ERA.COM

A showcase for your listings and a powerful CRM too.

ERA.com provides you with a customizable and personalized online platform for your listings. It highlights new inventory, recently sold properties, open houses and easily integrates with social media. ERA.com is powered by ERA's Zap technology, which also offers powerful lead generation technology including an algorithm that calculates a potential buyer's likelihood to transact based on over 360 distinct data points. Powerful technology that's surprisingly easy to use. It's another way ERA[®] does more for you.



ERA REAL ESTATE

GREAT FOR:

Winning Listings Marketing Listings Working with Buyers

LEVERAGE

LevERAge is your access point to all things ERA.

Get a fast start to your day by logging on to LevERAge, the one-stop online destination for all the essentials to manage your business.

From posting listings, to registering for classes, to automated and customizable marketing materials – if you need to get something done, LevERAge is the place to start.

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Managing Your Business



Local marketing, NATIONNIDE

NATIONAL MEDIA STRATEGY

ERA's national media strategy is designed to put leads in your hands.

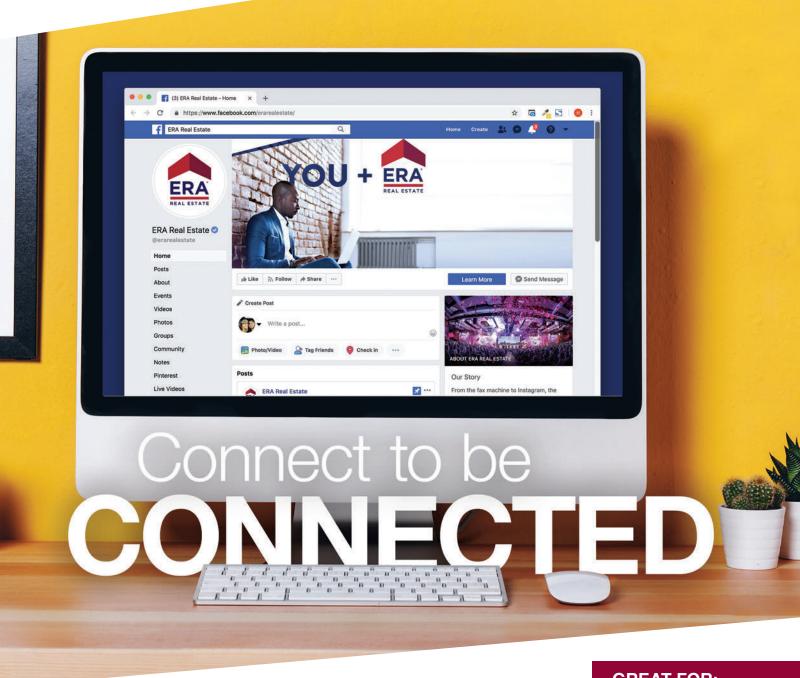
All real estate is local. That's the key insight behind the national marketing initiatives currently underway at ERA[®]. We seek to empower our affiliated brokers and agents at the neighborhood level, helping you get more leads and grow your business. This strategic, hyperlocal approach has been remarkably effective at getting leads to our agents, and getting the right message to the right customer at the right time.



GREAT FOR:

Brand Awareness

Lead Generation



GREAT FOR:

Networking

Collaborating

SOCIAL MEDIA

Join the conversation on Facebook.

Every day, agents connect through our ERA[®] social media platforms. Because the ERA family is fueled by connectivity, we are always sharing tips, strategies and best practices. This collaboration and teamwork is unmatched by any other real estate company. Sharing is caring, and nobody does more to connect you than ERA.



Excelence is REWARD

> GREAT FOR: Recognition

ERA AWARDS & RECOGNITION

Celebrating success is part of ERA's DNA.

The ERA® brand loves recognizing the commitment, success and achievements of our affiliated agents and brokers. Our awards are for more than just sales and productivity—they also honor ERA team members who have demonstrated exemplary customer service, a commitment to diversity, outstanding community leadership, inclusive business practices and more. Because we believe that when you succeed, we all do.



ERA CARES ACROSS COMMUNITIES

#ERACARES

ERA® affiliated 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. And through Facebook, you can connect with the network to share success and make a difference together.

Stepping forward TO GIVE BACK

GREAT FOR:

Community Involvement



INDUSTRY AFFILIATIONS

We're proud to be a part of the industry's most prestigious associations and publications.

