



YAMAN

COMMERCIAL



**ELEVATE YOUR FUTURE
WITH YAMAN COMMERCIAL**

At the Intersection of Excellence and Opportunity





WELCOME TO THE NEXT PHASE OF YOUR CAREER

Whether you're a seasoned commercial real estate professional or just beginning to explore the potential of this dynamic industry, **Yaman Commercial Industrial** was built for you to thrive. With over 75 years of trusted leadership in Central and Western New York and a long-standing record of delivering results, we're proud to be a brokerage where relationships matter, expertise runs deep, and professionals grow.

We're not your typical brokerage: we provide you a platform, a thought partner, and serve as a force-multiplier for your success

This guide gives you a strong sense of what we offer—but the best is discovered through conversation. If something sparks your interest, let's talk.



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WHY AGENTS CHOOSE TO GROW WITH YAMAN COMMERCIAL

Today's commercial agents aren't just chasing commission splits — **they're building careers, reputations, and legacies.** They want leadership who listen, tools that work, and a culture that helps them level up. ***That's where we come in.***

At Yaman Commercial, we've designed a unique approach to business that will give you the professional foundation, strategic guidance, and market presence you need to do your best work, all while enjoying the process.

Here's what sets us apart:



True Mentorship

More than surface-level guidance. You'll have direct access to brokers and leaders who've personally led top-producing teams and closed complex deals.

Whether you're structuring a tricky lease, pricing a redevelopment opportunity, or navigating your career path—we're in your corner.



Collaboration

We've built a team-first culture where wins are shared, knowledge is transferred, and ideas are welcome. There's no silo mentality here—just a high-trust, high-performance environment where everyone grows stronger together.





Support Systems

We provide the kind of back-end support that frees you up to do what you do best: advise clients, build relationships, and close deals. From marketing to transaction coordination to tech tools that actually work, our infrastructure keeps you efficient and focused.



Credibility

When you walk into a room with the Yaman name, it carries weight. With more than 75 years of commercial real estate leadership across Central and Western New York, we've built long-standing relationships with investors, municipalities, developers, and institutions. Our results speak for themselves—and they open doors for you.



Opportunity

We don't believe in limits. Whether you're looking to specialize, expand into new markets, or lead a future office, we're here to help turn your potential into real production—with the support and structure to scale.

And yes, we offer competitive commission splits—structured to reward your performance and support your long-term success.





THE YAMAN COMMERCIAL AGENT VALUE PACKAGE

LOCAL COMMITMENT. NATIONAL REACH.

We offer access, advocacy, and industry presence at every level:

- Proprietary internal database of investors, owners, tenants, and properties
- Professional Association Membership Options and support through associations like:

NAR – National Association of Realtors

CCIM – Certified Commercial Investment Member

ICSC – International Council of Shopping Centers

NAIOP – Commercial Real Estate Development Association

CREW – Commercial Real Estate Women Network

MARKETING, BRANDING & TECHNOLOGY

Branded Materials



- Professionally designed listing, tenant rep, landlord, and investor presentations
- Custom offering memorandums
- Targeted email campaigns
- Full-service personalized property signage (design, install, store, and remove)

Digital & Social Promotion



- Featured listings on **YamanCI.com**
- Agent highlights and property promotion across **LinkedIn, Instagram, and Facebook**
- Performance analytics for real-time marketing feedback
- Broadcast email blasts to over 800 other CRE practitioners who want to know about your deals.



Premium Tech Tools



- **CoStar:** Corporate discount access to market intelligence and comps that drive smart decisions
- **Buildout:** Full-service listing creation and marketing automation through company admin account
- **Crexi Pro:** Premium access discount provided by Yaman for your first 12 months
- **LoopNet Silver:** Company provided featured listings rotated firm-wide
- **Reonomy:** Corporate account to support ownership research, portfolio mapping, and asset-class filtering

TRANSACTION SUPPORT THAT DELIVERS



Customized 90-Day Launch Plan: get listings market-ready with speed and strategy



Closing Support: admin-prepared billing statements and documentation



Listing Coordination: a streamlined onboarding process that saves you time, getting your property out to the market faster. This leaves you free to do more of what you do best, deals.





CAREER DEVELOPMENT AT YAMAN

THE YAMAN ADVANTAGE POWER YOUR CAREER

Our Ignite Program fast-tracks growth for high-potential agents through hands-on coaching, real-time deal exposure, and direct mentorship from senior leaders.

