

A faint, light blue architectural floor plan is visible in the background, showing various rooms, corridors, and furniture layouts. A dark blue banner is positioned in the upper right corner.

# ERA MARKETING PRESENTATION



Always There For You.®

# VISION STATEMENT

ethical

ERA® IS THE REAL ESTATE COMPANY OF CHOICE  
FOR CONSUMERS AND AGENTS BECAUSE

results oriented

ERA® SALES ASSOCIATES ARE ETHICAL, FORWARD-  
THINKING AND RESULTS ORIENTED  
PROFESSIONALS WHO TAKE A PROACTIVE  
APPROACH TO REAL ESTATE...

proactive

THEREFORE, AGENTS CAN BE SURE THEY'LL HAVE  
THE BEST TOOLS AND TRAINING TO  
ACCOMPLISH THE JOB AT HAND.

professional

CONSUMERS HAVE TOTAL CONFIDENCE THAT  
THEY ARE DEALING WITH A CONSUMMATE  
PROFESSIONAL, EXPRESSING THE HIGHEST LEVEL  
OF SERVICE AND INTEGRITY



Always There For You®

# REACHING YOUR REAL ESTATE GOALS



- TIME
- MONEY
- MARKETING SOLUTIONS
- BLUEPRINT OF A SUCCESSFUL TRANSACTION



# Competitive Pricing

## DETERMINING MARKET VALUE

- PRICING ANALYSIS GRID
- COMPETITIVE MARKET ANALYSIS
- APPRAISAL



# ATTRACTIVE FINANCING



TERMS ENHANCE PRICE  
PRE-QUALIFIED BUYERS  
RELATIONSHIP WITH LENDER

# ATTENTION TO LEGAL DETAILS



REQUIRED DISCLOSURES  
WRITTEN CONTRACTS  
EARNEST MONEY DEPOSIT



Always There For You®



# APPEALING CONDITIONS



PREPARATION FOR SALE  
STAGING FOR SHOWING  
ELIMINATING POTENTIAL HINDRANCES



Always There For You®

# EFFECTIVE MARKETING



- ATTRACTING BUYERS
- PROFESSIONAL SALES SKILLS
- NEGOTIATION





# SUCCESSFUL CLOSING



Always There For You®

# EXPOSURE



THE MOST IMPORTANT  
ELEMENT:  
EXPOSURE = MORE POTENTIAL  
BUYERS  
EXPOSURE = FASTER SALE AND  
HIGHER PRICE

# EXPOSURE TO LOCAL BUYERS



INFORMATION  
SHEETS  
YARD SIGN  
OFFICE PREVIEW  
FLYERS  
MLS  
DIRECT MAIL  
NETWORKING  
PRINT MEDIA  
OPEN HOUSE  
INTERNET



Always There For You®




# EXPOSURE TO BUYERS WORLDWIDE

OVER 80 % OF BUYERS START

THEIR HOME SEARCH ON-LINE... [WWW.ERA.COM](http://WWW.ERA.COM)



[WWW.RESORT.ERA.COM](http://WWW.RESORT.ERA.COM)

AOL  real estate



Start your home buying and selling with OpenHouse.com

 [Zillow.com](http://Zillow.com)  
Your Edge in Real Estate

[TINADILLON.NET](http://TINADILLON.NET)

THE WALL STREET JOURNAL.

FACEBOOK

[MYELLCOTTVILLE.COM](http://MYELLCOTTVILLE.COM)



[TINADILLON.COM](http://TINADILLON.COM)



[WWW.ERADISTINCTIVEPROPERTIES.COM](http://WWW.ERADISTINCTIVEPROPERTIES.COM)

[WWW.ESPANOL.ERA.COM](http://WWW.ESPANOL.ERA.COM)



twitter

[LUXURYREALESTATE.COM](http://LUXURYREALESTATE.COM)



# BUYER EXPOSURE – ERA.COM

Overview Map Tools Photo Gallery Neighborhood Office Contact Agent

View All

**\$1,190,000**

**1415 N Tejon St**  
Colorado Springs, CO 80907

Bedrooms: 4  
Full Bathrooms: 5  
Half Bathrooms: 0  
Square Footage: 5,300  
Property Type: Resale - Single Family Detached  
MLS / Listing ID#: 569908  
Express Listing ID: 2581901

