



DISTINCTIVE
PROPERTIES.®

MARKETING CONSULTATION



A PLAN FOR SUCCESS

Why?

Why are you selling? Where are you moving?

Whatever the reason, being fully prepared to sell your house will help you maximize the price you get for your home, as well as helping you maintain your sanity along the way.

Timing

How soon do you need to move?

It is important to consider your financial situation, the cost of selling, and your ability to afford a new home. This will help you navigate the process seamlessly, from setting the price to closing the deal.

What's Important

- Price
- Timing
- Easy Transaction

INVESTING IN THE RIGHT AGENT

Opportunities

Do you see any opportunities?

Favorite *features*

What are your favorite features?

Recommend

Any insights to use certain spaces?

Upgrades

Are there any upgrades to the home?

Selling points

What do you consider the home's best-selling points?



VIRTUALLY & IN PERSON



Communicate
effectively

Market
*the
property*

Finalize
*the
transaction*

Legal and
*financial
steps*

AN ELEVATED APPROACH TO REAL ESTATE

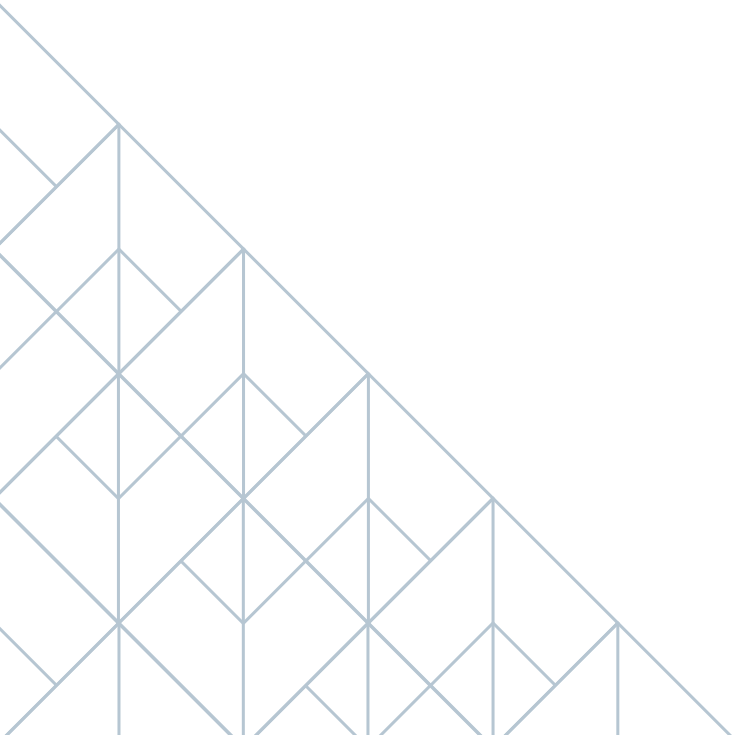
Marketing homes of exceptional style and quality requires a nuanced touch. The ERA Distinctive PropertiesSM portfolio was created for just such homes. Your agent is equipped with a unique knowledge of the luxury real estate market as well as sophisticated marketing strategies to showcase your home to a global community of affluent buyers. The hallmark of ERA Distinctive Properties is our superior service; driven by a seamless blend of experience, technology and international reach.





DISTINCTIVE
PROPERTIES.®

MARKETING PLAN



STEPS TO MARKET YOUR HOME

Get your home *market ready*

Preparation
Staging
Photography
Video
Unique Seller Incentives
Yard sign

Leveraging *relationships*

Affluent networking
Private showings
Broker open house
Virtual open house
ERA Global Referral Network
Rapid response technology

Marketing *your home*

TextERA Code
ERA.com
MLS
Property website
Listing detail page
Listing distribution & SEM
ERADistintiveProperties.com
High-quality print marketing

Attracting *buyers*

Social automation
Social boost
Luxury Advertising
*Luxe Corner by ERA Distinctive
PropertiesSM magazine*
Event Opportunities
Local Marketing

Reviewing *results*

Online analytics report
Buyer feedback
Ongoing Performance
Analysis

STEPS TO GET YOUR HOME MARKET READY

Preparation

Taking the right steps before your property hits the market is the best way to set your listing up for success and to help you achieve your goal.



HOME PREPARATION

You only get one chance *to make a first impression.*

Here are some tips to get your home market ready.

Rooms

- Touch up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update décor - throw pillows, bedspreads, towels

Kitchen & Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

Before each showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting
- Set thermostat to comfortable temperature

STAGING TO SELL

Luxury buyers are buying a lifestyle.

