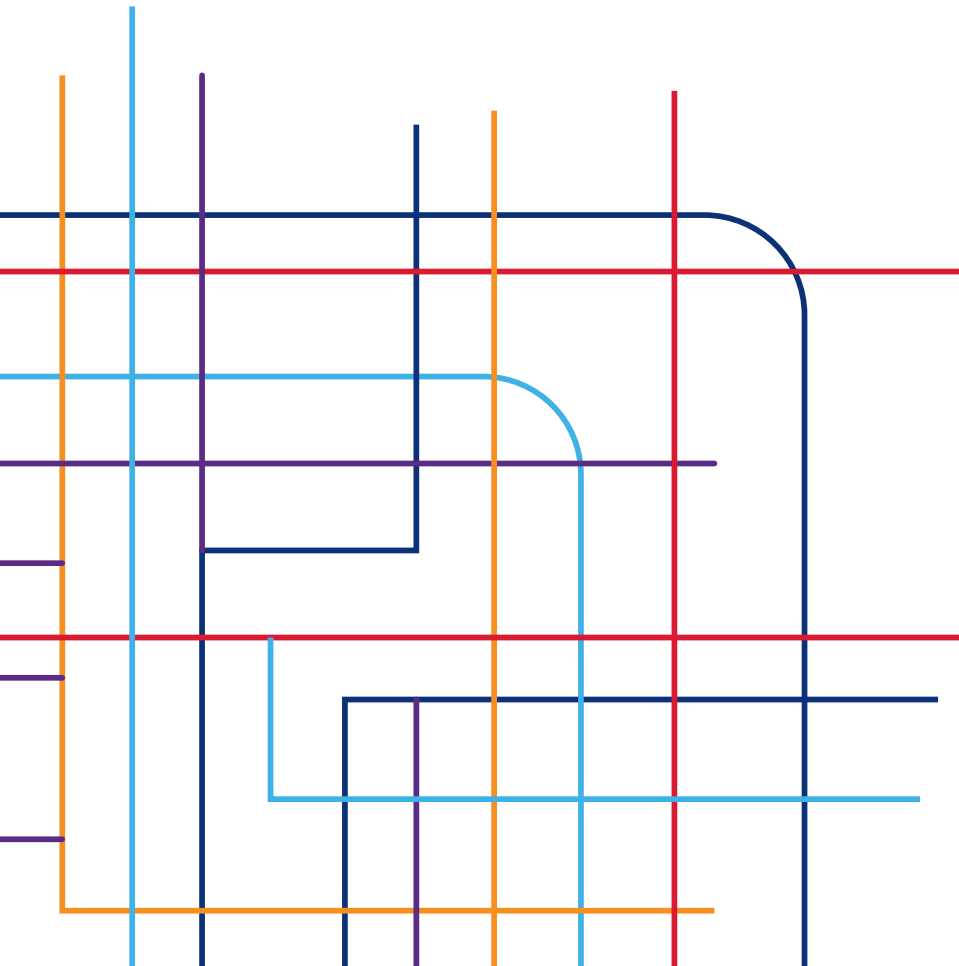




Corner Your Market

TAKE YOUR CAREER FURTHER WITH ERA® REAL ESTATE



Corner Your Market





We're all about you

We all know that real estate is as local as it gets. That's why ERA Real Estate keeps you in control of your business with the resources and support of an international brand built on flexibility. All backed by game-changing technology, products, and powerful lead generation. Plus, innovative tools and learning programs designed to supercharge your productivity. The best part? You'll be part of a powerful network of like-minded entrepreneurs supported by a brand dedicated to helping you grow without sacrificing your individuality.

You decide what goals to shoot for and together we'll help you corner your market.

THAT'S #TEAMERA



Learning that keeps you productive

Simply put, you're the most important part of your business. ERA Real Estate is here to help drive your success with learning programs that are the best in the business. We cover everything from technology to tools, business planning to winning listings, and

everything in between. Learn your way with live and on-demand courses, so you can grow at your own pace and in the direction you choose. No matter your experience level we have the learning to fuel your business.

