What's New in Leverage 3?

Leverage 3 is an entirely new experience for ERA-affiliated agents and brokers. While much of the content and tools you have access to today will still be available, Leverage 3 provides many new ways to be productive. Leverage 3 is the central place to conduct your daily business.

New Enhancements include:

- **New, improved User Experience (UX)** – You can easily find the content and tools that you need easily with the new modern user experience. Leverage 3's new design was built with your productivity top of mind.
- **New Homepage with News Feed** – You'll always know what's new with our new homepage design with interactive news feed. See new listings, get notifications, see new company content and more - all in one place.
- **Notifications, Favorites & Messaging** – Just like your favorite social media platforms, Leverage 3 has interactive and social features that will make you more productive. Get notifications about what's new, save your favorite content and tools for easy access, and message other brokers and agents all from one place.
- **Content Tagging & Sharing** – Just like using social media hashtags, you can tag content in Leverage 3 and share it with your colleagues.
- **Customizable Tools and Resources page & brand/company Calendar** – Get easy access to all brand & company tools and resources from a single place. You'll also get a consolidated calendar of brand, company, and industry events.
- **Enhanced Events Support** – Training and brand events are an essential part of growing your professional knowledge and skills. ERA has baked enhanced evert support directly into the Leverage 3 experience - complete with integration with the calendar and notifications!
- **Enhanced Broker Scorecard dashboard (Post-launch)** - The Leverage 3 platform opens new possibilities for ERA and our network. After the launch of Leverage 3, we will be introducing a re-envisioned Broker Scorecard so affiliate companies will have a detailed view into their company performance from a single dashboard.
- **Enhanced Awards monthly leaderboard reporting** – ERA recognizes the superstars of our network and Leverage 3 provides a set of automatically-updated and visually improved monthly awards leaderboards.
- **Company-Specific Content** – ERA knows that real estate is local, and we are excited that Leverage 3 will provide our local companies with the capability to host their own content about local programs and insights.
- **Hey ERA! Newsletter Archive** – Looking for that great tip you read in a prior month's Hey ERA! can be a challenge when hunting through your email inbox. Leverage 3 has a centralized archive of past newsletters, so you'll be able to find the exact content you are looking for.

Access & Credentials

How do I access the new Leverage?

Accessing Leverage 3 is no different than how you access Leverage in the past. The new Leverage will be accessible in 2 ways:

1. Through the 'Quick Links' menu in Zap
2. Visiting leverage.era.com

What is my username and password for the new Leverage 3?

Your username is the same as it is for the current Leverage (typically firstname.lastname@era.com). Your password is the same as it is for the current Leverage, Zap and dash.

Can I access the new Leverage from my mobile device?

Yes! The new Leverage is fully responsive for mobile, tablet and desktop viewing. Please be sure to have the latest version of your web browser downloaded on mobile or desktop.

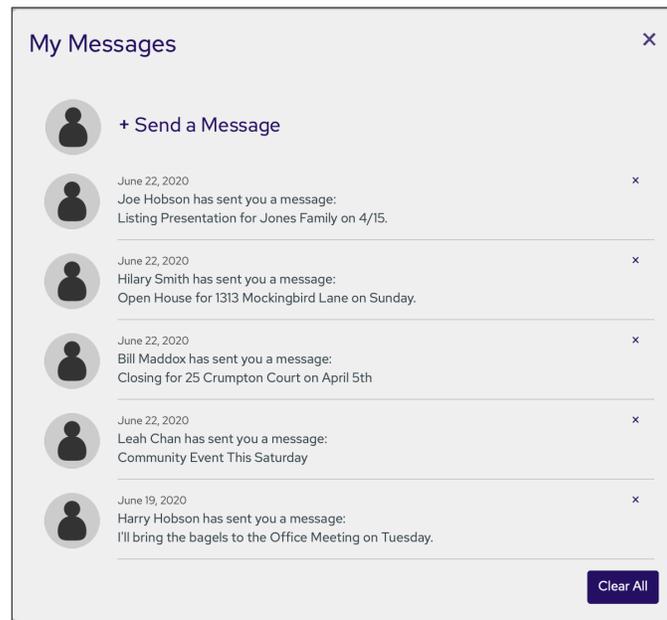## New Features

What is the News Feed?

The News Feed is located on the Leverage 3 homepage and displays new and updated items in reverse chronological order. At the top right of the News Feed is a drop-down menu that allows you to filter by type of content. Each News Feed "card" contains a content preview, tags, and a call to action button such as "Read More" or "Download."

How do I read a message from another user?