Effective staging helps neutralize the property's surroundings so buyers can envision the home as their own, as well as play up a property's strengths and downplay any weaknesses. Homes that are staged tend to sell faster and for a higher price.



PROFESSIONAL PHOTOGRAPHY

Great photography *goes a long way.*

Beautiful, professional home photography is essential in marketing high-end real estate. Luxury photography utilizes the right lighting, staging and perspective, to create a positive first impression with prospective buyers.



UNIQUE SELLER INCENTIVES

ERA Home
*Protection
Plan*

ERA
Moves

Home Concierge
by HomeAdviso



LEVERAGING RELATIONSHIPS

Affluent Networking

Having a luxury network of agents, brokers and clientele is necessary in luxury real estate. I will tap into my existing relationships to find a buyer for your home. I also have access to a database of luxury agents through my brokerage, allowing me to connect with even more agents about your home and generate the right leads as potential buyers for your property.

Global Referral Network

With the Global Referral Network, I can broaden my reach and interest in your property on a national and global level. I also have access to international buyers' agents, allowing me to target international clientele more effectively—and get your home in front of more potential buyers.

Rapid Response Technology

I am available and able to accept leads whether it is through email, text, phone, or chat box, ensuring I am responding to potential buyers quickly, and when their interest in your home is at its highest.

OPEN HOUSES AND SHOWINGS

Broker Open House

I'll leverage my existing relationships and network of luxury, specialized agents to host a broker open house to expose your property to agents, so they can share with their clients. This will drive traffic and interest in your home.



Private Showings

I will personally schedule private showings to pre-qualified potential buyers. This will allow me to personalize each tour to appeal to each buyer's specific wants and needs.

ERA HAS THE GLOBAL REACH TO ACCESS MORE BUYERS

35 Countries
Worldwide

2,286 Offices
Worldwide

36,109 Agents
Worldwide

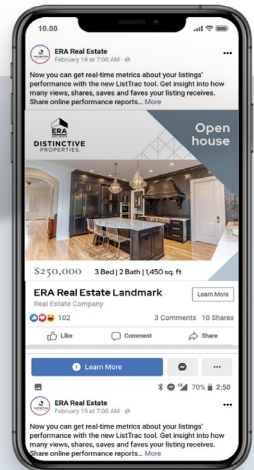
23,129 International
Agents



ELEGANT MARKETING

Attract Buyers with a Clear Visual Voice.

The ERA Distinctive Properties marketing has been crafted to stand out from traditional marketing. Sophisticated, bright, and elegant; the designs speak to the nature of luxury, while letting your home shine through. From social media to print collateral and beyond, every piece is designed to impress the affluent buyers you are looking to connect with.