ERA takes its role as a real estate leader seriously. That's why we strive to maintain a strong presence in so many industry events and publications. From the biggest national conferences to local and regional gatherings, ERA® teams are on hand to demonstrate thought leadership, foster diversity and support our industry. From industry associations like NAR, NAHREP, AREAA and more, to leading industry news outlets like RISMEDIA and Inman—ERA is there for you.

Keeping the **BEST COMPANY**





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FUEL ERA

The best of ERA, on display.

Fuel ERA is your launchpad for re-charging, re-invigorating, and re-fueling your business. This annual and unforgettable conference showcases everything that the ERA® family has to offer—networking, learning opportunities, panels, presentations, premiere products and programs, industry speakers, awards, recognition and, of course, parties! Fuel lets you experience ERA at its very best and grow your business too!

Agents who attend

MORE PRODUCTIVE*

are

GREAT FOR:

Learning and Development

Recognition

Networking

Collaborating

* Based on 2018 Fuel registration data and internal agent productivity report.



NETWOBKING with our family

BOOST, A LOCAL FUEL EXPERIENCE

Regional live learning for ERA® affiliated agents to grow.

To help ERA[®] agents keep their edge sharp, ERA created Boost, a regional learning and development event inspired by our phenomenal national event, Fuel. Held two to three times a year, in key locations throughout the country, Boost offers presentations, panels, education and networking. Experience all that ERA has to offer...in your backyard.

GREAT FOR:

Learning and Development

Networking

Collaborating



The secret to reaching VOE States to reaching GOALS

GREAT FOR:

Learning and Development

Growing Your Business

ACHIEVE PRODUCTIVITY COURSE

Good habits are the key to better productivity.

Top producing agents are the ones who have built successful business-building habits. With ERA[®] Achieve you'll set daily goals, grow your sphere of influence and book appointments all while holding yourself accountable. Motivated, fully-engaged Achieve-ers average more than 145 contacts and 10 booked appointments before the course even ends!* Great real estate agents are made, not born.

* Results from highly engaged participants. Highly engaged means class participants who entered contacts greater than one standard deviation above the class average. Not a controlled study. Program consisted of 1,642 affiliated agents across several Realogy brands, with self-reported results through the Zap platform. Individual results may vary and there is no guarantee of results. Market conditions may influence results and there are no assurances other affiliated agents will achieve the same or similar results.



LISTINGS COURSE

Develop the knowledge and confidence to get more listings.

Fact: agents who have more listings are generally more profitable. Why? Listings help you leverage your time better than working with a buyer you have to chauffeur around to multiple showings. ERA understands that getting listings is a skill that can be taught, practiced and mastered. That's why we've created the ERA® Listings Course. It teaches agents the skills they need to confidently make seller presentations in order to land more listings. Agents leave the one-day course with the tools and knowledge to establish a lucrative, long-term business.

Learn how to land **NORRE** LISTINGS

GREAT FOR:

Learning and Development Growing Your Business

ERA

MASTER CLASS in real estate

GREAT FOR:

Learning and Development

75

ACE-AGENT COMMUNITY OF EXPERTS

Best practices from real estate's best.

Think of ERA's ACE (Agent Community of Experts) as one of the world's most extensive collections of real estate wisdom. ACE is ERA's incredibly popular webinar series, led by some of the industry's most admired and successful thought leaders. It's a master class in real estate, taught by the best and brightest.



Elevate your thinking to EVATE your career

GREAT FOR:

Learning and Development

BUSINESS PLANNING

Think like an entrepreneur.

ERA's Business Planning course will help change your mindset to that of a small business owner. You'll learn more about finances, set your metrics and define your business targets. Become more confident, productive and more secure in your career. With ERA® Business Planning you can set your goals and build a plan to reach them.





GREAT FOR:

Winning Listings

Marketing Listings

ERA DISTINCTIVE PROPERTIES

Redefining luxury.

Instead of relying strictly on size and price, ERA has expanded the definition of luxury to encompass homes with unique locations, architecture, history and design. As a result, the custom marketing and signage that ERA Distinctive Properties[™] provides has the flexibility to better represent your local market as well as the changing preferences of homebuyers across the nation, who value the experiential over the strictly material.





