I-CRE PRO | DIRECT ANSWERS

I-CRE PRO FAQ

Direct answers for experienced commercial real estate professionals

Experienced brokers do not need promotional answers. They need direct answers about access, economics, responsibility and execution. Deeper operating detail is addressed during certification and in the I-CRE PRO Field Manual.

THE OPPORTUNITY

1. What is the single greatest advantage of becoming an I-CRE PRO?

You gain access to institutional demand, forward acquisition and disposition intelligence, and supply channels conventional brokerage cannot consistently reach. That combination gives you greater control over your transaction flow.

2. What makes an I-CRE PRO different from a traditional broker?

A traditional broker usually begins with a listing. An I-CRE PRO begins with known demand, sees developing market activity earlier, pursues aligned supply and professionally advances the resulting transaction.

3. Who are the members?

MarketMaker members include REITs, funds, family offices and other qualified commercial real estate participants with active acquisition, disposition or replacement requirements.

4. How do I gain access to institutional relationships?

MarketMaker identifies and introduces qualified institutional participants for onboarding. The I-CRE PRO conducts the meetings, demonstrates the platforms, develops the relationship and remains responsible for service and follow-through.

5. Will I really receive five to ten institutional opportunities each month?

Qualified I-CRE PROs are positioned to onboard approximately five to ten member relationships per month as capacity and matching permit. Introductions create access; the PRO must earn and maintain the relationship.

6. What does “controlled forward visibility” mean?

Members enter current and future-quarter acquisition and disposition plans. Members can see de-identified alignment; the I-CRE PRO can access the decision-makers, interpret the intelligence and activate the opportunity.

7. Why do members need an I-CRE PRO?

Technology can identify alignment. The I-CRE PRO verifies fit, interprets timing and economics, protects relationships and moves the parties toward engagement, diligence and closing.

8. Does the I-CRE PRO replace the member’s existing brokers?

No. The I-CRE PRO adds capabilities and supply access the member’s existing relationships may not provide. The objective is to prove a more effective model—not disrupt productive relationships unnecessarily.

SUPPLY & MARKET ACCESS

9. How do I access more supply?

Through five principal sources:

- Planned institutional dispositions
- Hold Box conditional supply
- Fresh, just-listed and not-yet-posted broker inventory
- AssetAlign private supply
- Targeted outreach to private property owners

Publicly marketed inventory remains available as the baseline.

10. What is Hold Box supply?

It is property that is not presently for sale but could become available if defined performance, pricing, timing or replacement-supply conditions are met.

11. How does private-owner outreach work?

The process starts with a specific member requirement—not a generic owner list. MarketMaker develops an aligned owner universe, and targeted calling identifies owners willing to consider a serious private conversation.

12. Who pays for the targeted calling program?

Calling resources may be provided through different participation levels. The I-CRE PRO selects an appropriate calling capacity and uses it to pursue specific member requirements.

13. How does AssetAlign help me?

AssetAlign lets owners and brokers privately test properties against actual MarketMaker demand. It creates a controlled path for discovering alignment before broad-market exposure.

ECONOMICS & AGREEMENTS

14. How does the MarketMaker fee share work?

The I-CRE PRO may receive a recurring monthly share tied to the membership level of each company the PRO successfully onboards:

- Level 1: $500 per month
- Level 2: $1,000 per month
- Level 3: $1,500 per month

The fee share generally continues for three years from the member's first qualifying payment, subject to the governing I-CRE PRO agreement.

15. How does the buy-side commission work?

When the I-CRE PRO introduces and advances a platform-aligned transaction, the PRO and member negotiate a success-based commission. A 1% commission may be suggested for a simplified platform transaction, but all commissions remain independently negotiable.

16. What if I source the property outside MarketMaker?

Private or off-platform supply is governed by the Working Agreement. The PRO and member negotiate a commission, which may use a sliding scale based on transaction value.

