



Boosting Your Business

WITH TECHNOLOGY, PRODUCTS,
PROGRAMS & SUPPORT





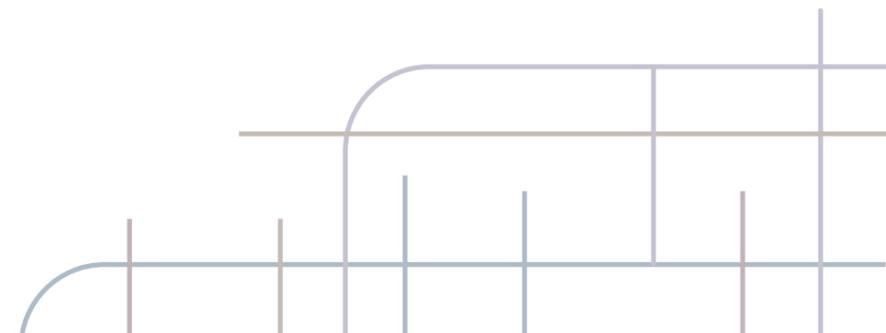
Corner Your Market

ERA Real Estate is not a one-size-fits-all kind of real estate company. Whether you want to supercharge your business, build your brand or take advantage of the collaborative culture and support, we're dedicated to helping you grow without sacrificing what makes you different.

With ERA Real Estate you can tap into the right mix of game-changing technology, innovative products and powerful lead generation, all designed to boost your productivity and your potential. Now, you can stay in control of your business with the resources and support of a national brand built on flexibility ... with the ERA brand in your corner to help you exceed your goals.

That's the ERA® edge.

THAT'S #TEAMERA



Building your business

GAME-CHANGING TECHNOLOGY FOR GO-GETTERS

ERA.com

ERA.com is designed from the ground up to have strong SEO value, ensuring our website and listings appear at the top of results for popular queries on search engines such as Google® and Bing®. In addition to placing emphasis on the organic strength of the architecture of ERA.com, we offer several programs to help further boost our organic online presence.

 **Winning Listings, Marketing Listings, Working with Buyers**

 **No additional cost**

TextERA

TextERA turns ordinary yard signs and marketing into powerful digital lead generators. By texting a simple code, potential buyers can express interest in your property in English or Spanish, and you can respond with property information in a flash.

 **Winning Listings, Marketing Listings, Lead Generation**

 **No additional cost**

Organic Optimization

ERA.com, along with our affiliated broker and agent websites, are all SEO-optimized to ensure that our website appears in the upper echelon of search engines like Google® and Bing®.

 **Winning Listings, Marketing Listings**

 **No additional cost**

Listing Exposure

ERA-represented listings are syndicated in the US and across the globe in places where people are looking for real estate.

 **Winning Listings, Marketing Listings, Lead Generation**

 **No additional cost**

Your Own Website

ERA offers full IDX-enabled agent websites with content-authoring tools that make it easy for you to express your expertise online. It quickly and easily allows you to connect digitally with your clients and stay connected throughout their entire home search and buying experience.

 **Winning Listings, Marketing Listings, Working with Buyers**

 **No additional cost**

All-Access Extranet

Our powerful extranet Leverage® is the one-stop online destination for all the essentials to help you manage your business:

- Lead management
- Product and program information
- Educational resources
- Skill development
- Listing and buyer presentations
- Marketing tools and materials
- And more

Leverage has a powerful, intelligent search, expanded document library, and a customizable calendar. We make it easy to find what you're looking for with a social-media-style newsfeed – and it's easy to share content, follow hashtags, favorite pages and more. This site is definitely one that you'll want to leverage for your business.

 **Managing Your Business**

 **No additional cost**

Targeted Search Engine Marketing

Search Engine Marketing is one of the top traffic drivers and lead generators to ERA.com. Our national campaigns are optimized to drive active buyers and sellers to ERA.com, generating high quality leads for your company and listings directly to your CRM.

 **Brand Awareness, Lead Generation**

 **No additional cost**

Referrals For A Global Network

What better way to capitalize on the access we provide across the US and in almost 40 countries than with the ERA Global Referral platform? Our global referral platform is a great way to grow your business and includes everything from referral promotion, agent validation, referral tracking, translation and payment processing.