At the top right of the page is a "Messages" link with dialog box icon. Selecting that link will display a modal window containing your messages on top the page you are on. Clicking the "X" to the right of a message will clear it from your inbox. Clicking the "Clear all" button at the bottom of the window will clear all messages from your inbox.

My Messages

+ Send a Message

June 22, 2020
Joe Hobson has sent you a message:
Listing Presentation for Jones Family on 4/15.

June 22, 2020
Hilary Smith has sent you a message:
Open House for 1313 Mockingbird Lane on Sunday.

June 22, 2020
Bill Maddox has sent you a message:
Closing for 25 Crumpton Court on April 5th

June 22, 2020
Leah Chan has sent you a message:
Community Event This Saturday

June 19, 2020
Harry Hobson has sent you a message:
I'll bring the bagels to the Office Meeting on Tuesday.

Clear All

How do I send a message to another user?

From the "My Messages" modal window, you can select the "Send a Message" link to send a new message.

My Messages

+ Send a Message
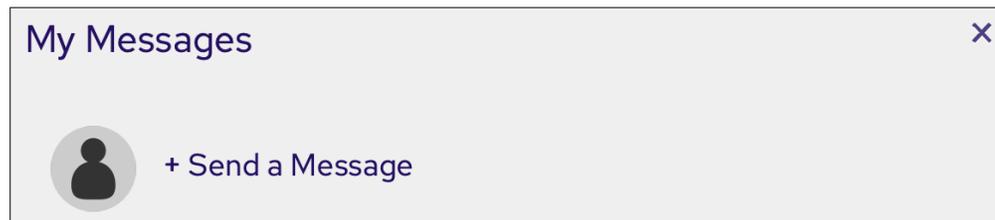
You will then be presented with the message composer window. In the top field, you can search for the desired agent, office, or team. In the message field, you can compose your message in plain text. When you are finished writing your message, click the "Send" button to send it to the recipients(s). By default, an email notification will be sent to the recipient in addition to the Leverage notification. Unchecking the "Also notify via email" checkbox will disable the email notification.

PLEASE NOTE: Initially at Leverage 3 launch, you will need to know the recipient's exact ERA user login (usually firstname.lastname@era.com) in order to send a message. User search with autocomplete will be added in the near future.
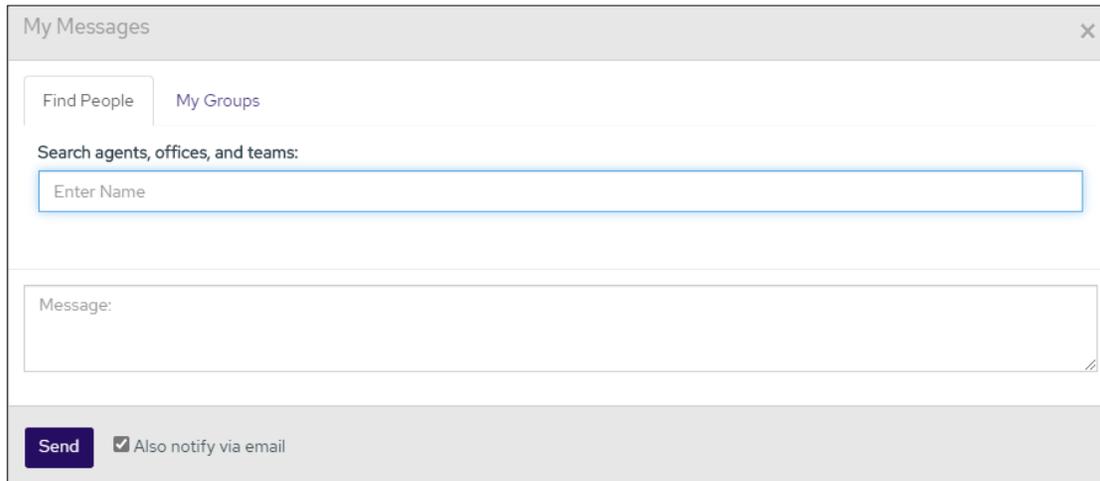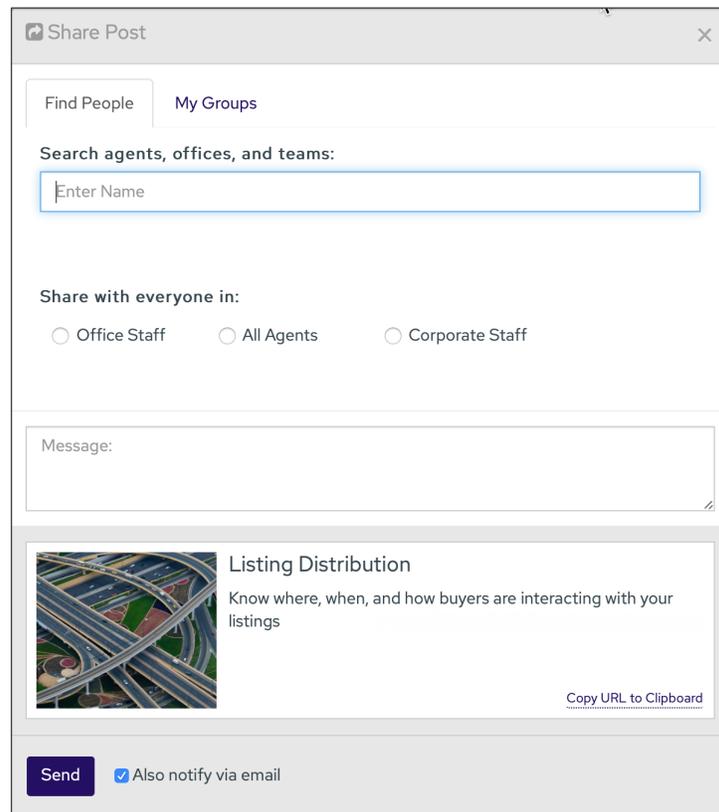
How do I share content with another user?