Top 6 Team ERA University courses to help grow your business

CREATE A STRATEGY

Our Business Planning course helps agents avoid the ups and downs of the "income roller coaster" by setting realistic goals and planning daily, weekly, and monthly activities around achieving them – giving you powerful tools to drive your business from transaction-focused to more goal-focused.

BUILD YOUR BUSINESS

Whether you're a new agent or just need a refresher, our Productivity course teaches the basics to build and sustain your business. We like to say that it's "learning while doing" because in this course you'll actually be building your sphere and exploring leads with the goal of creating new contacts and booking appointments.

WORK YOUR SPHERE

Your sphere of influence has the potential to be your most profitable source of prospecting, but your sphere can't work for you if you're not working your sphere. Our SOI course will show you how to set the number of daily contacts you need to make in order to keep your business growing.

WIN LISTINGS

Listings are the surest way to build a big business with the lowest costs and the highest net. In our Listings course, you'll explore the attitudes of successful listing agents, set transaction goals, build your listing presentation and learn how to differentiate yourself through metrics.

STRENGTHEN RELATIONSHIPS

Top agents know that open houses are a great way to strengthen relationships with the sellers. In this Open House course, you'll uncover strategies to utilize open houses to drive traffic and generate leads for your business.

THINK BIGGER

Whether you know it or not, you're a farmer, and your crop is your business. Another hands-on experience, our Farming course will teach you how to think bigger. You'll no longer restrict yourself to geographic areas and just direct-mail campaigns.



After taking Team ERA University learning courses, ERA affiliated agents had significant growth in their business compared to the 12 months prior to taking any courses.*

Up to
92%
more
closed units

Up to
124%
higher
closed volume

*Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 1,438 independent sales associates who had been affiliated with the ERA® Real Estate brand for at least a year prior to the study and who participated in Team ERA University® learning classes and activities between January 2019 and November 2020 (the "Sample Pool") and entered their activities into REScoreboard. All sales associates included in the study completed one or more learning classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the monthly Metrics generated by the Sample Pool during the 12 months prior to their taking any ERA courses and then measured the monthly Metrics generated during the 12 months after the end date of each agent's participation in the learning courses. We also measured the monthly Metrics generated by ERA-affiliated sales associates who did not participate in ERA courses and activities during the corresponding months of the Study for comparison purposes. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any ERA-affiliated sales associate will achieve the same or similar results. ©2022 ERA Franchise Systems LLC. All rights reserved. ERA® Real Estate, Team ERA® University and the ERA Logo are service marks owned by ERA Franchise Systems LLC. ERA Franchise Systems LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated.



Great tech-spectations

Real estate is a people business, yet we rely on technology to make things happen. At ERA Real Estate, let us focus on delivering the best technology so you can focus on your business. Of course, you'll have all the technology that you've come to expect, like a customized website and a CRM. But the awesome part is the technology that you don't expect! Fuel your business with lead generators – from SEM campaigns, to social media ads and

texting tools. We use Big Data and AI to help you focus on the leads that are ready to transact. Pretty cool. We even have tech that automates marketing and social media – keeping you in touch with your sphere, before, during and even after the transaction. The ERA[®] brand is all about game-changing technology, products, and powerful digital lead generation. All backed by a team focused on helping you grow.

Leverage makes it easy

One-stop-everything

Our powerful extranet, Leverage®, is the one-stop online destination for all the essentials to manage your business:

- **Lead management**
- **Product and program information**
- **Educational resources**
- **Skill development**
- **Listing and buyer presentations**
- **Marketing tools and materials**
- **And more**