- Find new buyers
- Demonstrate global reach
- Access new markets
- Gain new business insights

 **Prospecting, Referrals**

 **No additional cost**

Share Results With Sellers

ERA provides powerful real estate analytics and listing reports that you can easily see and share. These reports, branded with agent and company information, showcase how properties perform online, including views and inquiries from specific websites, and can be shared automatically with sellers.

 **Winning Listings, Working with Sellers**

 **No additional cost**

Top-Notch Tech

We'll help grow your business with technology that makes your life easier. Thanks to our relationship with MoxiWorks, ERA Real Estate can bring the latest technology to our affiliated agents at no additional cost.

MoxiPresent

The more-than-a-CMA interactive presentation tool. In addition to CMA capabilities, you'll also have access to branded content for both buyers and sellers – to further showcase your value.

 **Winning Listings, Working with Buyers**

 **No additional cost**

MoxiEngage

The CRM built specifically for real estate agents. MoxiEngage keeps you on task and in flow, syncing and updating information and insights about your clients.

 **Managing Your Business**

 **No additional cost**

MoxiImpress

Marketing made easy. MoxiImpress allows you to automatically create and distribute print, digital, and social media advertising materials.

 **Marketing Listings, Marketing Yourself**

 **No additional cost**

MoxiWebsites

A place to grow your brand, sphere, and business. MoxiWebsites is a web content management system that gives you control to create an awe-inspiring website without knowing a line of code.

 **Winning listings, Marketing Listings, Working with Buyers**

 **No additional cost**

Building your business

RESOURCES & PROGRAMS FOR SELLERS

Give Sellers More Options

Option 1: Offer to sell properties through the traditional real estate method.

Option 2: ERA Sellers Security® Plan
Our innovative, longstanding ERA Sellers Security Plan provides qualified sellers the peace of mind, knowing that if their home is not sold within a fixed period of time, we'll buy it.*

Option 3: RealSure®
The RealSure program from Realogy and Home Partners of America is a unique program that puts a cash offer in your seller's hand. Your seller can decide to take the cash offer or continue to market their property for 45 days with the cash offer in their back pocket.***

-  **Winning Listings**
-  **No additional cost**

Special Incentives

If your broker is part of the Realogy Advantage Network, you'll have access to special incentives for specialized audiences.

- AARP Real Estate Benefits from Realogy
- Realogy Military Rewards

-  **Winning Listings, Working With Buyers**
-  **No additional cost**

Up the Selling Price with Updates

Agents agree: A better looking home sells faster and for a better price. The RealVitalize program helps sellers with home improvements and repairs to prepare their home for sale. RealVitalize covers the upfront costs and gets paid back when the listing sells. No hidden fees, interest charges or mark ups.**

-  **Winning Listings**
-  **No additional cost**

Distinctive Properties

ERA Distinctive Properties® showcases influential properties that are in the top 10% of your market. Whether you're marketing a lavish estate or a historic downtown home, Distinctive Properties gives you access to elegant marketing materials and additional exposure to high-wealth home buyers across multiple national and international sites including WSJ.com, RobbReport.com, JamesEdition.com, and more.

-  **Winning Listings, Marketing Listings**
-  **No additional cost**

Price It Right

The ERA® Pricing Analysis Suite takes the guesswork out of number crunching by leveraging data pulled from local MLS sites to offer a more precise picture of area housing prices, so you can get the best price for your clients' homes.

-  **Winning Listings**
-  **No additional cost**

NEXT LEVEL BUYER PROGRAMS & SUPPORT AFTER THE TRANSACTION

Additional Inventory

Builders Digital Experience (BDX) is a way to find brand new inventory. It is a nationwide real estate portal that serves as a multiple listing service for over 130,000 newly completed homes, under-construction homes and soon-to-be-built homes. Which means more opportunities for your buyers and your business. Plus, it's a great way for you to build relationships with local home builders.

-  **Increasing Inventory, Working with Buyers**
-  **No additional cost**

Professional Presentations

Our beautifully branded listing and buyer presentations are designed to showcase the value you bring to the table. They're customizable and modular so that you can craft your pitch - and include instructions on how to customize, along with a suggested talk track. Available in English & Spanish.