MARKETING YOUR HOME

Digital Forward *Approach*

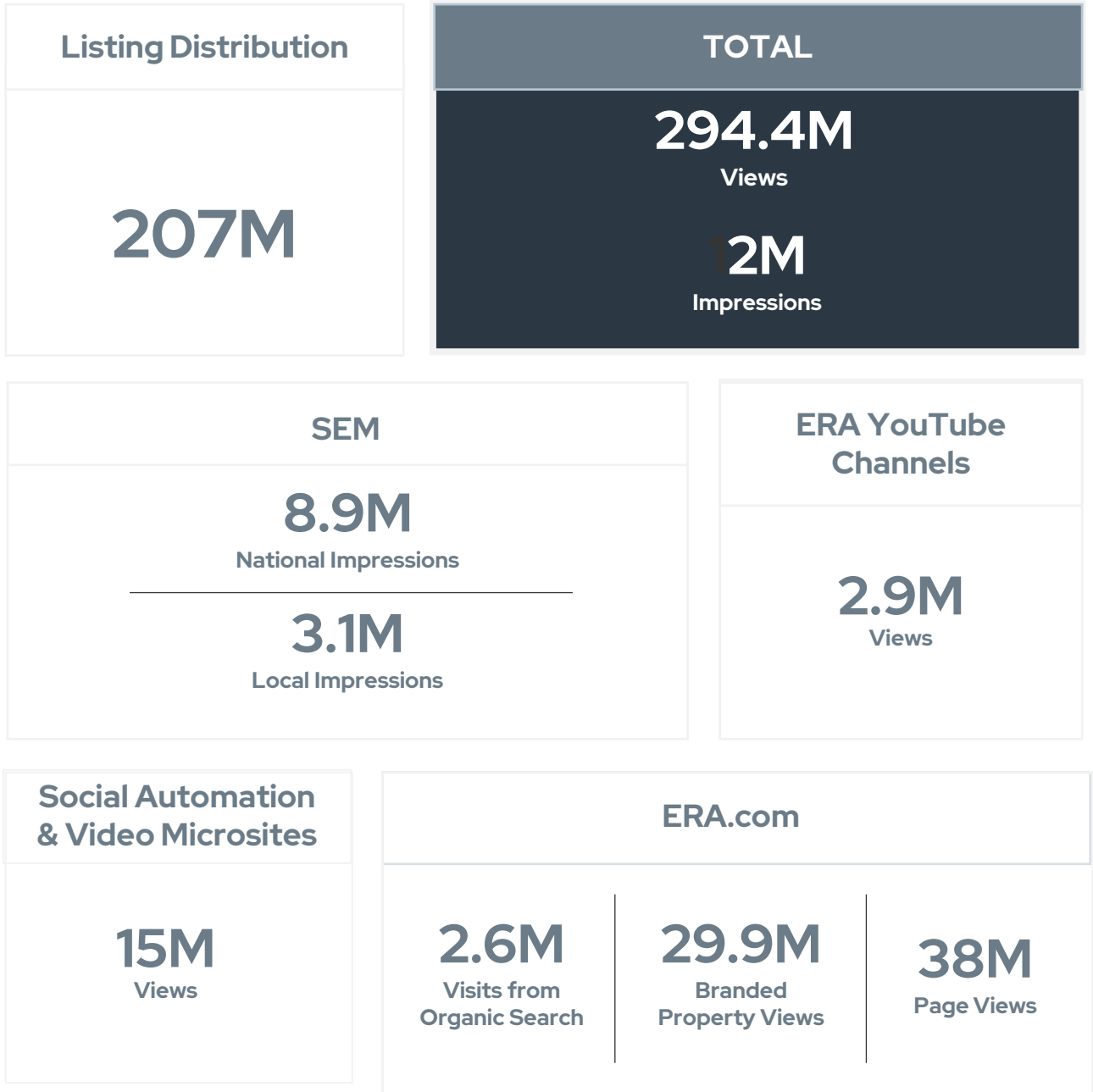
Your property will get its own website, in addition to a property detail page on ERA.com where integrated lead-management and marketing automation is combined to attract and follow-up with homebuyers. Your property will get additional exposure through the MLS and TextERA.





ONLINE DISTRIBUTION

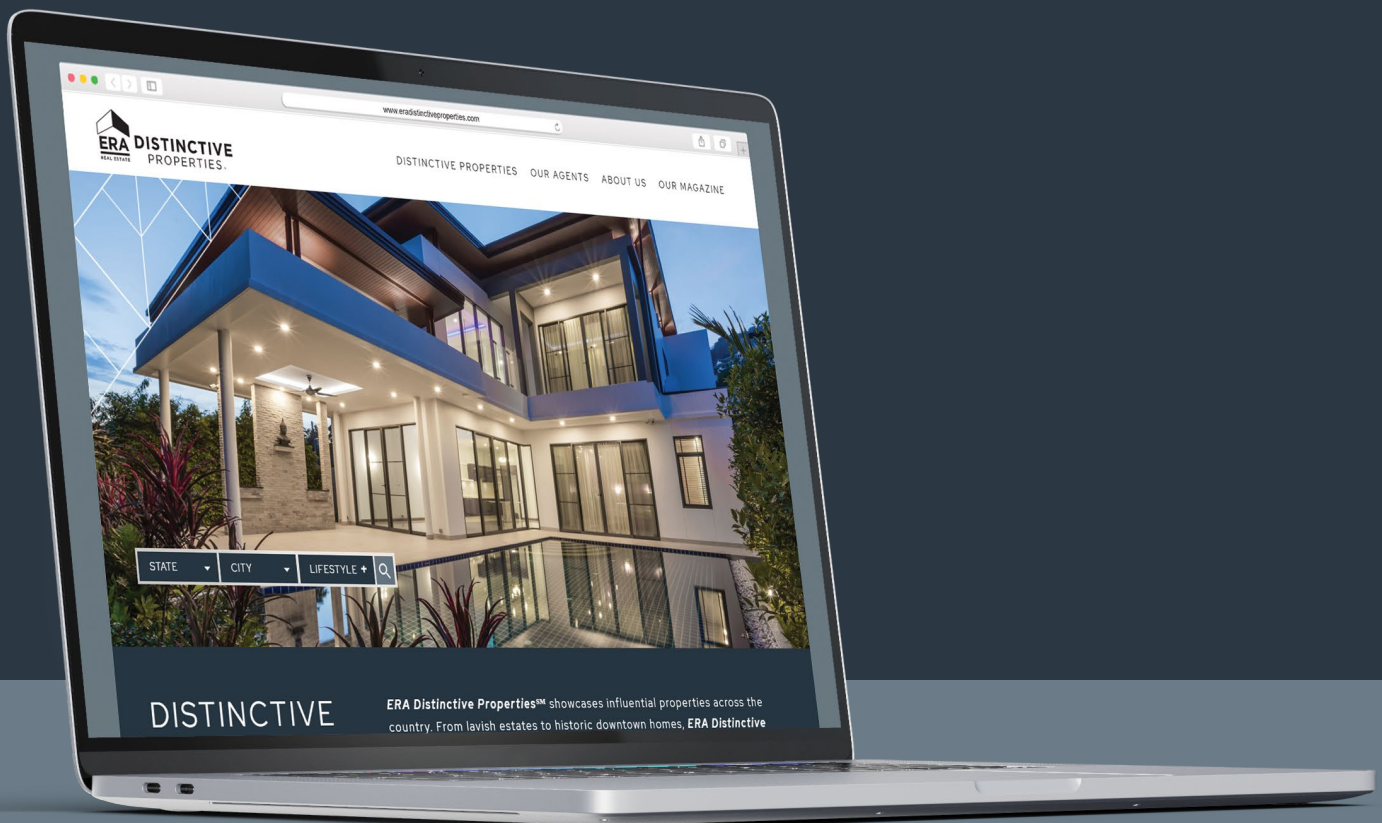
Focused on digital exposure to get homes sold