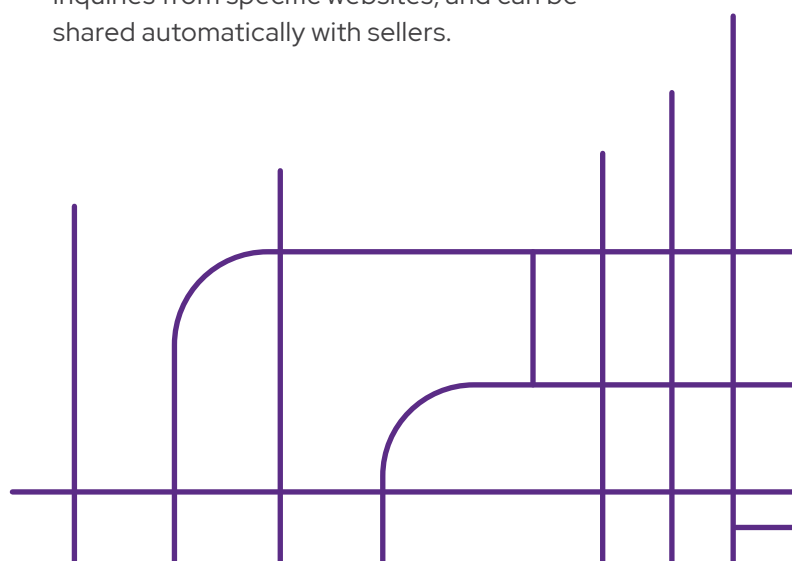
Leverage has a powerful, intelligent search, expanded document library, and a customizable calendar. We make it easy to find what you're looking for with a social media-style newsfeed – and it's easy to share content, follow hashtags, favorite pages and more. This site is definitely one that you'll want to leverage for your business

More traffic, more views and better-quality leads

ERA.com is designed from the ground up to have strong SEO value, ensuring our website and listings appear at the top of results for popular queries on search engines such as Google® and Bing®. In addition to placing emphasis on the organic strength of the architecture of ERA.com, we offer several programs to help further boost our organic online presence.

Share results with sellers

ERA provides powerful real estate analytics and listing reports that you can easily see and share. These reports, branded with agent and company information, showcase how properties perform online, including views and inquiries from specific websites, and can be shared automatically with sellers.





Lead Gen & Traffic Drivers

Targeted search engine marketing

Search Engine Marketing is one of the top traffic drivers and lead generators to ERA.com. Our national campaigns are optimized to drive active buyers and sellers to ERA.com, generating high quality leads for your company and listings directly to your CRM.

Additional inventory

Builders Digital Experience (BDX) is a way to find brand new inventory for your buyers. 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 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.

Give sellers more options

- **Option 1:** Offer to sell properties through the traditional real estate method
- **Option 2: ERA Sellers Security® Plan**
Our innovative, longstanding ERA Sellers Security Plan provides qualified sellers the peace of mind of knowing that if their home is not sold within a fixed period of time, we'll buy it.¹
- **Option 3: RealSure®**
The RealSure program from Realogy and Home Partners of America is a unique program that puts a cash offer in your seller's hand. Your seller can decide to take the cash offer or continue to market their property with the cash offer in their back pocket.²

Up the selling price with updates

A better looking home sells faster and for a better price. The RealVitalize program helps sellers with home improvements and repairs to prepare their home for sale. RealVitalize covers the upfront costs and gets paid back when the listing sells. No hidden fees, interest charges or mark ups.³

Text your way to the top

Our TextERA tool means interested buyers can text you directly—and instantly—from the front yard of your listing, turning ordinary yard signs and marketing materials into powerful lead generators. Plus, the leads we drive to ERA.com directly boost your business, allowing clients to search for homes with your help; all while you prioritize leads, market to your clients through data-driven follow-up plans and seamlessly guide them through their experience from any device.⁴

Referrals for a global network

What better way to capitalize on the access we provide across the US and in almost 40 countries than with the ERA Global Referral Platform? Our global referral platform is a great way to grow your business and includes everything from referral promotion, agent validation, referral tracking, translation, and payment processing.

- **Find new buyers**
- **Demonstrate global reach**
- **Access new markets**
- **Gain new business insights**

1. Conditions and limitations apply, including but not limited to: house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based in part upon a discount of the home's appraised value. Additionally, program participants must purchase their next home within 6 months of the close date of the SSP property through a broker designated by ERA Franchise Systems LLC. Not available in all areas.
2. Available in select markets only. Cash offers may be contingent upon property inspection. The RealSure program is not a mortgage product, and there is no guarantee that you will qualify for a mortgage loan. You are free to obtain a loan from any lender and are responsible for evaluating available loan products. Program is not affiliated with any real estate professional or lender. This is an advertisement and not a lending offer or an offer to purchase your home. See realsure.com/how-it-works for terms and conditions. ©2021 Home Partners Resources LLC. All rights reserved. REALSURE, the RealSure logo and SELL, BUY, EXHALE, are service marks of Home Partners Resources LLC.
3. Execution of a program agreement is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither ERA Franchise Systems LLC nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program.
4. Message and data rates may apply.

