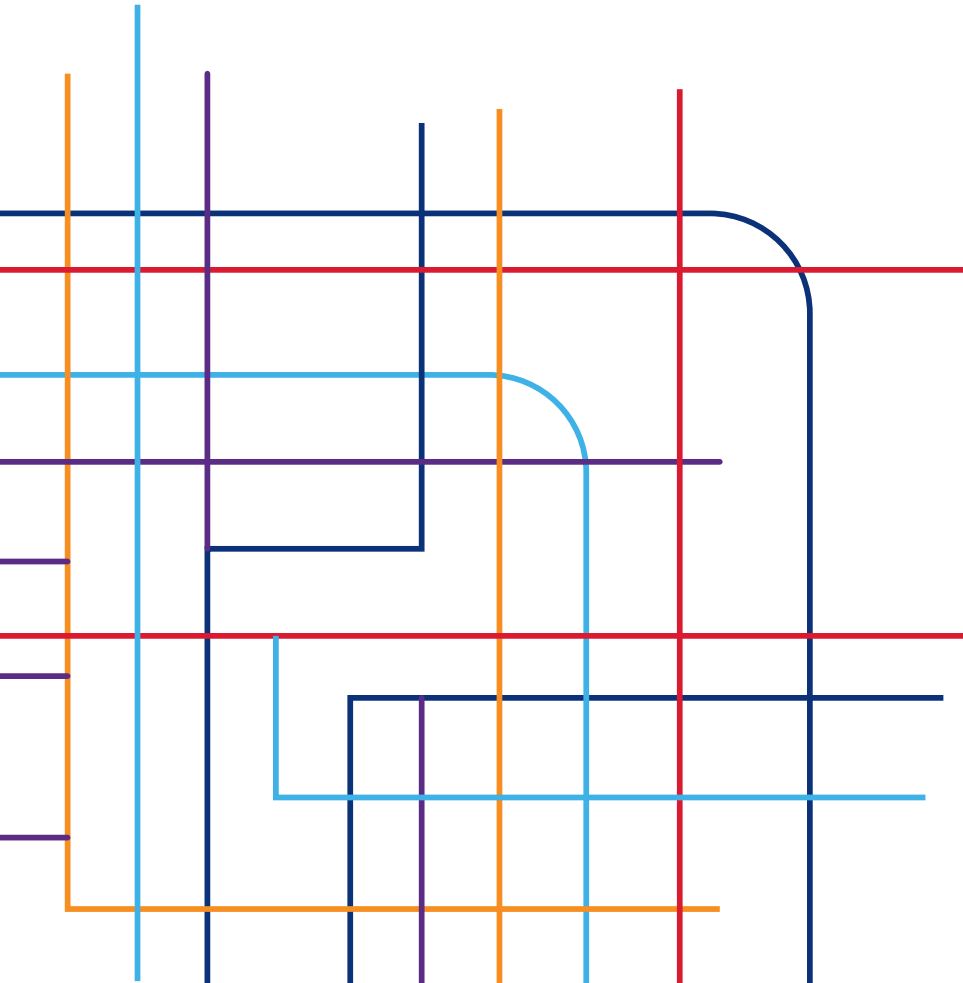


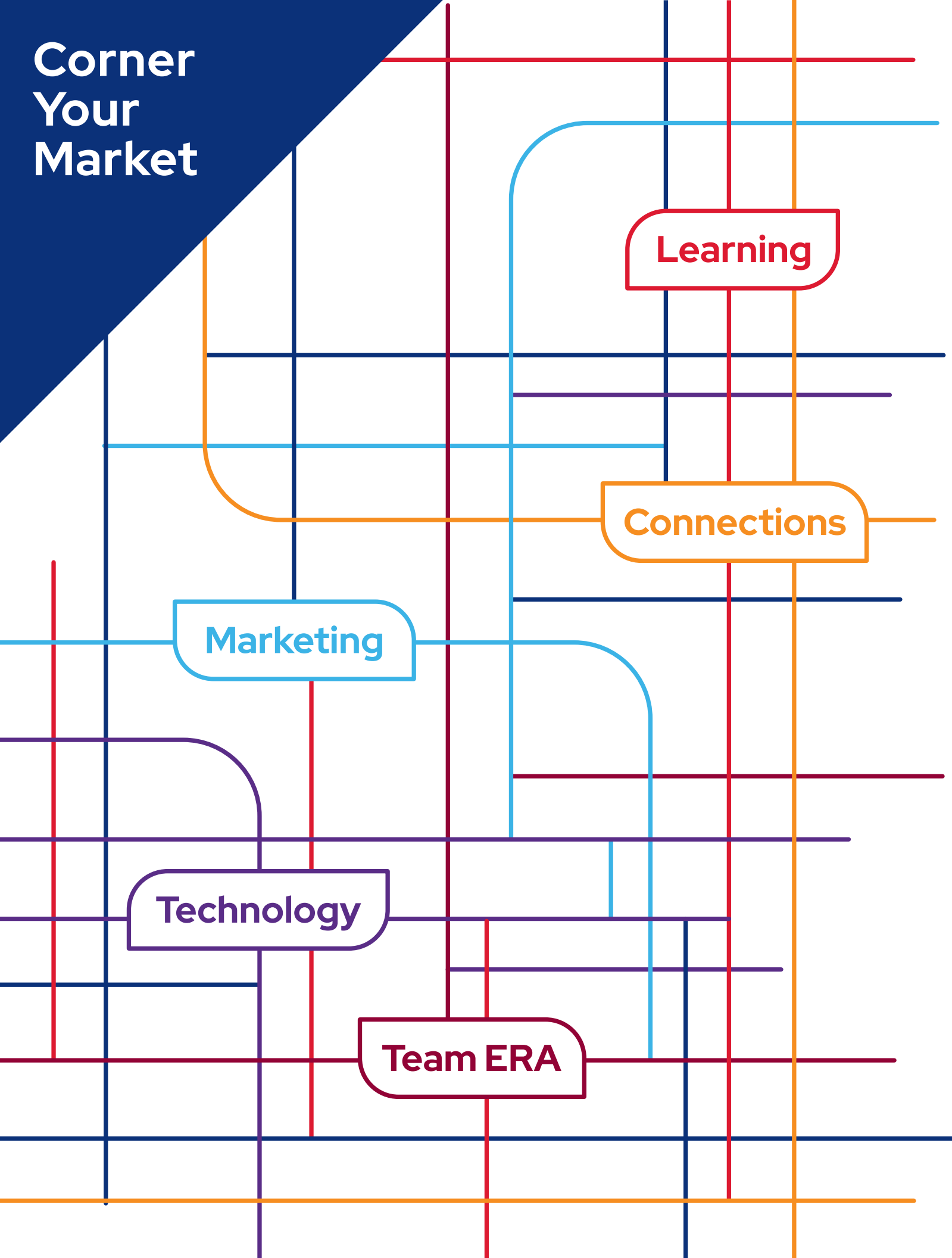


# Corner Your Market

TAKE YOUR CAREER FURTHER WITH ERA REAL ESTATE



Corner  
Your  
Market



# We're all about you

We all know that real estate is as local as it gets. That's why ERA Real Estate keeps you in control of your business with the resources and support of an international brand built on flexibility. All backed by game-changing technology, products, and powerful lead generation. Plus, innovative tools and learning programs designed to supercharge your productivity. The best part? You'll be part of a powerful network of like-minded entrepreneurs supported by a brand dedicated to helping you grow without sacrificing your individuality.

You decide what goals to shoot for and together we'll help you corner your market.

**THAT'S #TEAMERA**

# Learning that keeps you productive

Simply put, you're the most important part of your business. ERA Real Estate is here to help drive your success with learning programs that are the best in the business. We cover everything from technology to tools, business planning to winning listings, and

everything in between. Learn your way with live and on-demand courses, so you can grow at your own pace and in the direction you choose. No matter your experience level we have the learning to fuel your business.