17. Can I be paid only to help close a transaction?

Yes. When the I-CRE PRO did not create the original alignment but is asked to facilitate diligence and closing, the parties may negotiate a contracted facilitation fee. That fee may be payable for the work performed whether or not the transaction ultimately closes, as the agreement specifies.

18. How does the Working Agreement work?

Before private outreach begins, the I-CRE PRO and member document:

- The requirement being pursued
- The definition of "Perfect"
- Negotiated compensation
- Protected introductions and exclusions
- The sourcing tail
- Termination terms
- Closing-facilitation fees, when applicable

It protects the member, the requirement and the broker's compensation.

19. Are commissions prescribed by I-CRE PRO or MarketMaker?

No. Commission rates and fees are negotiable between the licensed broker and the client. Any examples are illustrations—not mandatory rates.

20. What protects me from being bypassed?

The Working Agreement records the assignment, commission terms and protected introductions. It includes a six-month sourcing tail for supply or demand first introduced by the I-CRE PRO.

OPERATING MODEL & NETWORK

21. How does the CRM work?

The CRM is the operating record for member relationships, requirements, Working Agreements, outreach activity, qualified responses, meetings, follow-ups and transaction progress. If it is not recorded, it cannot be protected, coordinated or measured.

22. Who owns the relationship?

The I-CRE PRO manages the professional relationship while participating in the I-CRE PRO network and complying with the applicable agreements. Platform data, confidential member information and network-generated opportunities remain subject to their governing terms.

23. Will other I-CRE PROs compete with me?

The network is designed for coordination, specialization and protected execution. Requirements, relationships and compensation must be properly recorded so collaboration can occur without confusion.

24. Do I have to share opportunities with the network?

You are expected to use the network when another I-CRE PRO's geography, specialization or relationship can improve the member's outcome. Compensation and responsibilities are established before the parties proceed.

COMMITMENT, STANDARDS & NEXT STEPS

25. How much time does the opportunity require?

At least 25% of your professional time during activation. I-CRE PRO is not a passive designation; it requires onboarding, weekly member communication, requirement development, outreach management and transaction follow-through.

26. Is there a certification fee?

There is currently no fee to apply for or receive I-CRE PRO certification. The investment is your time, performance, professionalism and any optional outreach capacity you elect to use.

27. Is income guaranteed?

No. Institutional relationships, transaction volume, commissions and recurring fee share depend on execution, member adoption, market conditions and closed business.

28. How quickly could I participate in transaction flow?

Potentially sooner than in a conventional business-development model because the network begins with entered demand and existing market requirements. Timing still depends on fit, responsiveness, supply and execution.

29. What performance is expected?

An I-CRE PRO must consistently develop and serve member relationships, maintain current requirements, use the CRM, respond promptly, participate in the network and operate to elevated professional and fiduciary-minded standards.

30. Do I need a commercial real estate license?

Transaction activity must be conducted through appropriately licensed brokerage entities and in compliance with the laws of the applicable state. Certification does not replace licensing requirements.

31. Is I-CRE PRO exclusive?

Certification and market availability are limited. Territorial, specialty and relationship considerations may affect selection, but no applicant should assume exclusivity unless it is expressly documented.

32. What happens next after certification?

You complete training, activate the CRM, learn the MarketMaker and AssetAlign tools, begin institutional onboarding, identify a priority unmet requirement, execute a Working Agreement and start building controlled transaction flow.

33. What is the bottom line?

I-CRE PRO places an experienced broker between substantial institutional demand and a broader spectrum of public, planned, conditional, fresh and private supply.

Equal-caliber broker. Unequalled capability.

THE I-CRE PRO POSITION

Demand reveals the opportunity.
The I-CRE PRO makes it actionable.

Access institutional relationships. See current and forward market intelligence. Reach more tranches of supply. Build a more controlled and recurring transaction flow.

NEXT STEP

Schedule a 20-minute candidate conversation

calendly.com/jeff-smith-marketmakercre

Program terms, fee shares, commissions, participation requirements and availability are governed by final written agreements. Commissions and fees remain negotiable and subject to applicable licensing law.