Top Notch Tech

We'll help grow your business with technology that makes your life easier. Thanks to our relationship with Moxiworks, ERA Real Estate can bring the latest technology to our agents at no additional cost.

More than a CMA

MoxiPresent is the more-than-a-CMA interactive presentation tool. In addition to CMA capabilities, you'll also have access to branded content for both buyers and sellers - to further showcase your value.

A CRM built for you

MoxiEngage is the CRM built specifically for real estate agents. It keeps you on task and in flow, syncing and updating info and insights about your clients.

Marketing made easy

MoxiImpress allows you to automatically create and distribute print, digital, and social media advertising materials.

Your own website

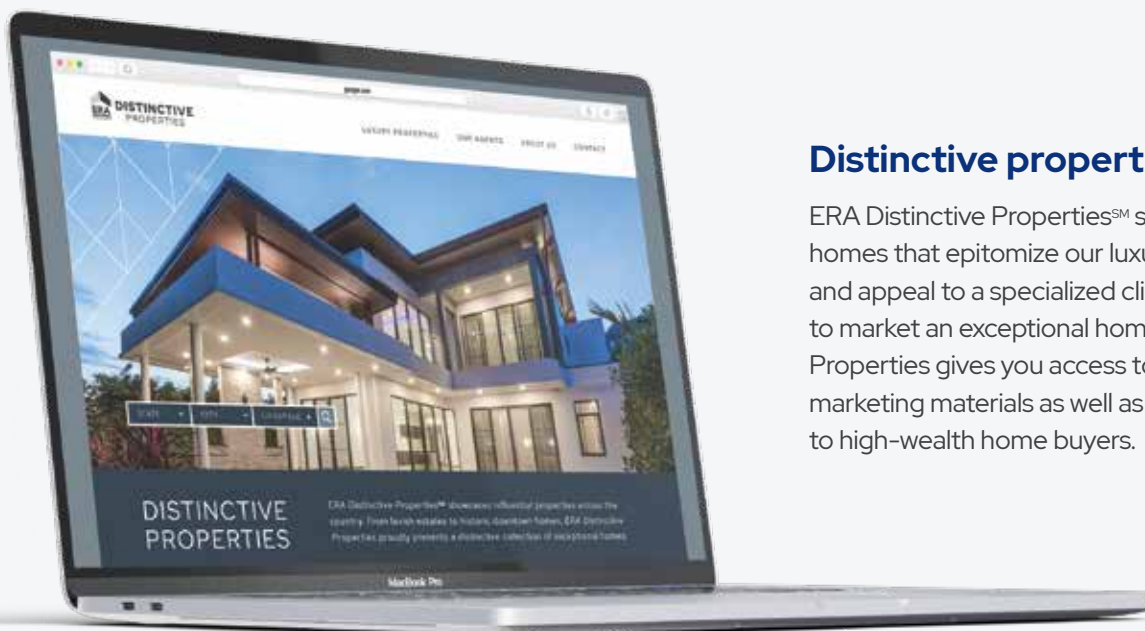
A place to grow your brand, sphere, and business. MoxiWebsites is a web content management system that gives you control to create an awe-inspiring website without knowing a line of code.



Take the guesswork out of marketing

Whenever you get a new listing, we automatically create a suite of digital marketing assets, including: a listing detail page, a video microsite, YouTube® videos, print-ready flyers and postcards, TextERA short codes and more, at no additional cost to you. It's like having your own personal marketing department. Plus, you'll also have access to beautifully designed property and agent marketing materials, including listing and buyer presentations, flyers, brochures, postcards, and social media assets.

It's all designed to help you save time. More time for you. Less expenditures on marketing, and a whole lot more people seeing your properties.