ONLINE MARKETING

ERADistinctiveProperties.com

Our website exclusively features listings from the Distinctive Properties portfolio, designed with our signature elegant look, beautiful imagery throughout, as well as search functions designed to drive engagement and traffic. In addition to location-based searches, affluent homebuyers have the opportunity to search for properties based on their lifestyle desires. This means your listing will show up to the right audience based on their more niche searches.



WORLDWIDE EXPOSURE

Reaching foreign buyers
on the biggest international network.

As part of the ERA Distinctive Properties portfolio, your listing will receive exposure within a premium network of nearly 100 sites in over 60 countries.

- Argentina
- Australia
- Austria
- Belgium
- Bulgaria
- Cambodia
- Canada
- Chile
- China
- Colombia
- Czechia
- Denmark
- Estonia
- France
- French Polynesia
- Germany
- Greece
- Hong Kong
- India
- Indonesia
- Italy
- Japan
- Laos
- Latvia
- Liechtenstein
- Luxembourg
- Macau
- Malaysia
- Mauritius
- Mexico
- Morocco
- Myanmar
- Netherlands
- New Caledonia
- New Zealand
- Papua New Guinea
- Peri
- Philippines
- Poland
- Portugal
- Qatar
- Romania
- Russia Senegal
- Serbia
- Singapore
- Slovakia
- South Africa
- Spain
- Sweden
- Switzerland
- Thailand
- Tunisia
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Venezuela
- Vietnam

TOP-TIER EXPOSURE

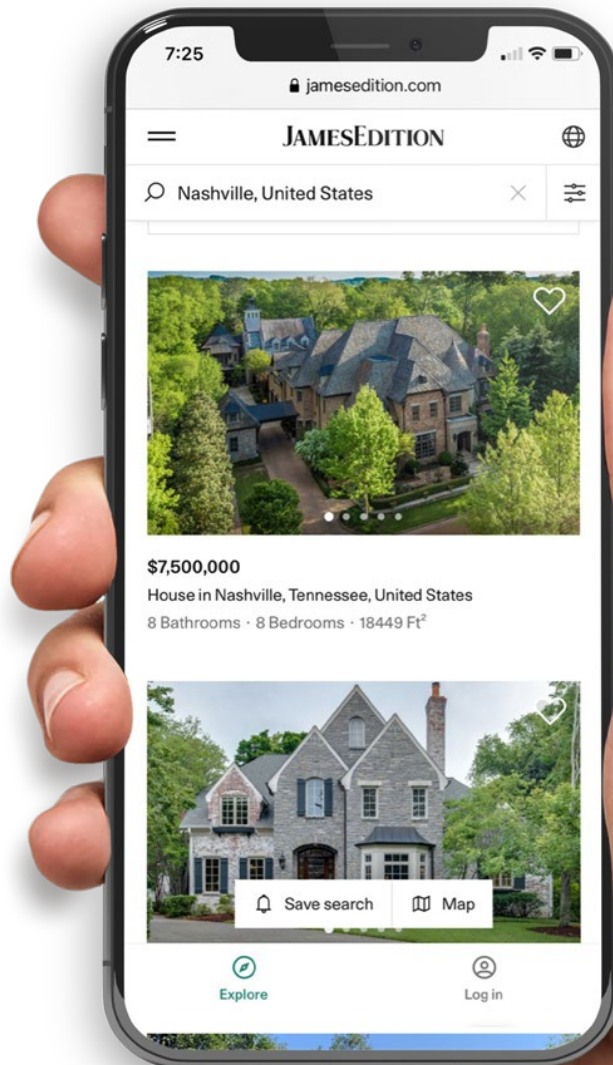
Premier *Network*

Your home will also reach high net worth homebuyers on sites such as WSJ.com, RobbReport.com and JamesEdition.com. .



