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...

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

MORTGAGE



TERMS ENHANCE PRICE
PRE-QUALIFIED BUYERS
RELATIONSHIP WITH LENDER



ATTENTION TO LEGAL DETAILS



REQUIRED DISCLOSURES
WRITTEN CONTRACTS
EARNEST MONEY DEPOSIT



APPEALING CONDITIONS







PREPARATION FOR SALE
STAGING FOR SHOWING
ELIMINATING POTENTIAL HINDRANCES



EFFECTIVE MARKETING







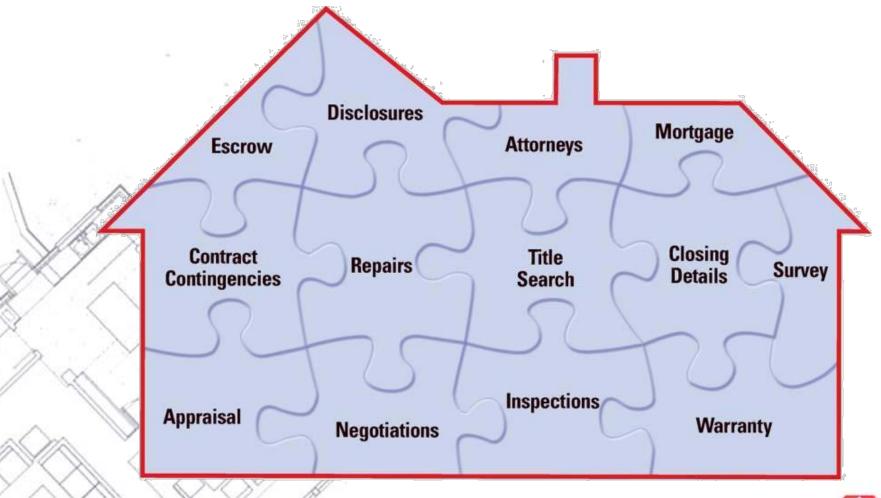




- ATTRACTING BUYERS
- PROFESSIONAL SALES SKILLS
- NEGOTIATION



SUCCESSFUL CLOSING





EXPOSURE



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



EXPOSURE TO LOCAL BUYERS

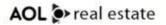


INFORMATION SHEETS YARD SIGN **OFFICE PREVIEW FLYERS** MLS **DIRECT MAIL NETWORKING** PRINT MEDIA **OPEN HOUSE** INTERNET



EXPOSURE TO BUYERS WORLDWIDE

OVER 80 % OF BUYERS START THEIR HOME SEARCH ON-LINE...







WWW.RESORT.ERA.COM Zillow.





TINADILLON.NET

THE WALL STREET JOURNAL.

FACEBOOK



MYELLICOTTVILLE.COM

TINADILLON.COM









WWW.ERADISTINCTIVEPROPERTIES.COM WWW.ESPANOL.ERA.COM



twitter





BUYER EXPOSURE – ERA.COM



This arts & crafts style home has been lovingly restored and renovated in recent years. Nestled in the heart

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









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.



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 FRANCHISES 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

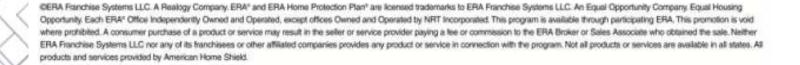














AS A BUYER, WHICH HOUSE WOULD YOU CHOOSE?





ERA SELLERS SECURITY PLAN

WE WILL SELL YOUR HOUSE,
OR ERA WILL BUY IT!®*

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!

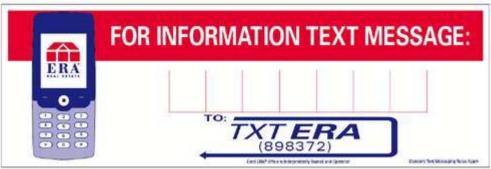




TXTERA / ERA MOBILE

ERA TECHNOLOGY









EXCLUSIVE INTERNATIONAL WEB SITE





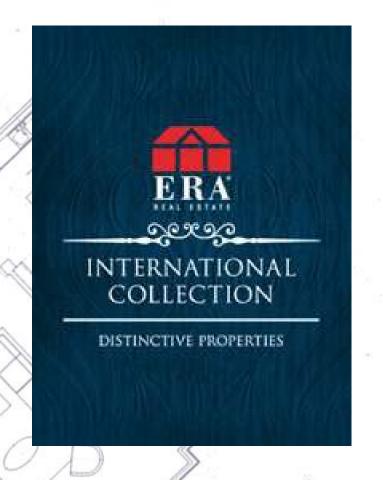


WHERE TECHNOLOGY FINDS A HOME



INTERNATIONAL COLLECTION

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 AND CLICK ON SELECT CONSUMER SERVICES.

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



ALWAYS THERE FOR YOU®





OUR PLEDGE TO YOU

OUR WRITTEN GUARANTEE OF **ERA' Broker Commitment to Service** "A Guarantee of Excellence" YOUR TOTAL SATISFACTION! S. Provide a comparative market medicals of your make the second Mile of your facts, will offer a best Proposition Free COTS **ERA*** Broker Commitment to Service "A Guarantee of Excellence" the 1980674650° or long in you give his prime false farms Billimmers, and the Brake all promitteness stores are plan. In other to comment water has the contracted and man with the last of the command of the last Provide a transportion market products of your horse board of contact sees and computing properties to account the robust 2. Program is paid fully estimate of articipated property, reflecting the command provents, you tradit storing based on other 3. While topolise to directly and spine out you as a patterness marketing give to him out you turns 8. Provide year with programs of your property lating with of least



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