Distinctive properties

ERA Distinctive PropertiesSM showcases influential homes that epitomize our luxury requirements and appeal to a specialized client. When you need to market an exceptional home, ERA Distinctive Properties gives you access to sophisticated marketing materials as well as additional exposure to high-wealth home buyers.

Supercharge your social media

Our current strategy uses social media to ensure the industry hears us.

We share news about our brand, our culture, thought leadership, information on tried-and-true ERA® products, the benefits of our awesome Learning courses, our partnerships – all to help you build your business by showing that you are backed by a powerhouse brand. We also use social media to show the value provided by ERA affiliated agents with content for home buyers and sellers. Follow us on Facebook®, Instagram® and LinkedIn®.



THE ERA SOCIAL TOOL

For general content, graphics & listings

Stay top of mind by sharing content daily from the ERA Social Tool. Find, share and schedule relevant content, articles, graphics and your listings across your social channels at no additional cost.



SOCIAL AUTOMATION

For just listed & open houses

Video is an essential asset because it can increase organic traffic to your website 10%-250%.* SocialBoost automatically generates videos of Just Listed and Open House properties and posts them to your Facebook® business page, driving more awareness to your listing at no additional cost.



TARGETED SOCIAL

For just sold listings

Reach a wider audience with automated targeting and generate seller leads with automated 3-day advertising campaigns for your recently sold listings on Facebook, Instagram, and premiere websites at no additional cost.



SOCIAL TESTIMONIALS

Build your reputation

Spread the word, share your success and earn repeat and referral business. Your best customer satisfaction survey results are automatically transformed to social media posts on your company's Facebook page and your Facebook business page. Allowing you to publicize your great results, build your reputation and generate new leads.



Built on relationships

Across our industry, 88% of customers would happily work with their agent again, but only 18% actually do.¹ That's why we offer programs and tools to help you generate more referrals and repeat business.



Beyond the transaction

Great relationships begin when transactions end

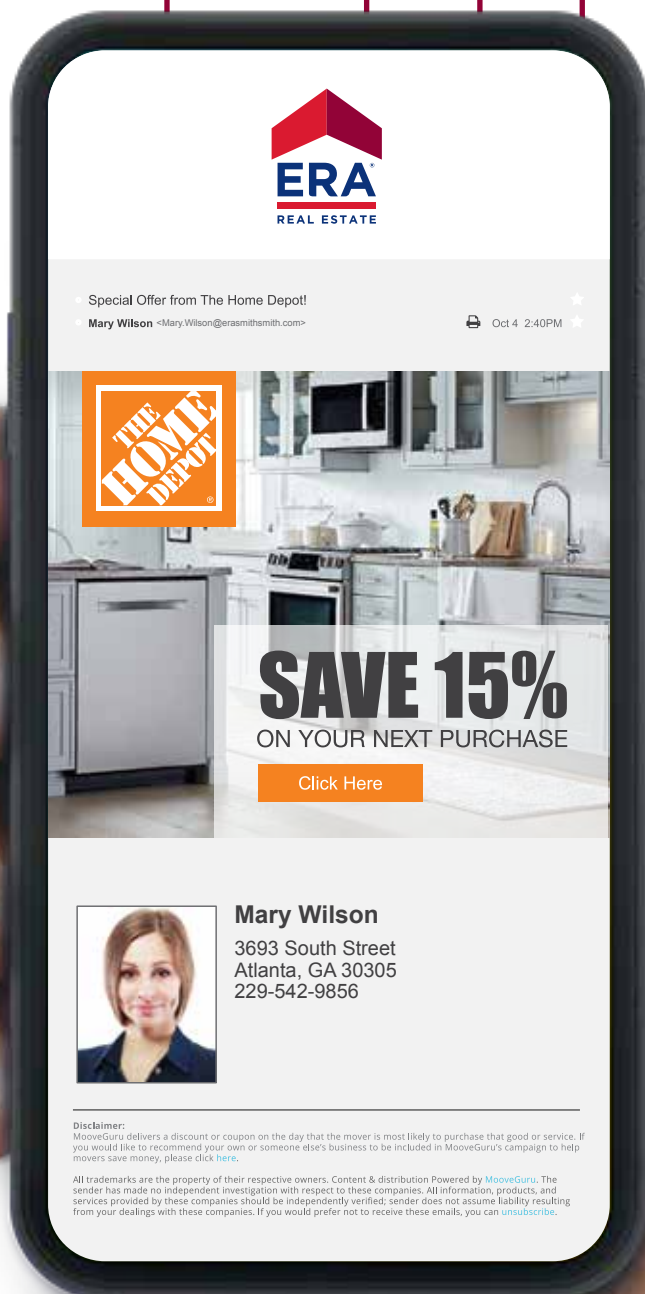
ERA Real Estate helps you stay top-of-mind by giving you access to referral resources that every homeowner needs, like local contractors, service providers, special offers, and more.