At the top right of each page is a "Share" button with a curved arrow in it. Selecting the button will allow you to share that content or tool with another user in the ERA network. A modal window with the "Share Post" composer will overlay the current page.
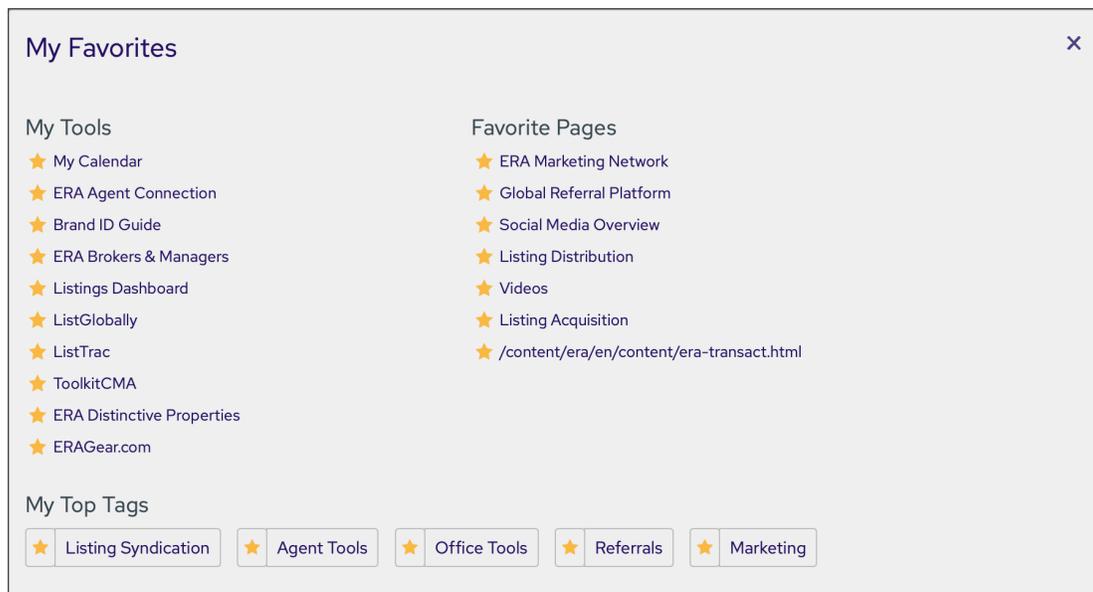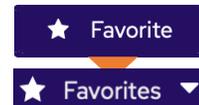
PLEASE NOTE: Initially at Leverage 3 launch, you will need to know the recipient's exact ERA user login (usually firstname.lastname@era.com) in order to send a message. User search with autocomplete will be added in the near future.

My Notifications ✕

July 16, 2020
Justin Powell has shared a link with you named Ignite ERA ✕

Clear All

How do I favorite a page or tool?

At the top right of each page is a "Favorite" button with a star in it. Selecting the button will add that content or tool to your list of Favorites so that is easy to refer to later. To access your list of favorites, select the "Favorites" link with a star icon in the upper right of the page header. A modal window will open on top of the page you are on containing your list of favorites.