RobbReport

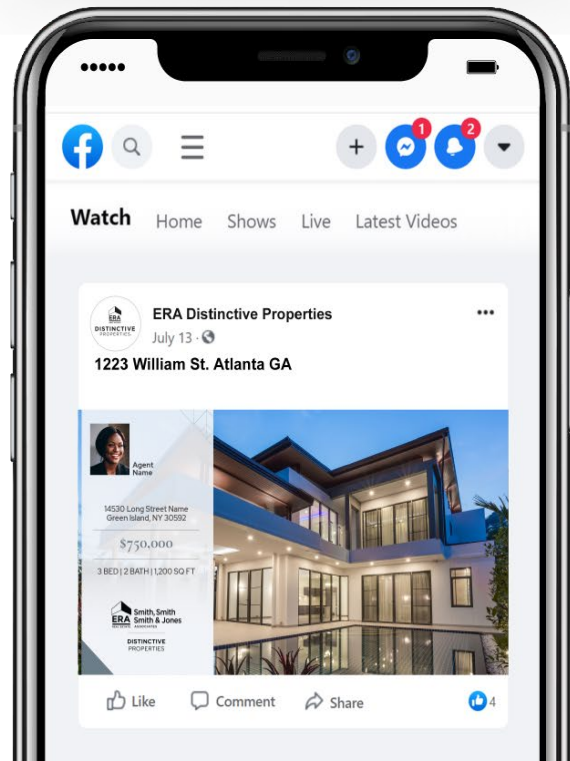
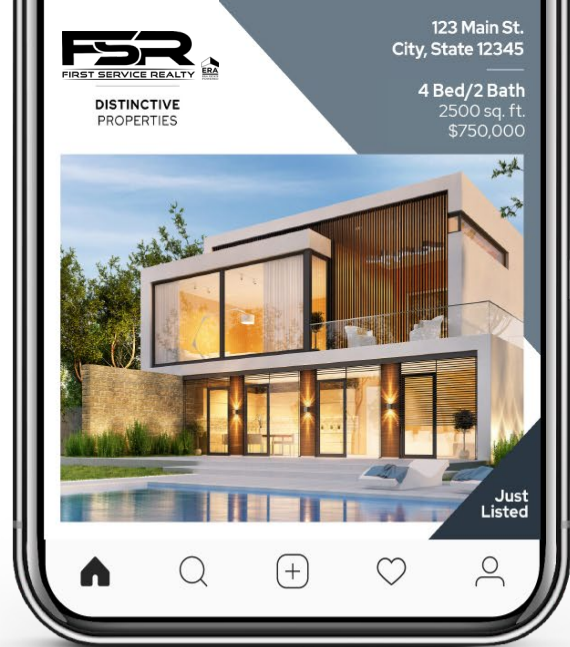
WSJ



SOPHISTICATED SOCIAL

Powerful *Automation*

As an ERA Distinctive Properties listing, your home will automatically receive a video microsite, a listing detail page, and a custom YouTube® video to be shared across a variety of social media platforms to target potential homebuyers. .



LUXE CORNER

by ERA Distinctive PropertiesSM

Award-winning *Digital Magazine*

Our digital magazine showcases luxury listings from the ERA Distinctive Properties portfolio throughout the nation. The magazine is published bi-annually on ERADistinctiveProperties.com and features editorial content about luxury trends, community spotlights, interior design and high-end lifestyle topics.



LUXURY ADVERTISING

Your property could receive additional exposure in premium publications and websites that target affluent buyers.



ERA Smith, Smith
REAL ESTATE Smith & Jones
ASSOCIATES

**DISTINCTIVE
PROPERTIES**

NEXT LEVEL LIVING
CITY NAME, STATE • \$750,000

Each ERA® Office and ERA Real Estate Powered® Office is independently Owned and Operated.

RESULTS DRIVEN TO ACHIEVE YOUR GOALS

Buyer *feedback* *k*

Feedback from buyers will be shared with you following each showing, allowing us to refine our plan if needed.