It's not just training—it's transformation.

Through personalized support, access to experienced executives, and structured professional development, agents gain the tools, insights, and confidence to thrive in real-world client scenarios.

This is how talent becomes top-tier.

EDUCATION

- ✔ **Custom Mentorship:** Guidance and support that meets you exactly where you are in your Commercial Real Estate business development journey
- ✔ **Weekly Team Strategy Meetings:** Learn from active deals, client challenges, and market trends in real time.
- ✔ **Individual Coaching:** Weekly check-ins with leadership to sharpen your focus and help you hit your goals.
- ✔ **Deal-Level Support:** Leasing, consulting, investment sales, development— from marketing to consulting to administrative transaction support, we're hands-on when you need it most.

COLLABORATION

- ✔ **Tight-Knit Team:** Agents who value excellence, professionalism, and mutual respect. Our team encourages and motivates each other to be best-in-class trusted advisors.
- ✔ **Transparent Communication:** Real-time response, always accessible leadership, no internal competition.
- ✔ **Flexibility to Focus:** Your business on your terms - we support your growth of the business YOU desire to create.

COMMUNITY

- ✔ **Work That Matters:** Your deals directly impact local economies—creating jobs, expanding housing, and fueling economic development and wealth-building.
- ✔ **Local Expertise:** We know the zoning boards, the planning departments, the business climate—and we share that knowledge freely.
- ✔ **Purpose-Driven Real Estate:** It's about transformation as well as transactions. We want to make an impact, and we know you do too.





WHAT OTHERS ARE SAYING



Since 2016 I've had the honor of working with and learning from some of the best people in the region. Nothing so far has been as invigorating, inspiring and refreshing as working at Yaman Commercial. The staff and leadership here are on an entirely different level; whether I need creative problem solving, administrative support, training on nuanced topics or even just a good old-fashioned pep talk, this team has me covered. The office culture is energetic and supportive, close-knit yet welcoming. I'm excited on Mondays for commercial training, and I look forward to hearing what the team is up to. At this company we share both wins and "skinned knees," and no one is in this thing alone. I'm so grateful that I answered Jamie's call one afternoon last summer and took the leap. I've found my forever real estate home!

STEPHANIE JACOBSON, COMMERCIAL REAL ESTATE PRACTITIONER WITH YAMAN COMMERCIAL INDUSTRIAL



Before coming over to Yaman Commercial, I was with my previous brokerage for 10 years. I decided to work with Yaman to learn new areas of the business, expanding my knowledge, and because of the company's stellar reputation. Yaman is always on top of the latest trends, training techniques and shows a strong desire to see my continued success and growth both career-wise and personally. The icing on the cake for me in making this important decision in coming over to Yaman was the people. When you see firsthand an organization where all team members are motivated, productive and eager to learn, it makes the decision an easy one.

JEFF GUIDA, COMMERCIAL REAL ESTATE PRACTITIONER WITH YAMAN COMMERCIAL INDUSTRIAL





Our firm has had the distinct pleasure of working with Yaman Commercial on a myriad of projects in Central New York. Whether in the development or brokerage capacity, they possess a very special ability to envision the potential in real estate projects from the outset. More importantly, they have the experience and talent for communicating and articulating that vision with detail and precision.

J. NICHOLAS SLOTTJE, PRESIDENT & CEO, CHARLES REALTY TRUST



I have had the privilege of working with Yaman Commercial for more than 30 years. In that time, I've had the opportunity to work with literally thousands of real estate and commercial property companies throughout the Northeast and Midwest. Central New York is distinctly blessed to have such a confident, professional, and thorough organization.

MARK BARDEN, CEO OF BARDEN HOMES



WHAT YOU WON'T FIND IN THIS PACKET

Some of the most impactful parts of our culture, leadership, and vision can't be captured on paper. What's it like to have a team truly behind you? What happens when you work with a manager who personally invests in your goals? What's the energy like at a company that's rooted in 75 years of excellence—but always looking forward?

We'd love to show you.

YOUR MOVE

Whether you're brand new to CRE or ready to level up from your current brokerage, there's never been a better time to explore what Yaman Commercial can do for your career.

Reach out. Let's talk.

Yaman Commercial
Built for Brokers. Backed by Experience.



Yaman Commercial

CORTLAND | ROCHESTER | FAYETTEVILLE | WHITNEY POINT

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