★ Favorite

★ Favorites ▼

My Favorites ✕

My Tools
★ My Calendar
★ ERA Agent Connection
★ Brand ID Guide
★ ERA Brokers & Managers
★ Listings Dashboard
★ ListGlobally
★ ListTrac
★ ToolkitCMA
★ ERA Distinctive Properties
★ ERAGear.com

Favorite Pages
★ ERA Marketing Network
★ Global Referral Platform
★ Social Media Overview
★ Listing Distribution
★ Videos
★ Listing Acquisition
★ /content/era/en/content/era-transact.html

My Top Tags
★ Listing Syndication   ★ Agent Tools   ★ Office Tools   ★ Referrals   ★ Marketing

How do I access my notifications?

At the top right of the page is a "Notification" link with dialog box icon.
Selecting the notification link will present a modal window that overlays the
page and containing a list of your notifications. Selecting the small "x" to the right of a notification will
clear it and selecting the "Clear All" button in the bottom right of the window will clear all notifications.
Clicking the button in the upper right of the window will
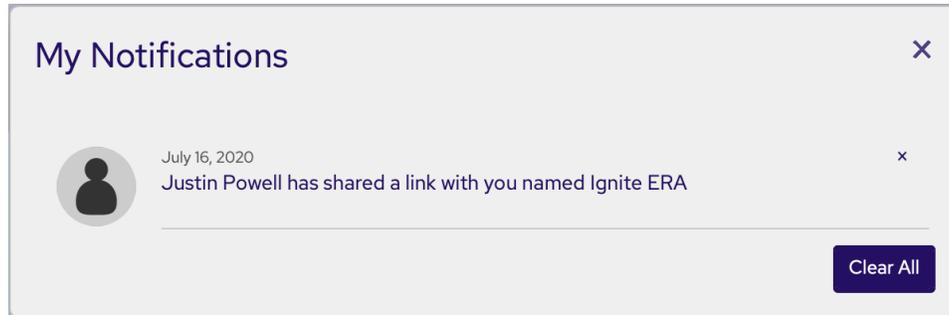
What is the Leverage Calendar?

The Leverage Calendar is your central place for information about
upcoming brand, industry, and company events. You can access the
calendar by opening the "My Leverage" menu and selecting "Calendar."

Each event card will contain the name of the event, the dates and times
it is being held, a brief description of the event, and, if available, a link
to register or find out more information about the event.

You also share or favorite an event by selecting the icons at the bottom of the card.
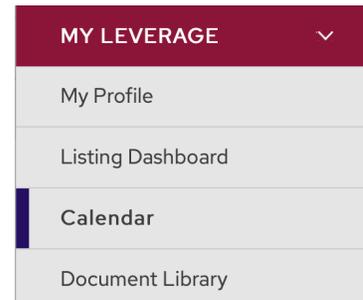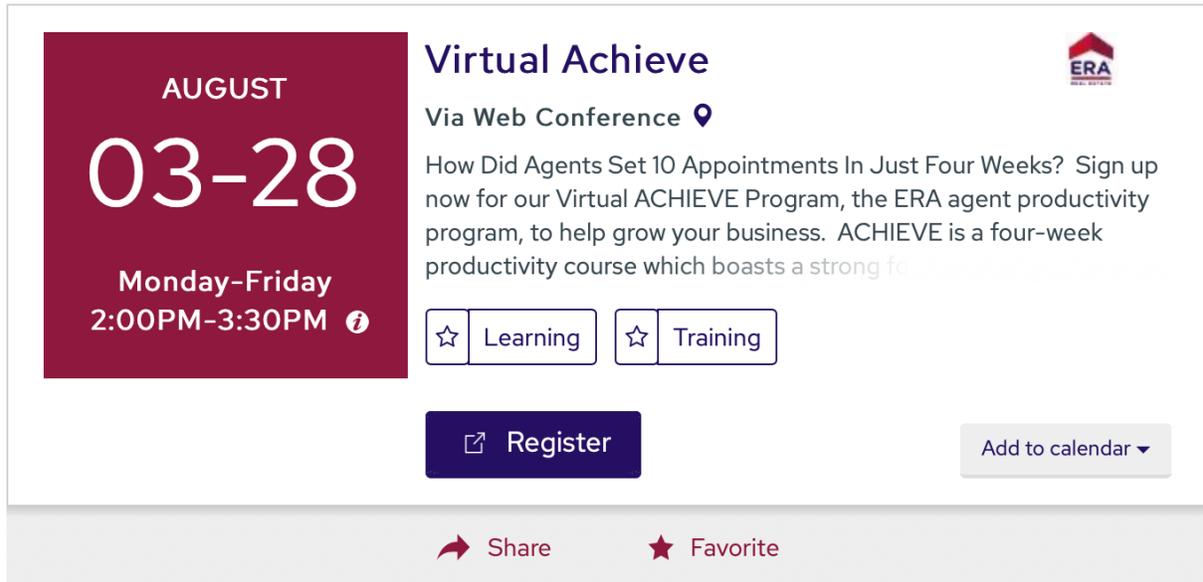
How do I subscribe to the Leverage Calendar from a calendar app on my computer or phone?