## Top 6 Team ERA University courses to help grow your business

### CREATE A STRATEGY

Our Business Planning course helps agents avoid the ups and downs of the "income roller coaster" by setting realistic goals and planning daily, weekly, and monthly activities around achieving them – giving you powerful tools to drive your business from transaction-focused to more goal-focused.

### BUILD YOUR BUSINESS

Whether you're a new agent or just need a refresher, our Productivity course teaches the basics to build and sustain your business. We like to say that it's "learning while doing" because in this course you'll actually be building your sphere and exploring leads with the goal of creating new contacts and booking appointments.

### WORK YOUR SPHERE

Your sphere of influence has the potential to be your most profitable source of prospecting, but your sphere can't work for you if you're not working your sphere. Our SOI course will show you how to set the number of daily contacts you need to make in order to keep your business growing.

### WIN LISTINGS

Listings are the surest way to build a big business with the lowest costs and the highest net. In our Listings course, you'll explore the attitudes of successful listing agents, set transaction goals, build your listing presentation and learn how to differentiate yourself through metrics.

### STRENGTHEN RELATIONSHIPS

Top agents know that open houses are a great way to strengthen relationships with the sellers. In this Open House course, you'll uncover strategies to utilize open houses to drive traffic and generate leads for your business.

### THINK BIGGER

Whether you know it or not, you're a farmer, and your crop is your business. Another hands-on experience, our Farming course will teach you how to think bigger. You'll no longer restrict yourself to geographic areas and just direct-mail campaigns.



## ERA agents that have taken Team ERA University courses, have seen\*

**30%**  
more listings

**28%**  
more closed units

**35%**  
higher sales volume

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 3,680 independent sales associates who had been affiliated with ERA Real Estate for at least a year prior to the study and who participated in ERA® Real Estate learning classes and activities between August 2017 and August 2019 (the "Sample Pool") and entered their activities into RE-Scoreboard.com. All sales associates included in the study completed one or more classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the Metrics generated by the Sample Pool during the 12 months prior to their taking any ERA Real Estate learning courses and then measured the Metrics generated during the 12 months after the end date of each agent's learning. Study completion date was September 2020. 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 Real Estate affiliated sales associate will achieve the same or similar results. © 2021 ERA Franchise Systems LLC. All rights reserved. ERA®, ERA Real Estate LearningSM, 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.





# Leverage makes it easy

## One-stop-everything

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

- Lead management
- Product and program information
- Educational resources
- Skill development
- Listing 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



## 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.

## 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.

## More traffic, more views and better-quality leads

ERA.com is SEO-optimized to ensure that our website appears in the upper echelon of search engines like Google® and Bing®. In addition to emphasizing the organic strength of ERA.com, one of our most powerful SEO tools is the unique local content generated by our affiliated companies and agents – including local & property insights and blogs, all giving you an edge over the competition.

# Great tech-spectations

Real estate is a people business, yet we rely on technology to make things happen. At ERA Real Estate, let us focus on delivering the best technology so you can focus on your business. Of course, you'll have all the technology that you've come to expect, like a customized mobile website, a CRM, and a consumer search app. But the awesome part is the technology that you don't expect! Fuel your business with lead generators – from search engine marketing

campaigns, to social media ads and texting tools. We use big data and AI to help you focus on the leads that are ready to transact. Pretty cool. We even have tech that automates marketing and social media – keeping you in touch with your sphere, before, during and even after the transaction. The ERA® brand is all about game-changing technology, products, and powerful digital lead generation. All backed by a team focused on helping you grow.







# Lead Gen & Traffic Drivers

## 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.

## Additional inventory

Builders Digital Experience (BDX) is a way to find brand new inventory for your buyers. It's a nationwide real estate portal that serves as a multiple listing service for newly completed homes, homes currently under construction and soon-to-be-built homes. Available for all ERA affiliated agents, BDX offers you access to more than 130,000 units of new home inventory, which means more opportunities for your clients and your business.