GREAT FOR: Winning Listings

ERA SELLERS SECURITY PLAN

Give home sellers more options.

Our innovative, yet longstanding, ERA Sellers Security[®] Plan provides qualified sellers the flexibility to know that if their home is not sold within a fixed period of time, ERA will buy it.* 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.

* Conditions 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 affiliated sales professional to review details.

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ERA EXPRESS SELL

Designed to help you win more listings.

When sellers don't have any time to lose, ERA Express SellSM helps you come through in the clutch. For qualifying homes in select states, the program guarantees a seller's house will be sold in as little as 30 days*—by having ERA or its affiliate purchase the house. No stress. And at a fair market price. It's a powerful promise that competing agents simply don't have the resources to match. With ERA Express Sell, you'll have more options for your seller and ensure a quick close.

* Offer price will be determined solely by ERA, based upon a discount of the home's relocation appraisal value and other real estate market indicators, such as location of home, comparable sales and other factors. The house will NOT be listed for sale and therefore there will be no market test on the home's value. OFFERS BY ERA TO PURCHASE PROPERTY AS PART OF THE ERA EXPRESS SELL PROGRAM ARE NOT AN APPRAISAL and do not represent the "market value" of your home. Additional conditions and limitations apply.

GREAT FOR:

Marketing Listings

When you gotta close...



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Your listings in the BESSI LOCATIONS

GREAT FOR: Winning Listings Marketing Listings

LISTING DISTRIBUTION

Maintain quality control over your listings.

ListSync gives you more control over where your listings get shown. It empowers you to strategically decide where your properties are listed, then provides comprehensive analytics to measure performance. With ListSync, you have access to over 400 major distribution outlets, and the ability to add additional locally relevant outlets, so you can be confident your listings are always in the right place.



BUILDERS DIGITAL EXPERIENCE

A multiple listing service for new construction homes.

Builders Digital Experience (BDX) is a way to find brand new inventory. 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 free 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.

CONSTRUCTION

More INVENTORY

GREAT FOR:

Increasing Inventory

Working with Buyers



PRICING ANALYSIS TOOLS

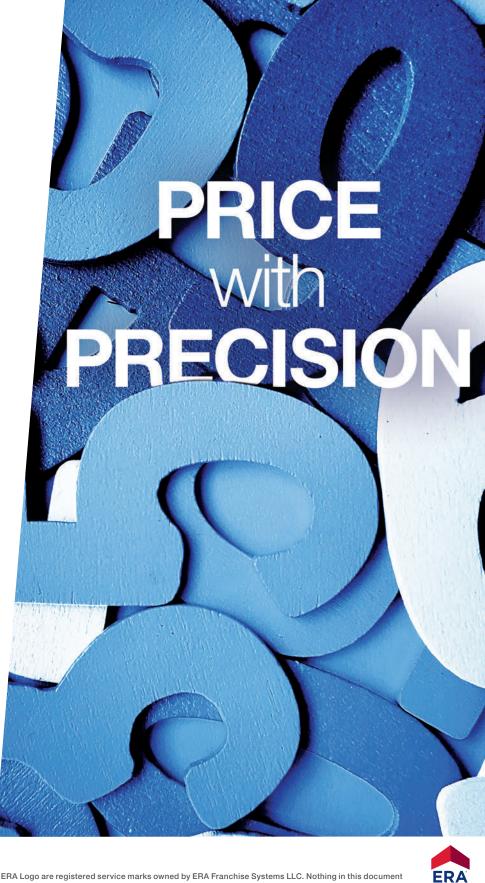
Help explain the right listing price to your seller.

The ERA® Pricing Analysis Suite takes the guesswork out of number crunching by leveraging data pulled from local MLS sites to offer a more precise picture of area housing prices. The Absorption Rate Calculator estimates how long a seller's home may be on the market based on a range of local market factors. The Pricing Analysis Grid determines a price range based on local market considerations. A Sale-ability Rating shows how listings can be more attractive based on factors such as home condition, financing, contingencies, average time on market and more. Every bit of local housing data tells a story. ERA's suite of pricing analysis tools enables you to see what's

really happening, to provide expert guidance to get the best price for a seller's home.

GREAT FOR:

Winning Listings



VIRTUAL HOME STAGING

Help your clients see a home as their own.