Online *analytics* *report*

Weekly reports will be shared through ListTrac to analyze the performance of our marketing efforts. I will be able to see which sources are generating the most views and user engagements to better understand how much interest your home is generating amongst potential buyers.

Social *results*

I will share results from social campaigns that are created to show how many potential buyers have been targeted.

Ongoing *performance* *analysis*

Throughout the process, I will monitor sales conditions and interpret market indicators that can influence your property's market position. I will continue to offer qualified advice to ensure your home remains in the most competitive position.

COMPETITIVELY POSITIONED IN THE MARKET

Price
banding

Absorption
rate

Market
analysis



A DISTINCTIVE PARTNERSHIP

Preparing

- Recommend how to get your home market ready
- Complete listing documents and disclosures

Pricing

- Thorough analysis of market
- Set pricing strategy to achieve goals

Customized Marketing Strategy

- Install ERA yard sign
- Promote your home on the MLS
- Syndicate your home's listing to up to 200 websites, as well as premium sites WSJ.com, RobbReport.com, and JamesEdition.com
- Other opportunities (i.e., events, luxury ad placement)
- Respond to all buyer inquiries
- Arrange private showings
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates

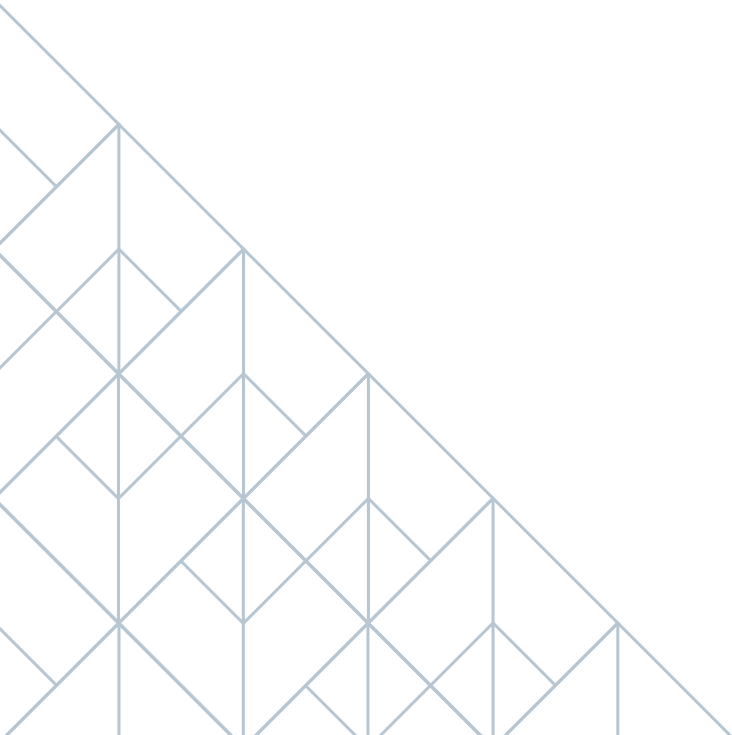
Negotiation and Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale



DISTINCTIVE
PROPERTIES.

THE POWER OF THE BRAND



**BACKED
BY REALOGY**



REALOGY

2022 | **WORLD'S MOST** TM
ETHICAL
COMPANIES [®]

WWW.ETHISPHERE.COM

11 Consecutive Years

10 steps to selling a home

1

Find an agent

It is important to choose an agent that understands your needs and goals.

2

Pricing

Review the Comparative Market Analysis, discuss customized marketing plan and set the price.

3

Preparing for sale

Make necessary improvements and repairs, then photos will be taken to market your property.

4

List and market home

Your home hits the MLS and other websites to target as many potential buyers as possible.

5

Showings and feedback

Your agent holds an open house and schedules personalized showings to potential buyers.

6

Offer and negotiations

Buyer submits offer to purchase your home. You and your agent review all offers together.

7

Inspection and appraisal

Buyer conducts a home inspection and an appraisal.

8

Pre-closing

Your agent will guide you through finalizing all the details.

9

Move out

Pack your belongings to move. Conduct final walk-through of the property with the buyers.

10

Closing

The sale is complete and recorded. Receive the funds.

PRICING STRATEGY

Pricing Right

While you and your agent will set your home's asking price, the buyer will set the sales price. If you price your home too high, you will miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.

Asking Price:

15% Over Market Value



20% of Buyers



10% Over Market Value



30% of Buyers



5% Over Market Value



50% of Buyers



Current Market Value





UNIQUE SELLER INCENTIVES





ERA Home Protection Plan

A home protection plan can help protect your budget and covered items while your home is on the market and give you one less thing to worry about: knowing you're protected against the expense of unexpected covered breakdowns.

