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| COMMERCIAL REAL ESTATE |

Local real estate company expands nationally through network affiliation

As the commercial real estate market continues to recover in Orange County, as well as across the country, many real estate brokerage firms have decided to expand their operations. Some have grown through acquisition, some through mergers and others through the opening of new offices around the country. Orange County is one of the most active real estate markets in the country and is home to branch offices and corporate headquarters of every major real estate brokerage company, as well as numerous local houses. As the age of the Internet continues to evolve and information becomes more

accessible, each company looks to be more competitive than the next. The recovering real estate market has spurred an expansion of the industry.

One locally headquartered company has taken a unique approach to its desire to expand and compete more cost effectively in the marketplace. The Saywitz Company headquartered in Santa Ana with branch offices in San Diego and San Francisco has joined forces with 50 other real estate companies across the country to form a network partnership affiliate in more than 90 cities across the country. The CORE Network is a network of local and regional privately held real estate companies that have joined

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forces to compete more effectively on a national and international basis. The Saywitz Company is the affiliate for San Diego and Orange County and has already received benefit from this newly formed organization.

The CORE Network was founded in April 1996 by two Southern California real estate brokers, Barry Saywitz, president of The Saywitz Company headquartered here in Orange County and Alan Wolf, president of Wolf Commercial Brokerage in Los Angeles with the intent that this organization would someday include business partners throughout the country and around the world. The vision of these two entrepreneurs is now a reality. The CORE Network today is one of the largest organizations of its kind and encompasses affiliate offices in more cities than any national real estate company. The organization, headquartered in Orange County continues to expand its presence and is expected to have 75-100 firms in more than 125 cities throughout the U.S. by next year.

The success of The CORE Network is a direct correlation to the need for local real estate companies to be a part of a national presence to compete effectively for business. The Saywitz Company's need for this type of organization is twofold says Barry Saywitz, chairman of the Network, "First we have expanded our operation throughout the state of California, but the ramp up time and cost to expand across the country is prohibitive." The CORE Network allows us the ability to network, share business, and collectively pursue expanding our client base without physically expanding our company. Second, since we are negotiating real estate actions in 25-30 states currently, we felt the need to have a local presence to assist us in these transactions.

"I had no idea that the concept would be so well received by so many firms around the country. Additionally, I am extremely impressed with the quality and caliber of our business partners and their commitment to achieve a common goal," says Saywitz.

The CORE Network according to Saywitz plans to expand its organization throughout North America and ultimately worldwide. It is currently speaking with companies all over the world that have interest in aligning themselves with the organization. The CORE Network was designed under the same structure as the National Football League. This unique format allows each member firm to be a partner in the organization. Since The CORE Network is a non-profit organization, the proceeds from business that is transacted among the partners directly benefits each partner and those funds are used to expand the services of the organization.

Saywitz holds high praise for the organization, as he has already conducted business with more than half of his partners and is currently working on several sizable requirements here in Southern California.

For more information, please call Barry Saywitz at (714) 545-8584.



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