It happens to every real estate agent: potential buyers pass up a home because they don't like the current décor. That won't be a problem with the ERA® Virtual Home Staging Tool, available on ERADistinctiveProperties.com. It helps you overcome objections while helping sellers avoid costly renovations by virtually changing the look and feel of a space inside and out. Wall color, flooring, countertops, landscaping, roofs...you can even digitally insert furniture to fit any personal style! Thanks to the ERA Virtual Home Staging Tool, it's never been easier to help your clients make a house look and feel like home.

GREAT FOR:

Marketing Listings Working with Buyers Working with Sellers

A virtual **RENOVATION**



TextERA

Property info on the go... right now.

TextERA[®] enables you to send property information to potential buyers the second they express interest in a home via text. TextERA turns ordinary yard signs and postcards into powerful digital lead generators. Give sellers the assurance that potential buyers will be able to find out about their home as soon as they see it.



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GREAT FOR:

EXTIT

to me

Winning Listings

Marketing Listings

Getting Buyer Leads

Digital marketing, MADE EFFORTLES



Congratulations on your new listing! 123 Main Street, Anytown, CA 12345 \$899,000 | MLS #####

Now lets get it some attention! To kickstart your marketing efforts, we've provided you you're no at every and walking for you, and suggested uses are not what they are,

GREAT FOR:

Marketing Listings

Getting Buyer Leads

AUTOMATED MARKETING

Delivered right to your inbox.

ERA[®] is proud to provide free access to video, print, social media and client marketing. It's like having your own personal marketing department. Whenever you get a new listing, it automatically creates a suite of digital marketing assets, including a listing detail page, a video property website, YouTube videos, PDF flyers and postcards, TextERA short codes and more. You get all of this technology as part of your affiliation with ERA, at no additional cost, because we want you to have all the tools you need to succeed. More time for you. Less expenditures on marketing. And a whole lot more people seeing your properties.



Marketing materials ON DEMAND

PRINT ON DEMAND

Customizable print marketing materials at your fingertips.

Yard signs can't do all the work. You might want printed marketing materials. And even though digital may be where things are headed, printed media is still critically important, and we want to give you a choice. ERA's Print On Demand enables you to quickly create, customize and order a range of ERA® branded templates and printed materials that still allow you to express your individuality. You'll also have access to enhanced lead generation, through our targeted mailing list of 187 million contacts. You can sort and search by age, gender, location and more. With ERA's Print on Demand, it's never been more convenient to create marketing that makes an impact.

GREAT FOR: Marketing Listings Prospecting



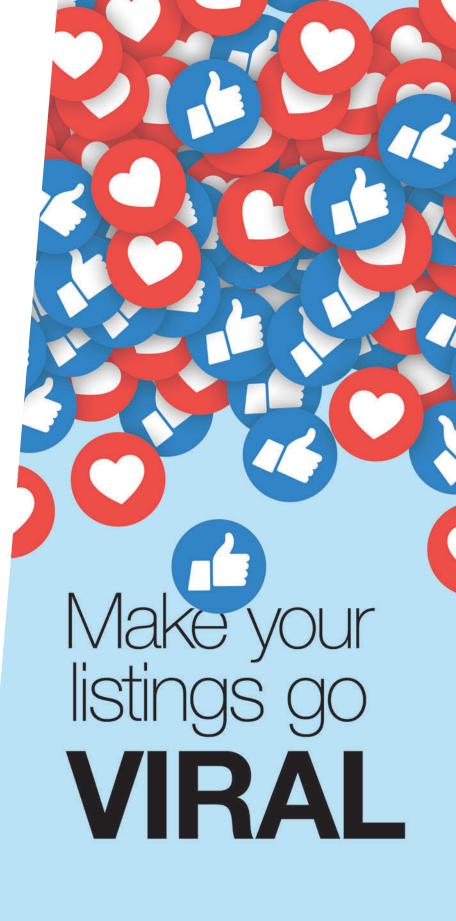
SOCIAL AUTOMATION & SOCIALBOOST

Automatic impact for every listing on social media.

Marketing your listings just got a whole lot easier. That's because Social Automation and SocialBoost from ERA® get your properties directly into the hands of potential buyers. Social Automation automatically creates Just Listed and Open House videos for each of your listings, then uploads them to your brokerage's Facebook, Instagram and YouTube page. From there, you can target potential area homebuyers outside of your sphere of influence using SocialBoost. Now you can use video, social media and digital targeting to make an impact.

