toward globalization is a step to serve national and international businesses.

"If there's a real estate need anywhere in any developed portion of the world, with one phone call, we can satisfy their needs," said Larkin.

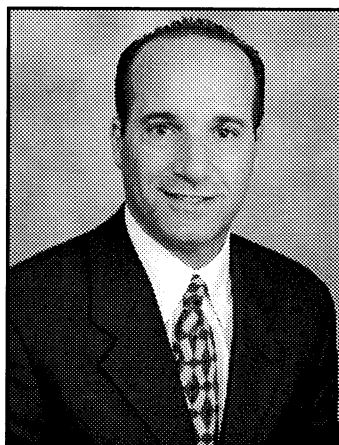
Since its inception in 1997, their brokerage firm, Larkin Schmidt Commercial, has offered boutique real estate services specializing in retail and office properties. The company began with three partners and a single employee.

"In 2000, we moved to the Dadeland Professional Building, a building we purchased with a partner. We added industrial brokerage and grew from the founders to 12 staff members," said Schmidt. "We were very focused on what we were going to be and where we were headed." Today, the firm's staff totals 20 members.

With extensive experience in leasing, management and consulting, the partners decided to pursue national and international corporate accounts to add to their client roster and focused on the Fortune 500 companies. However, the larger corporations needed a single



Jeremy Larkin



Edward Schmidt

source for the complex solutions to their global needs.

"The site selectors and real estate managers said they handle multiple locations throughout the country or world and wanted one point of contact," said Larkin. "We started searching for a national and international platform for delivery of this service". That is when they found NAI.

"They've been around for approximately 25 years," said Schmidt. "NAI is an independent international marketing group of commercial real estate brokers similar to a franchising or licensing operation." The group differentiates itself from other commercial real estate marketing groups by requiring every member to brand. Branding includes that the NAI nameplate is part of the firm name and all stationary, business cards and signs must conform to a style guide. This creates a homogeneous brand

worldwide. So, wherever you are in the world, you see the same name. "In our case, we evaluated our options and realized that Miami is one of the most recognized cities in the world, possessing a cache", said Schmidt. "So, we opted to brand ourselves as NAI Miami, instead of NAI Larkin Schmidt Commercial.

Larkin says he first approached NAI in 1999 when NAI worked with another Miami affiliate. In late 2002, they reached an agreement and signed a contract resulting in NAI Miami.

"What NAI delivered to us is a service platform," said Larkin. "While we remain a completely independently-owned business, we now have the ability to deliver services worldwide. We now have access to 230 offices in 30 countries, with 3500 brokers. NAI, as a whole, is as large as

any national commercial real estate brokerage firm."

Larkin says that "NAI Miami is uniquely different from other national companies. While we offer the same service-platform as the national companies, we bring a boutique, real estate brokerage approach. This results in a higher level of service and customer contact, with brokers that are more experienced." NAI, meanwhile, provides added convenience through Realtrac™.

"Realtrac is an Internet-based transaction management system with as much hands-on involvement as the client wants," said Schmidt. "The information is at their fingertips 24-hours a day, seven days a week."

NAI Miami, located at 9655 S. Dixie Highway in Pinecrest, has already received inbound assignments from locations such as Orlando, Columbus, Ohio and Los Angeles. They have sent business to St. Louis, Orlando, Lake Tahoe, Ecuador, Jamaica, Germany and Switzerland. Palmetto Bay resident Larkin and Pinecrest resident Edward Schmidt quickly access the Internet to connect with their partners. They can be in touch immediately for superb customer service.

For more information, please call 305-938-4000 or visit www.NAIMiami.com