-  **Winning Listings**
-  **No additional cost**

Focus On Past Clients

ERA Transact is a way to connect with past clients and drive repeat business. It works by compiling your client history into a user-friendly database and helps you be more productive by helping you focus on the relationships that are most likely to yield new business.

-  **Repeat Business, Referrals**
-  **No additional cost**

Moving Assistance

ERA Moves is a pre-move program that saves clients up to 25% during the course of their move. It includes white-glove service and helps your clients connect their utilities with one simple phone call.

-  **Winning Listings, Repeat Business**
-  **No additional cost**

Stay In Touch, Automatically

Staying top of mind with all your clients is essential for repeat and referral business. The ERA Follow-Up program will regularly send branded, hyperlocal offers for goods and services to former clients on your behalf. It's a powerful retention program that helps keep doors open long after a property has closed.

-  **Prospecting, Repeat Business, Referrals**
-  **No additional cost**

*Conditions and limitations apply; including but not limited to: house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based in part upon a discount of the home's appraised value. Additionally, program participants must purchase their next home within 6 months of the close date of the SSP property through a broker designated by ERA Franchise Systems LLC. Not available in all areas.

**Execution of a program agreement is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither ERA Franchise Systems LLC nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program.

***Available in select markets only. Cash offers may be contingent upon property inspection. Program is not affiliated with any real estate professional or lender. This is an advertisement and not a lending offer or an offer to purchase your home. See realsure.com/how-it-works for terms and conditions. REALSURE, the RealSure logo and SELL. BUY. EXHALE. are service marks of RealSure LLC.

Building your brand

TAKE THE GUESSWORK OUT OF MARKETING

Superior Branding

Every detail of our brand was created thoughtfully and strategically. From our color palette, to our fonts to our design elements and our messaging – branding of this caliber is a sophisticated tool that can help elevate the perception of your business. By simply accessing our branded marketing materials, you can create cohesive local marketing campaigns that are professionally crafted for your business.

 **Marketing Listings, Marketing Yourself, Lead Generation**

 **No additional cost**

Brand ID Guide

ERABrandID.com tells our visual story. It's where you can find info on our design, colors and fonts. It explains our tone and is also home to downloadable design elements, logos and logo guidelines, yard sign guidelines and more.

 **Branding, Marketing Assets**

 **No additional cost**

Personalized Marketing

Whether you want to brand yourself or market your properties, our Marketing Center allows you to easily customize digital and print marketing materials. Make your mark with postcards, brochures, flyers, social media – and more, simply and easily.

 **Marketing Yourself, Marketing Listings, Lead Generation**

 **No additional cost**

Stationery

A full suite of professionally designed, custom stationery items are available to help you make a polished impression with potential clients.

 **Marketing Yourself, Working with Sellers, Working with Buyers**

 **Negotiated pricing**

Print Marketing

Our Print-On-Demand service lets you quickly create, customize and order a range of ERA® branded templates and printed materials. Choose from postcards, flyers and brochures – whatever you need to market yourself and your properties.

 **Marketing Listings, Marketing Yourself, Prospecting**

 **Negotiated pricing**

Defining Images

All of the images used throughout our materials are also available to you in our image library on ERABrandID.com. This growing library contains images that you can use for presentations and marketing pieces – in high or low res. We have real estate images, lifestyle images, consumer images and more.

 **Local Marketing**

 **No additional cost**

Automated Marketing

Whenever you get a new listing, we automatically create a suite of digital marketing assets, including: a listing detail page, a video microsite, YouTube® videos, print-ready flyers and postcards, TextERA short codes and more, at no additional cost to you.

 **Marketing Listings, Lead Generation**

 **No additional cost**

Yard Signs

Our approved vendors offer a variety of personalized signage options for ERA® network members, so you can showcase yourself and your properties in a professional way.

