

SELL YOUR HOME: WITHOUT GUESSWORK

Timing is everything when it comes to selling your home. That's why we've developed a program to provide confidence that the sale of your home will be completed in a timely and efficient manner—or we'll buy it from you. **The ERA Sellers Security[®] Plan (SSP)** is designed for the seller who is on the move, and if qualified and accepted into the plan, you'll get peace of mind knowing your property will be taken care of in a finite sales period.

Conditions and limitations apply; including but not limited to: seller and house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based upon a discount of the home's appraised value. Additionally, a second home must be purchased through a broker within 6 months of the close date of the SSP property designated by ERA Franchise Systems LLC. Call your local participating ERA professional to review details. Not available in all areas.



www.ERA.com/ssp



**SELLING YOUR HOME
WITH CERTAINTY**



SSP CAN OFFER YOU

1. MORE TRANSPARENCY

We can tell you when your property will sell and how much you'll be paid (between 80-90% of the appraised value).

2. MORE OPTIONS

Plan on relocating or moving to a new construction property? SSP gives you more flexibility when it comes to selling your home—because you're in good hands. In addition to the contract to sell your home to ERA Franchise Systems LLC, your home is still on the market so you can receive other offers. And you can opt-out of your listing agreement with your ERA® broker within 21 days of being notified if you do not qualify for SSP.

3. MORE AUTHORITY

You can have the upper hand when negotiating for your next home, knowing that your current property will sell.

WE'VE GOT YOUR BACK

If an offer falls through less than 30 days after attorney review, you can still be a part of the ERA Sellers Security® Plan subject to certain conditions.





It's about creating the best environment to sell. If you and your property meet the criteria designated by ERA Franchise Systems LLC, and are accepted into the plan, SSP can help your home sell.

HOW YOU QUALIFY*

- Enter into an exclusive listing contract for a predetermined amount of time with your ERA® agent at a price that doesn't exceed any previous listing price.
- Purchase a property inspection and property appraisal after your application to SSP is reviewed and accepted.
- Agree to a list price as determined by ERA Franchise Systems LLC, and to reduce the list price of your property at certain intervals during the finite selling period. The entire pricing schedule will be shared with you when and if an offer is extended to you.
- Purchase your next property through an ERA-affiliated broker (you can choose your own agent).**
- Have a minimum of 10% gross equity in your property.
- Be current on all mortgages. You will be responsible for mortgage payments and maintenance on the property until closing.

*Please note, employees, relatives, family members, or independent contractors associated with ERA Franchise Systems LLC or its franchises are not eligible to participate in this program.

**Exceptions: Military moving into base housing, those purchasing new construction as the result of a referral to agent from builder, those moving into a senior living facility as a result of a referral to an agent from the facility.



HOW YOUR PROPERTY QUALIFIES

- **Must be a single-family primary residence.** Townhomes and condominiums qualify. The home can be vacant at the time of applying for the program, but cannot be rented at any time during the SSP listing period.
- **Have a minimum appraised value of at least \$50,000*.**
- **Be marketable.** The condition and appeal, as well as the location and structural soundness of the property, must meet or surpass typical buyer expectations for the area and price range as determined by ERA Franchise Systems LLC.
- **Meet absorption rate criteria.** The absorption rate (the approximate time it takes for a house to be sold) in the area in which the house is being sold must be 15 months or less.

*Maximum appraised values are based upon local statistics. Properties valued in the top 10% of sales per prior 12-month MLS data for town, city, or zip code, or exceeding \$750,000 do not qualify. (Maximum ERA Franchise Systems LLC offer: \$675,000.)

IS THE ERA SELLERS SECURITY[®] PLAN RIGHT FOR YOU?

- ✓ Do you have a set time frame in which you need to relocate?
- ✓ Are you ready to get your property in the best position to sell?
- ✓ Are you looking to buy new construction without a contingency to sell current property?
- ✓ Is retirement or an assisted living community in your future?

Contact your participating ERA[®] broker or agent to be considered for the ERA Sellers Security[®] Plan.



READY TO GET MOVING?

If the ERA Sellers Security[®] Plan feels like a good fit for you, ask your broker or agent for more information.

To learn more visit [ERA.com/ssp](https://era.com/ssp)