Martha Marzolf  
ERA Shields Real Estate  
[martha.marzolf@ERA.com](mailto:martha.marzolf@ERA.com)  
Cell: (719) 440-5764  
Office: (719) 593-1000

Contact Me

Refine Your Search

Location:  
colorado springs, co 80904

MLS ID or Express ID:  
MLS/Listing ID #

Price Range:  
\$ \$

Beds: Baths:

Property Features  
Property Types  
Special Programs  
Surrounding Areas

SEARCH RESET

- BUYER LEAD RESPONSE TOOLS
- MAPPING TOOLS
- FLOOR PLAN TOOLS
- TALKING PHOTO GALLERY
- MUCH MORE!

**Description**  
This arts & crafts style home has been lovingly restored and renovated in recent years. Nestled in the heart of the Old North End, this stunning home will provide you with all of the amenities and conveniences. As you enter



**DIRECT ACCESS**  
Powered by ERA LeadRouter™

**Microsoft**  
Microsoft® Virtual Earth™

**ERA**  
REAL ESTATE  
Always There For You®

# 3 TYPES OF BUYERS FOR YOUR HOME



Unlike most real estate companies, an ERA® Broker can sell your house to both the Qualified-Ready Buyer and the Qualified-Not Ready Buyer. By listing with an ERA® Broker, a Qualified-Not Ready Buyer for your home that needs to sell their current home first can take advantage of the Sellers Security® Plan. More potential buyers, more potential for a higher sales price.

## ERA/SELLERS SECURITY

© 2008 ERA Franchise Systems LLC. A Realogy Company. All Rights Reserved. ERA Franchise Systems LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each Office is Independently Owned and Operated. ERA, the ERA logo and "Always There For You" are registered (or unregistered) service marks licensed to ERA Franchise Systems LLC.

Certain conditions and limitations apply; house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC. Additionally, a second home must be purchased through a broker designated by ERA Franchise Systems LLC. Call your local participating ERA® Professional to review details.



Always There For You®



# HOME PROTECTION PLAN



BUILT-IN MICROWAVE  
RANGE/OVEN/COOKTOP  
TRASH COMPACTOR  
DISHWASHER  
WATER HEATER  
INTERIOR PLUMBING SYSTEM  
INTERIOR ELECTRICAL SYSTEMS  
CENTRAL HEATING & COOLING SYSTEMS  
ACCESSIBLE DUCTWORK

©ERA FRANCHISE SYSTEMS, LLC. ERA® AND ERA HOME PROTECTION PLAN® ARE LICENSED TRADEMARKS TO ERA FRANCHISE SYSTEMS, LLC, AN EQUAL OPPORTUNITY COMPANY. EQUAL HOUSING OPPORTUNITY. EACH ERA® OFFICE IS INDEPENDENTLY OWNED AND OPERATED, EXCEPT OFFICES OWNED AND OPERATED BY NRT INCORPORATED. THIS PROGRAM IS AVAILABLE THROUGH PARTICIPATING ERA® OFFICES. THIS PROMOTION IS VOID WHERE PROHIBITED. A CONSUMER PURCHASE OF A PRODUCT OR SERVICE MAY RESULT IN THE SELLER OR SERVICE PROVIDER PAYING A FEE OR COMMISSION TO THE ERA® BROKER OR SALES ASSOCIATE WHO OBTAINED THE SALE. NEITHER ERA FRANCHISE SYSTEMS, LLC, NOR ANY OF ITS FRANCHISEES OR OTHER AFFILIATED COMPANIES PROVIDES ANY PRODUCT OR SERVICE IN CONNECTION WITH THE PROGRAM. NOT ALL PRODUCTS OR SERVICES ARE AVAILABLE IN ALL STATES. ALL PRODUCTS AND SERVICES PROVIDED BY AMERICAN HOME SHIELD.