 **Marketing Listings**

 **Negotiated pricing**

Social Media

We use social media to help you build your business by showing that you are backed by a powerhouse brand. We share news about our brand, our culture, thought leadership, information on tried-and-true ERA products, the benefits of our awesome learning courses, our partnerships – and more.

facebook.com/erarealestate
instagram.com/erarealestate
linkedin.com/company/era-real-estate

We also use social media to show the value provided by ERA affiliated agents with content for home buyers and sellers.

facebook.com/erainyourcorner
instagram.com/erainyourcorner

 **Networking, Collaborating**

 **No additional cost**

Social Media Made Easy

Today, staying connected to your sphere is more important than ever. The ERA Social Tool helps you create more connections through social media and keep managing them, stress-free. From branded content and a library of ERA posts and images, to the ability to add your own feeds that are relevant to you and your local network, our social tool makes creating and sharing posts easy. You can share and promote your property listings, branded with your company's logo, on Facebook, LinkedIn and Twitter.

 **Networking, Marketing Listings**

 **No additional cost**

Boost by HomeSpotter

Reach a wider audience with automated targeting and generate seller leads with automated 3-day advertising campaigns for your recently sold listings on Facebook, Instagram and premiere websites.

 **Lead Generation**

 **No additional cost**

Social Automation

Social Automation automatically creates Just Listed and Open House videos for each of your listings, then uploads them to your brokerage's Facebook®, Instagram® and YouTube® pages.

 **Marketing Listings, Lead Generation**

 **No additional cost**

SocialBoost

Once your videos are on your Facebook business page or other social platforms, with Social Automation, you can easily target potential home buyers outside of your sphere of influence using SocialBoost.

 **Marketing Listings, Lead Generation**

 **Negotiated pricing**

Build Your Reputation

Your best customer satisfaction survey results are automatically transformed to social media posts on your company's Facebook page and your Facebook business page. Allowing you to publicize your great results, build your reputation and generate new leads.

 **Marketing Yourself**

 **No additional cost**



Supporting your success

EXTRAS YOU CAN TRULY RELY ON

Learning That Keeps You Productive

After taking Team ERA University learning courses, ERA® affiliated agents had significant growth in their business compared to the 12 months prior to taking any course:**

- Up to 92% More Closed Units
- Up to 124% Higher Closed Volume

Drive your success with programs from Team ERA University that are the best in the business. We cover everything from technology to tools, business planning to winning listings, and everything in between. Live classes and on-demand, so you can grow at your own pace and in the direction you choose.

 **Learning and Development**

 **No additional cost**

National, Regional and Local Press

Public relations is a cornerstone of our brand awareness strategy in the industry. We love spotlighting our affiliated brokers and agents, as well as leadership, by shouting out their success as it relates to our brand and thought leadership.

 **Brand Awareness**

 **No additional cost**

Spark

ERA-affiliated agents have the opportunity to join SPARK**, a membership association that provides access to personal and business benefits including top-tier insurance solutions, agent safety tools, travel discounts, retirement planning solutions, and much more.

 **Growing Your Business, Balancing Your Life**

 **Negotiated pricing**

Awards

The ERA annual awards are for more than just sales and productivity – they also honor professionals who have demonstrated exemplary customer service, a commitment to diversity, outstanding community leadership, inclusive business practices, and more.

 **Recognition**

 **No additional cost**

Fuel

Fuel ERA is our annual conference showcasing everything the ERA family has to offer – networking, learning opportunities, panels, presentations, premiere products and programs, industry speakers, awards, recognition and, of course, parties!

 **Learning and Development, Recognition, Networking, Collaborating**

 **Travel & registration costs apply**

Industry Affiliations

We are front and center at the most important events to demonstrate thought leadership, foster diversity and support our industry. You can find us at national conferences like NAR, Inman Connect, AREAA, NAHREP® and LBGTQ+ Real Estate Alliance.

 **Diversity and Inclusion Networking**

 **Travel & registration costs apply**

Here To Support You

Our customer support resources can help you with anything from basic to sophisticated questions regarding ERA systems, tools and technology. We are here, at your service, seven days a week, to assist you and your affiliated real estate professionals.

 **Brand Support**

 **No additional cost**

Connect With Us

ERA Connect is our communications app that helps you stay informed about everything that's happening at ERA with a steady stream of content and inspiration.