## Give sellers more options

Our innovative, yet longstanding, ERA Sellers Security<sup>®</sup> Plan provides qualified sellers the flexibility to know that if their home is not sold within a fixed period of time, ERA<sup>®</sup> will buy it.<sup>1</sup> It's a powerful promise. As an ERA affiliated agent, the ERA Sellers Security Plan gives you the edge you need to compete for listings and separate yourself from the pack. No contingencies. No worries.

<sup>1</sup> Message and data rates may apply

<sup>2</sup> Conditions apply; house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC. Additionally, the seller's next home must be purchased through a broker designated by ERA Franchise Systems LLC. Call your local participating ERA affiliated sales professional to review details.

## Text your way to the top

Our TextERA tool means interested buyers can text you directly—and instantly—from the front yard of your listing, turning ordinary yard signs into powerful lead generators. Plus, the leads we drive to ERA.com directly boost your business, allowing clients to search for homes with your help; all while you prioritize leads, market to your clients through data-driven follow-up plans and seamlessly guide them through their experience from any device.<sup>2</sup>

## 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**



# Take the guesswork out of 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. It's like having your own personal marketing department. Plus, you'll also have access to beautifully designed property and agent marketing materials, including listing presentations, flyers, brochures, postcards, and social media assets.

It's all designed to help you save time. More time for you. Less expenditures on marketing, and a whole lot more people seeing your properties.

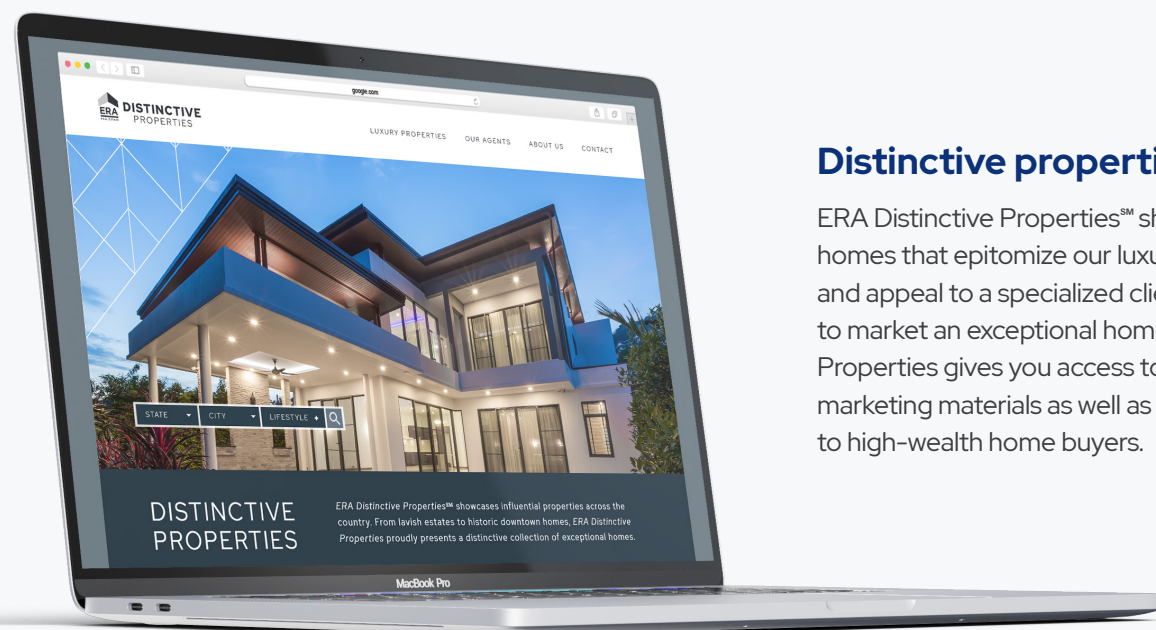


## Personalized marketing

Whether you want to brand yourself or market your properties, the ERA 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.

# Supercharge your social media

Our current strategy uses social media to ensure the industry hears us. 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 – all to help you build your business by showing that you are backed by a powerhouse brand. Follow us on Facebook®, Instagram®, Twitter®, and LinkedIn®.