GREAT FOR:

Marketing Listings





Less PAPERNORK

GREAT FOR:

Winning Listings

Working with Buyers

Managing Transactions

DOTLOOP

Dotloop lets you focus on your clients, not documents.

ERA's Dotloop integration on LevERAge and Zap has become an essential online tool for ERA[®] affiliated agents. It simplifies the workflow by centralizing all relevant paperwork and signatures so deals can get processed faster, with fewer headaches and hassles.



ERA MOVES

Help your clients move... without packing a box.

ERA® Moves allows you to take the hassle out of the moving process for your clients. This 90-day pre-move program is free and includes white-glove service that helps them connect all their utilities with just one simple phone call. They'll be provided with the best offers in the area and side-by-side package comparisons, so they'll know they're getting the best deal available all thanks to you! ERA Moves also sends out up to 15 strategically timed, automated emails containing national money-saving offers from companies like Bed, Bath & Beyond, Comcast, Papa Johns, and Allstate as well as local offers specific to the area they're moving to. The best part? All emails are branded to YOU!

ERA Moves is a great way to welcome your clients to their new home... and to all the great things that you offer beyond the transaction.

GREAT FOR:

Winning Listings Repeat Business

MOVING BEYOND the transaction.



ERA TRANSACT

Focus on your past clients who need you the most.

ERA[®] Transact is a new way for you to connect with old clients and drive repeat business. It works by compiling your entire client history into a user-friendly database.

With ERA Transact you can:

- Identify past clients who bought or sold a home with you five or more years ago
- Reconnect with those clients on Facebook, Instagram or LinkedIn
- Bulk upload those clients to Zap and enroll them for new listing alerts
- Add them to follow-up campaigns

It helps you be more productive by letting you focus on the relationships that are most likely to yield new business for you. With tools like ERA Transact, you can connect with prospective sellers...ahead of the competition.

GREAT FOR:

Growing Your Business Working with Sellers

Referrals

Repeat Business





More to OFFER

ERA BEYOND

Grow your business by doing more for clients.

In a more connected world, clients demand more from you. ERA[®] Beyond shifts the definition of real estate agent to home ownership advisor. Now you can further develop your relationship with your clients by becoming their go-to resource on everything local including referrals to landscapers, contractors and even special offers. The result? More value for your clients. More leads, referrals and profitability for you.



GREAT FOR:

Winning Listings

Repeat Business

Working with Buyers

Prospecting

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FOLLOW-UP PROGRAMS

Clients love you. But do they remember you?

Staying top of mind with all your clients is essential for repeat and referral business. ERA® Follow-Up programs will regularly send branded, hyperlocal coupons for goods and services to former clients on your behalf. All you have to do is enroll your clients and ERA takes care of the rest. It's a powerful retention program that helps keep doors open long after a property has closed.

their agent again.

BUT ONLY 13% ACTUALLY DO*.

* NAR Home Buyer and Seller Generational Trend Report 2018



GREAT FOR:

Prospecting

Repeat Business

Referrals

SPARK

Benefits to Enhance Your Life

SPARK members have access to exclusive savings and discounts to help support every aspect of your day-to-day life.

SPARK provides ERA agents with exclusive access to personal and business solutions and savings, including:

- Health insurance
- Dental insurance
- Vision insurance
- Disability insurance
- Retirement savings accounts
- Cybersecurity compliance and protection
- Discount business services
- Discounted CE and license renewal

Plus, SPARK members enjoy free access to Forewarn, the leading safety app for real estate agents – a \$240 annual value.

With ERA, you can reach new heights, personally and professionally.



GREAT FOR: Growing Your Business

Balancing Your Life





GREAT FOR:

Managing Your Business

AGENT X

Your Personal Voice Assistant

Agent X is an Amazon Alexa Skill that works as your free personal voice assistant by providing you with productivity tools and market intelligence while on the go. No more shuffling paperwork or digging through computer files. Agent X can provide you with information on listings, tell you today's appointments and retrieve specific information about them, give you market statistics on any zip code, tell you the latest real estate news, and even keep track how often you contact your clients. "Alexa, can you say wow"!

