

There are good reasons
to be audited as a real estate
company every four years.





Foreword

From our point of view, you and your company belong to the real estate professionals with an outstanding track record. The Swiss Chamber of Real Estate Agents therefore invites you to apply for membership. In addition to numerous practical advantages, you will receive an exclusive award: only members of the chamber of estate agents are certified real estate agents – a significant competitive advantage. Because customers know: Trust is good, but tested is better.

The members of the Swiss Chamber of Real Estate Agents and their employees are committed to adhering to the prescribed rules of professional conduct. With their sound specialist knowledge, transparent, fair services and a strong sense of reality, they are committed to the interests of their clients.

We would be delighted to welcome you to our circle of certified real estate agents.

A handwritten signature in black ink, reading 'R. Tanner' in a cursive style.

Ruedi Tanner

President

The commitment: competence, commitment and honesty

The members of the Swiss Chamber of Real Estate Agents single and multiple-family homes, commercial properties, condominiums and building land. Additional services in the real estate sector round off the range of services.

The seal of approval of the Swiss Chamber of Real Estate Agents (SCRE) obliges them to provide the highest quality and service.

Competence

- Quality of advice thanks to proven professionalism and high professional ethics
- Optimal exploitation of the possibilities through expert marketing
- Price security thanks to market knowledge, solid property valuation and holistic approach
- Focused use of funds thanks to marketing tailored to the object and target group
- Personal and comprehensive support from one source for investment and private properties

The admission criteria: Quality, conditions and process flow

Quality

- Real estate companies with entry in the commercial register
- Company representative is a member of the management or senior management
- Real estate professionals with a federal diploma or professional certificate (recognised real estate profession) or comparable international qualification. Or else: At least six years of practice in the real estate industry
- Professional liability insurance concluded
- Proof of good character (extract from the debt enforcement and criminal records)
- Minimum sales turnover CHF 250 000 per year
- Minimum trade of 12 trades/year
- Sales process with modern marketing instruments (documents, advertisements etc.)
- Own website

This quality is checked by a neutral audit upon entry and every four years.

Conditions (plus VAT)

- admission fees: CHF 500.–
- processing fees: CHF 300.–
- Annual membership fee (entire company):
 - 1 to 10 employees: CHF 2000.–
 - 11 to 20 employees: CHF 2500.–
 - From 21 employees: CHF 3000.–

Branch operations

Each branch operates according to the same principles as the parent company and appears on the market with the same or similar name. The majority of shareholders in the branch is the same as in the parent company, regardless of its legal form. The employment of local staff is required (no letterbox branches). Three branches can be named per admission application. For each three additional branches, the additional costs amount to CHF 500.– per year. Responsibility for implementing the principles lies with the company representative, who is noted in the application for admission.

Admission process

Application

- Submission of the questionnaire and documents to the secretariat of the Swiss Chamber of Real Estate Agents

Examination of applications

- Examination by admission committee
- Interview with the candidate
- Admission decision of the board

Recording

- Membership in the Swiss Chamber of Real Estate Agents is confirmed and published

Advantages

Support



Legal service (free of charge)

In connection with the purchase and sale of real estate and real estate companies, you can request an initial consultation with our legal service free of charge.

Voser Rechtsanwälte KIG,
Stadtturmstrasse 19, BT Hochhaus,
5401 Baden, Tel. 056 203 10 20,
info@voser.ch



SVIT Arbitration Court (free of charge)

The arbitration court of the swiss real estate industry is the competent body to settle real estate disputes before they escalate. Thanks to the assessment by experts, expensive expert opinions of the court can be avoided.



IAZI property valuation (25% discount)

IAZI AG offers a method to value real estate easily, safely and quickly at market prices. With an appropriate licence you can have the market value of a property estimated online. IAZI grants you a brokerage chamber discount of 25% on the licence.
www.iazi.ch



Swiss Real Estate School SRES (discount)

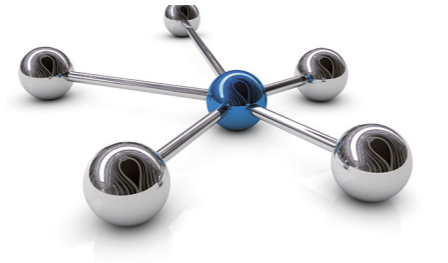
The SVIT Swiss Real Estate School offers a wide range of seminars, courses and training from basic education to university studies. The participants are thus able to provide high-quality services and consolidate their market position.