## Distinctive properties

ERA Distinctive Properties™ showcases influential homes that epitomize our luxury requirements and appeal to a specialized client. When you need to market an exceptional home, ERA Distinctive Properties gives you access to sophisticated marketing materials as well as additional exposure to high-wealth home buyers.



### THE ERA SOCIAL TOOL

The ERA Social Tool helps you create more connections through social media and keep managing them. 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®.



### SOCIAL AUTOMATION

The combination of video and social media is unparalleled. Get your properties directly into the hands of potential buyers via Social Automation. ERA 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. It's all designed to generate visibility, more leads, and more value for your agents!



### USE SOCIAL TO REACH BUYERS

Now you can use video, social media and digital targeting to maximize their impact. Once your listings are posted, on your brokerage's Facebook®, Instagram® and YouTube® pages through our Social Automation program, you can reach potential home buyers outside of your sphere of influence using Social Boost to create a custom target audience.



### BUILD YOUR REPUTATION

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



# Built on relationships

Across our industry, 88% of customers would happily work with their agent again, but only 18% actually do.<sup>1</sup> That's why we offer programs and tools to help you generate more referrals and repeat business.



# Beyond the transaction

## Great relationships begin when transactions end

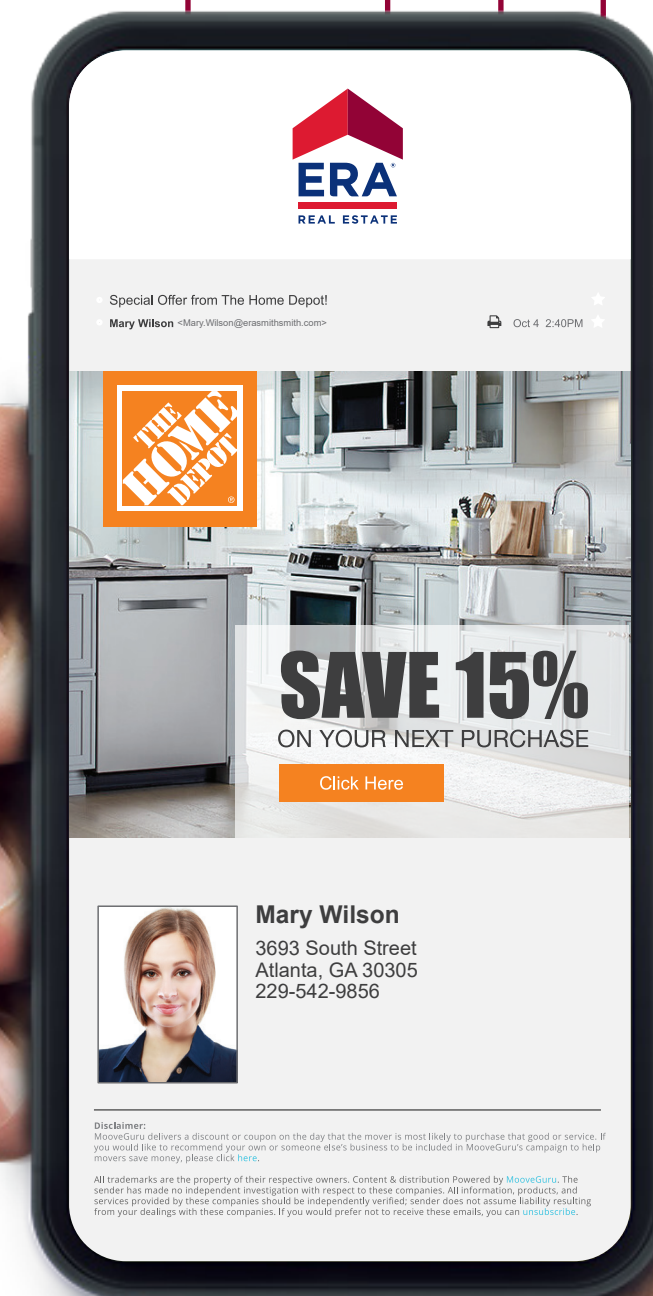
ERA Real Estate helps you stay top-of-mind by giving you access to referral resources that every homeowner needs, like local contractors, service providers, special offers, and more.