There's other benefits, too, such as boosting buyer confidence, adding value to the home, providing market differentiation and improving listing marketability. A home protection plan can also mitigate unexpected issues from a home inspection, reduce the need to renegotiate if inspection issues are found and keep the sale of the home on track.



Home Concierge by HomeAdvisor

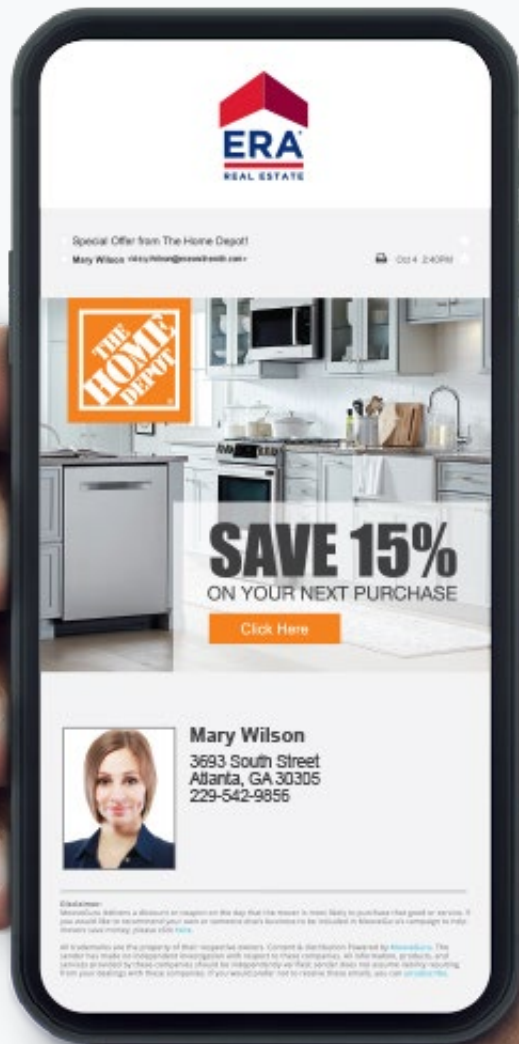
Home improvement projects are a necessary part of the home buying and selling process. But the stress of finding a good contractor does not have to be. Whether you're looking for quick repairs or tackling a major remodel, ERA's Home Concierge portal helps you receive outstanding service and quality on every project.



ERA MOVES

Take the hassle out of moving.

- Free and includes white-glove service that helps you connect all of your utilities with just one simple phone call.
- Receive emails containing national money-saving offers from companies like Home Depot, Bed, Bath & Beyond and 1-800-Got-Junk as well as local offers.



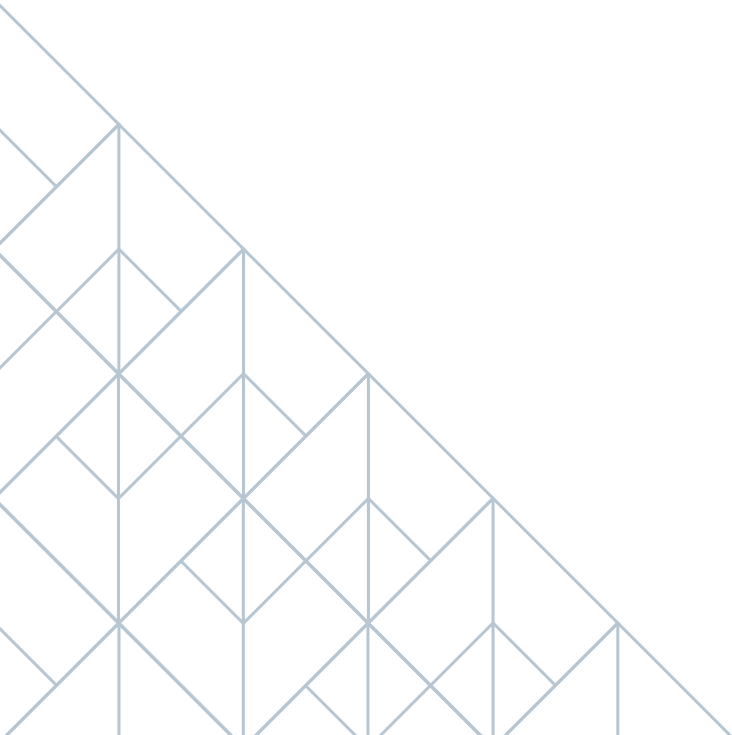
**BED BATH &
BEYOND®**

1-800-GOT-JUNK?®



DISTINCTIVE
PROPERTIES®

ATTRACTING BUYERS THROUGH SOPHISTICATED MARKETING



TEXT ERA

Our best lead generator

TextERA allows buyers to view property details and reach me via a text code. Buyers can simply text a keyword or a number provided on your yard sign and they will receive information on your house directly back to their phone.