# BONUS SELLER PROTECTION PLAN



©ERA Franchise Systems LLC. A Realty Company. ERA® and ERA Home Protection Plan® are licensed trademarks to ERA Franchise Systems LLC. An Equal Opportunity Company. Equal Housing Opportunity. Each ERA® Office Independently Owned and Operated, except offices Owned and Operated by NRT Incorporated. This program is available through participating ERA. This promotion is void where prohibited. A consumer purchase of a product or service may result in the seller or service provider paying a fee or commission to the ERA Broker or Sales Associate who obtained the sale. Neither ERA Franchise Systems LLC nor any of its franchisees or other affiliated companies provides any product or service in connection with the program. Not all products or services are available in all states. All products and services provided by American Home Shield.



Always There For You®



# AS A BUYER, WHICH HOUSE WOULD YOU CHOOSE?





# ERA<sup>®</sup> SELLERS SECURITY<sup>®</sup> PLAN

**WE WILL SELL YOUR  
HOUSE,  
OR ERA WILL BUY IT!<sup>®\*</sup>**

- GUARANTEED SALE = PEACE OF MIND
- NON-CONTINGENT BUYER = BETTER NEGOTIATING POSITION

**START THE PROCESS OF SELLING  
YOUR HOME WITH A  
GUARANTEED SALE AND CLOSE  
DATE!**



\*CERTAIN CONDITIONS AND LIMITATIONS APPLY; HOUSE MUST MEET SPECIFIC QUALIFICATIONS AND PURCHASE PRICE WILL BE SOLELY DETERMINED BY ERA FRANCHISE SYSTEMS LLC. ADDITIONALLY, A SECOND HOME MUST BE PURCHASED THROUGH A BROKER DESIGNATED BY ERA FRANCHISE SYSTEMS LLC. CHECK WITH YOUR PARTICIPATING ERA PROFESSIONAL TO REVIEW DETAILS. EACH ERA OFFICE IS INDEPENDENTLY OWNED AND OPERATED, EXCEPT OFFICES OWNED AND OPERATED BY NRT INCORPORATED.

ERA IS A REGISTERED TRADEMARK LICENSED TO ERA FRANCHISE SYSTEMS LLC.



Always There For You<sup>®</sup>

# TXTERA / ERA MOBILE

## ERA TECHNOLOGY



 **FOR INFORMATION TEXT MESSAGE:**

TO: **TXTERA**  
(898372)

ERA USA® office is independently owned and operated. Standard Text Messaging Rates Apply.



Always There For You®

# EXCLUSIVE INTERNATIONAL WEB SITE



WHERE  
TECHNOLOGY  
FINDS A HOME



Always There For You®



# INTERNATIONAL COLLECTION

[WWW.ERADISTINCTIVEPROPERTIES.COM](http://WWW.ERADISTINCTIVEPROPERTIES.COM)



UNIQUE MARKETING  
OPPORTUNITIES...

# NATIONWIDE ADVERTISING/COMMUNITY SERVICE



- › TELEVISION
- › RADIO
- › PRINT MEDIA
- › MDA
- › SPONSORSHIP
- › INTERNET

# ERA® SELECT CONSUMER SERVICES



TO SEE THE SPECIAL OFFERS AND SAVINGS AVAILABLE TO YOU, GO TO [ERA.COM](http://ERA.COM) AND CLICK ON SELECT CONSUMER SERVICES.

MORTGAGE, HOME WARRANTY, HOTELS, RENTAL CARS, MOVING SERVICES AND MUCH MORE!



# ALWAYS THERE FOR YOU®



Always There For You®



# GOLD STAR PROPERTIES



## PROGRAM COMPONENTS

- HOME WARRANTY
- SELLER'S DISCLOSURE
- PRE-LISTING HOME INSPECTION
- STAGING

## A GOLD STAR PROPERTY WILL:

- SHOW BETTER
- MAXIMIZE APPEAL TO POTENTIAL BUYERS
- HAVE BETTER POTENTIAL TO SELL FASTER AND FOR MORE MONEY
- DEAL WITH PROPERTY ISSUES BEFORE A PROBLEM ARISES



Always There For You®