## We got moves

Our hassle-free ERA Moves moving assistance program provides white-glove utility connection to your clients and also sends up to 15 emails with local and national offers from YOU before the close.<sup>2</sup> That's so thoughtful of you.

## Clients love you. But do they remember you?

Staying top-of-mind with all your clients is essential for repeat and referral business. With the ERA Follow-Up program, once your client is enrolled, ERA® will take care of the rest with no added work from you by regularly sending branded, hyperlocal coupons for goods and services to former clients on your behalf.<sup>3</sup> It's a powerful retention program that helps keep doors open long after a property has closed.



<sup>1</sup> NAR Home Buyer and Seller Generational Trend Report 2019

<sup>2</sup> Clients are automatically enrolled in the ERA Moves program but may opt-out at any time.

<sup>3</sup> Agent must enroll buyers within 30 days of close. Enrollment available for sellers at an additional cost to the agent. Clients may opt out at any time.





## Put Team ERA in your corner

A lot of brands talk the talk. But at ERA Real Estate, we deliver when it comes to being a global real estate brand rooted in family ... a family more than 36,000 affiliated agents strong. From responsive support and services to simply having a sounding board for some blue-sky thinking, the entire ERA® network is all in on getting you where you want to go.

**THAT'S #TEAMERA**

### Stronger together

ERA network events are the perfect launchpad for transforming your business. They're also a powerful platform for networking, learning opportunities, thought leadership, skill-building, hearing from great industry speakers, recognizing Team ERA's accomplishments, and fun!

### You deserve to be awarded

Your hustle is what makes you successful. At Team ERA, we go above and beyond to recognize your achievements with an awesome awards and recognition program that's both a salute to your hard work, and a powerful way to market yourself. That's a win that keeps on winning.

### Stepping forward to give back

ERA affiliated brokers and agents have deep roots in thousands of hometowns across the nation. That makes us uniquely positioned to understand the needs of the communities where we live and work. ERA Cares Across Communities is designed to encourage, empower, and celebrate giving back ... any way you see fit. Whether it's donating money, time, skills, outreach, or relief efforts, you are empowered to support the organizations and charities that mean the most to you.



## Corner Your Market

You're already a pro in your market; our job is to simply make sure you have the tools you need to grow, thrive and be your most successful self. With ERA Real Estate, you're empowered to build your success in your own unique way.

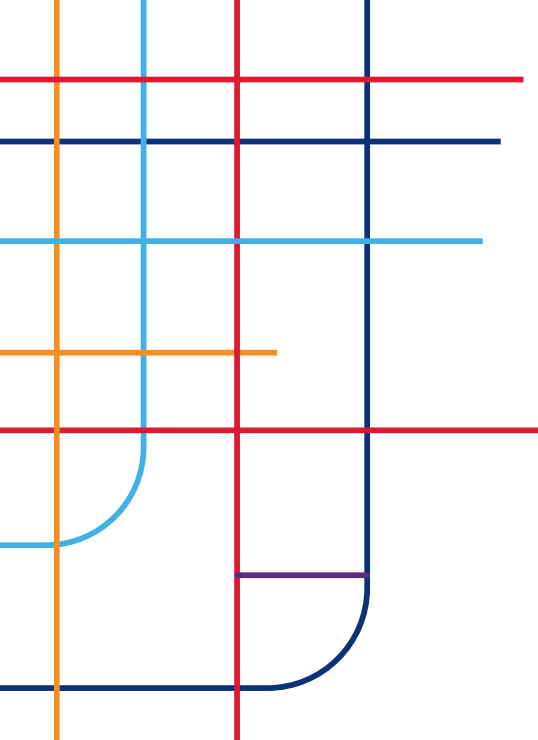












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[linkedin.com/company/era-real-estate](https://linkedin.com/company/era-real-estate)

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