Exchange



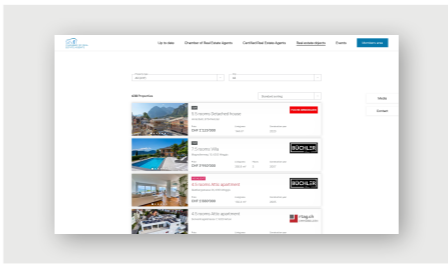
Contact among the members

Members of the Chamber of Real Estate Agents meet at various events (general assembly, information events, workshops) and have the opportunity to exchange information and build networks.



MLS network system (free of charge)

A functioning network is one of the most important working tools for real estate specialists. The MLS system makes it possible to build a network easily and successfully – for one or more properties, for a specific region or market segment.



Real estate objects (free of charge)

Your real estate objects are published first on www.maklerkammer.ch – prospective buyers see your objects first. With this you express the quality of your offer and your service. You get a higher range thanks to an additional real estate portal. To generate more traffic on your objects, you have the possibility to offer search subscriptions. The “Business Plus” package from newhome.ch is included in the annual marketing fee contained. You save over 600 francs.

Discount estimation tool W+P

Members of the Swiss Chamber of Real Estate Agents receive a special discount on the hedonic valuation tool from Wüest Partner of 45%.



Lead generation portal (special conditions)

Together with Wüest Partner, the Chamber of Real Estate Agents has developed a lead generation tool. This tool can be inserted into any broker homepage. After the input process, the seller receives an approximate sales price spectrum for his property. The tool is coupled with Wüest Partner’s hedonic valuation tool. For SCRE members only CHF 2500.–/year (instead of CHF 3500.–).



Further development of the quality standard

The Chamber of Real Estate Agents unites the leading real estate specialists in Switzerland. In order for this to remain so, the joint further development of quality thinking is necessary. This takes place in the exchange of experience and on special occasions.

Recognition



Certificate

On the basis of the examination by the admission committee or after another successful audit, the member receives the member certificate of the Swiss chamber of estate agents.



Seal of approval

This sets the members of the Chamber of Real Estate Agents apart from the other market participants. It is the distinguishing mark of the competent real estate specialist.



Door sign

This is how you show your customers: This company distinguishes itself as a certified real estate agent. A clear positioning towards your competitors.

Communication

Website

At www.maklerkammer.ch all certified real estate specialists in Switzerland are easy to find. In addition, anyone interested will find: property gallery, news and tips.

Public Relations

On relevant topics in the real estate market, the Chamber of Real Estate Agents makes a name for itself – with media information, interviews, newsletters, etc.

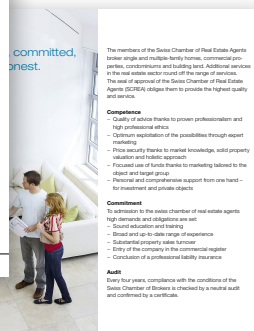
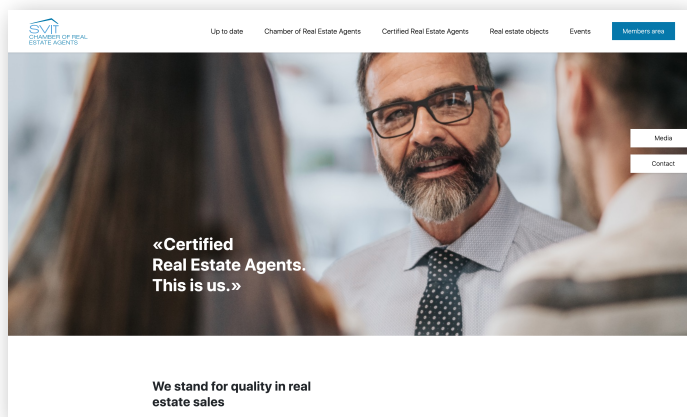
List of members

Relevant core target groups, such as trustees and banks, will receive the membership directory in printed and electronic form. is made available.

Advertising material

The members of the chamber of real estate agents have access to extensive advertising material:

- Roll-ups for exhibitions
- Flyer “Trust is good, certification is better” with company imprint
- Tips on selling property for use in local media
- Adhesive “certified – Swiss Chamber of Real Estate Agents”
- Button for electronic use



Swiss Chamber of Real Estate Agents (SCREA)

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