We got moves

Our hassle-free ERA Moves moving assistance program provides white-glove utility connection to your clients and also sends up to 15 emails with local and national offers from YOU before the close.² That's so thoughtful of you.

Clients love you. But do they remember you?

Staying top-of-mind with all your clients is essential for repeat and referral business. With the ERA Follow-Up program, once your client is enrolled, ERA® will take care of the rest with no added work from you by regularly sending branded, hyperlocal coupons for goods and services to former clients on your behalf.³ It's a powerful retention program that helps keep doors open long after a property has closed.



1 NAR Home Buyer and Seller Generational Trend Report 2019

2 Clients are automatically enrolled in the ERA Moves program but may opt-out at any time.

3 Agent must enroll buyers within 30 days of close. Enrollment available for sellers at an additional cost to the agent. Clients may opt out at any time.

SOLD



ERA[®]

REAL ESTATE

ERA.com

Each ERA Office is Independently Owned and Operated.

Put Team ERA in your corner

A lot of brands talk the talk. But at ERA Real Estate, we deliver when it comes to being a global real estate brand rooted in family... a family more than 39,000 affiliated agents strong. From responsive support and services to simply having a sounding board for some blue-sky thinking, the entire ERA® network is all in on getting you where you want to go.

THAT'S #TEAMERA

Stronger together

ERA network events are the perfect launchpad for transforming your business. They're also a powerful platform for networking, learning opportunities, thought leadership, skill-building, hearing from great industry speakers, recognizing Team ERA's accomplishments, and fun!

Stepping forward to give back

ERA affiliated brokers and 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.

You deserve to be awarded

Your hustle is what makes you successful. At Team ERA, we go above and beyond to recognize your achievements with an awesome awards and recognition program that's both a salute to your hard work, and a powerful way to market yourself. That's a win that keeps on winning.

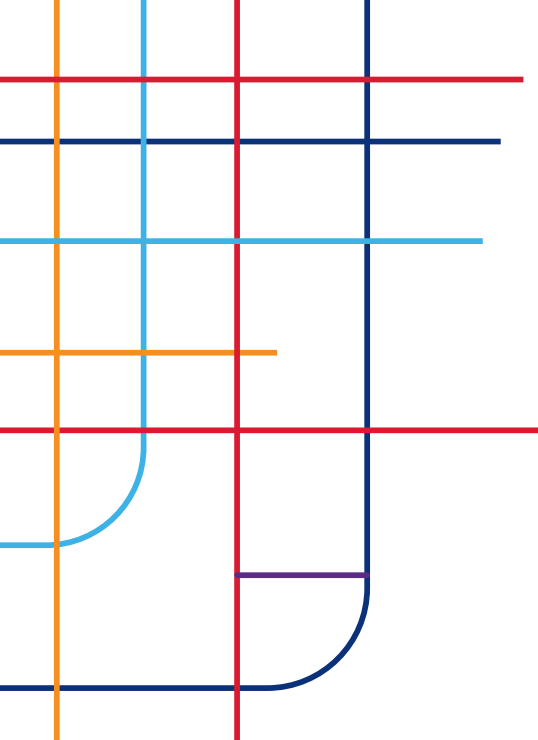


Corner Your Market

You're already a pro in your market; our job is to simply make sure you have the tools you need to grow, thrive and be your most successful self. With ERA Real Estate, you're empowered to build your success in your own unique way.



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with us**

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instagram.com/FirstServicerealtyERA
twitter.com/FSRBroker
www.FSR-ERA.com