97%

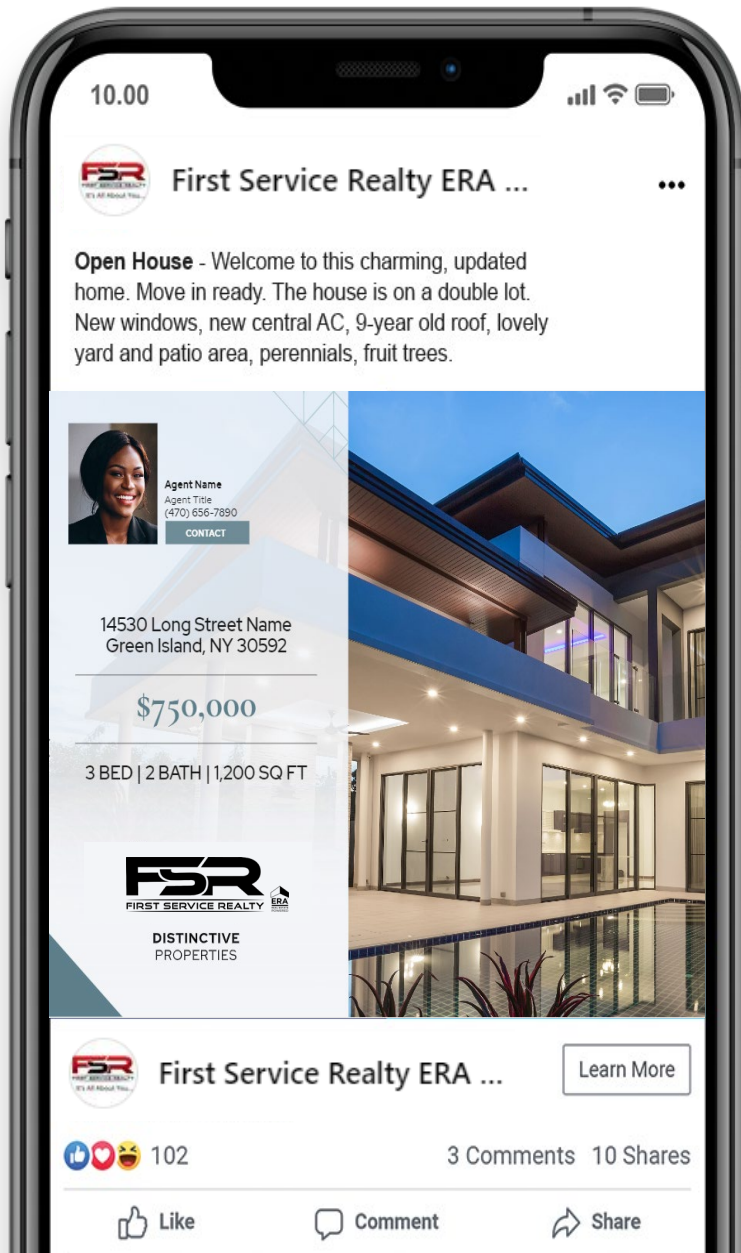
text messages
open and read

60%

text messages
open and read

Social Media

BEYOND CONNECTION



Social Automation

Social Automation automatically creates Just Listed and Open House videos for your property, then uploads it to my brokerage's Facebook® and YouTube® pages.

SocialBoost

Once the videos are on my brokerage's Facebook page, I can easily target potential area home buyers outside of my sphere of influence using SocialBoost.

SPEED TO LEAD

Rapid response to property inquiries

According to the National Association of REALTORS®, 97%* of all buyers rely on the Internet as an information source in the home buying and selling process. These consumers expect and deserve a high level of customer service, including a prompt response, and that's what they are going to get.





INTEGRITY, SERVICE AND EXPERIENCE

First Service Realty ERA, In Your Corner

A team of Marketing Professionals and Managing Brokers working alongside our Real Estate Agents, providing operational excellence so that no detail is overlooked.

Our reputation and respected name along with our world class marketing programs, attract the most receptive buyers.

A First Service Realty Agent is an agent empowered by the **First Service Realty** and ERA Brand of Excellence.

Established in 1984