You can subscribe to the Leverage Calendar by selecting the "Profile" icon at the top of the page to access your Account Settings modal window. The select the "Setup Calendar Subscriptions" link to load the Calendar Subscription page. Follow the directions on the page to subscribe to the calendar from the calendar app on your device.
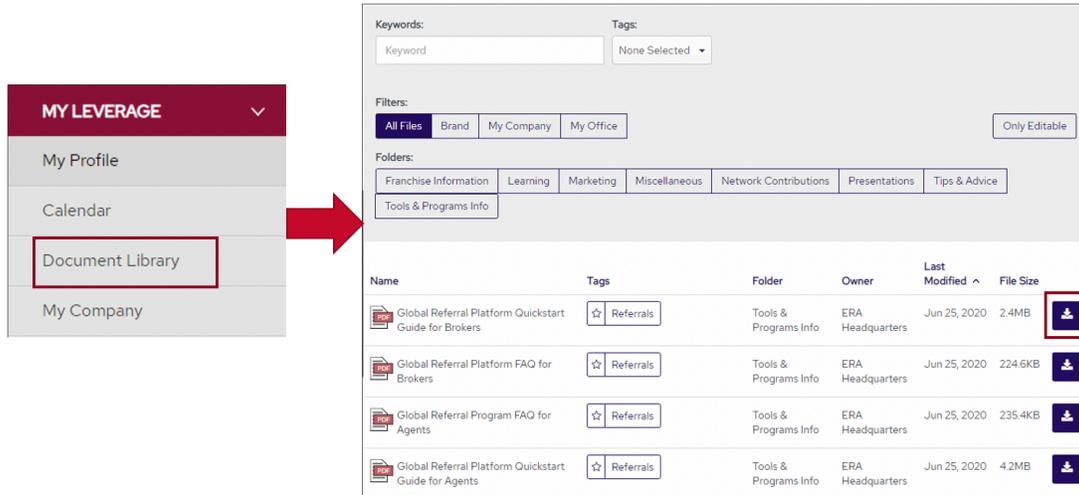
As a broker or manager, how do I add my company calendar events?

Brokers and managers have the capability to add calendar events that are visible to members of their company.

What is the Document Library?

My Documents is now called The Document Library, which provides a powerful way to categorize and find both brand and company documents and assets.

How do I use the Document Library?

As a broker or manager, how do I add my company documents to the Document Library?

Brokers and managers have the ability to upload documents and digital assets for their agents to access and download. To upload a document, click on the upload icon in the top right of the Document Library.

Tools & Resources

Will my company documents be copied to the new Leverage?

Yes! Your company documents will be saved and migrated. As a precaution, you should download your company documents to your local computer as a backup prior to July 23rd. For additional help and support, contact the ERA Help Desk.

Will other tools like TextERA, XpressDocs and ERA University be available through the new Leverage?

Yes, all of the current tools and resources, as well as the single-sign-on capabilities of those tools will remain intact.

Where can I find my favorite Leverage tools?

All tools can easily be found in the main menu under Tools and Resources. The remainder of the content has been organized into five key areas including:

- About ERA
- Marketing
- Events
- Learning
- Agent Tools

The Office Tools and Talent Attraction sections, which can also be found under the main navigation, contains additional tools and content geared towards brokers, owners and administrators.

All Marketing Tools, resources, materials and collateral have been streamlined into several sections within the main menu, under Marketing or from the Marketing Overview page.

Timing, Training, and How to Prepare for Leverage 3

When will Leverage 3 launch?

Leverage 3 will launch to the ERA network on August 4th, 2020.

What will happen to the current Leverage?

The current Leverage will remain available until Leverage 3 launches. Company documents will be migrated to the new platform.

Will there be training for the new Leverage?

Yes, trainings to navigate the site and its new and updated features as well as a mobile how-to webinar are currently available for those looking for quick, helpful tips. Check the training calendar for dates and how to register.

What should I do to prepare for the change?

If you are responsible for documents in the current Leverage, we recommend ensuring you have a local copy of this information. In the event that there are issues with the document migration, you will be able to re-upload what your company will use and/or share in the new site.