 **Communication, Collaboration, Networking**

 **No additional cost**

Perks

Get VIP access to an assortment of products and services designed to help your business. Receive special discounted prices on wireless plans, office supplies, overnight express services and much more. There is also a wide range of resources and discounts for your clients.

 **Grow Your Business**

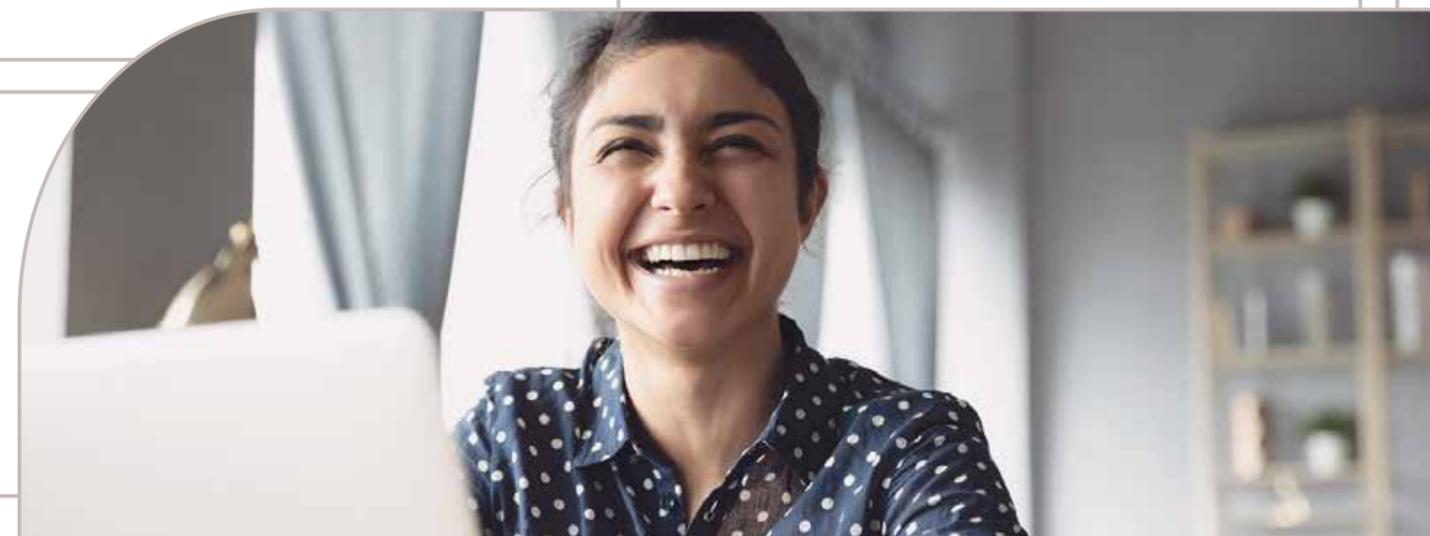
 **No additional cost**

ERA Cares

ERA Cares Across Communities is designed to encourage, empower and celebrate giving back ... in any way you see fit. Whether it's donating money, time, skills, outreach or relief efforts, you are empowered to support the organizations that mean the most to you.

 **Community Involvement**

 **No additional cost**



*Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 1,438 independent sales associates who had been affiliated with the ERA® Real Estate brand for at least a year prior to the study and who participated in Team ERA University® learning classes and activities between January 2019 and November 2020 (the "Sample Pool") and entered their activities into REScoreboard. All sales associates included in the study completed one or more learning classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the monthly Metrics generated by the Sample Pool during the 12 months prior to their taking any ERA courses and then measured the monthly Metrics generated during the 12 months after the end date of each agent's participation in the learning courses. We also measured the monthly Metrics generated by ERA-affiliated sales associates who did not participate in ERA courses and activities during the corresponding months of the Study for comparison purposes. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any ERA-affiliated sales associate will achieve the same or similar results. ©2022 ERA Franchise Systems LLC. All rights reserved. ERA® Real Estate, Team ERA® University and the ERA Logo are service marks owned by ERA Franchise Systems LLC. ERA Franchise Systems LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated.

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**Connect
with us**

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