

FSR + ERA
IN YOUR CORNER



10 steps to selling a home



Let's do this

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

Let's get it sold

Challenges
What are the potential challenges you see with the home?

Recommend
Any insights to use certain spaces?

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

Favorite Features
What are your favorite features?

Upgrades
Have you done any upgrades to the home?



Virtually & in person

Communication

Marketing

Legal and
Financial Steps

Finalizing the
Transaction



Marketing Plan





Get your home market ready

- Preparation
- Staging
- Photography
- Video
- Seller Incentives
- Yard sign



Leveraging relationships

- Schedule showings
- Circle Prospecting
- Consumer open house
- Broker open house
- Virtual open house
- ERA Global Referral Network



Marketing your home

- TextERA Code
- ERA.com
- MLS
- Property website
- Listing detail page
- Listing distribution & SEM
- Rapid response technology



Attracting buyers

- Social automation
- Social boost
- Email blasts
- Flyers
- Brochures
- Postcards
- Buyer incentives



Results

- Online analytics report
- Buyer feedback
- On-going Performance Analysis

Steps to get your home market ready

Seller Incentives

Video

Photography

Staging

Preparation

Leveraging relationships



ERA Global
Referral
Network

Broker
Open House

Consumer
Open House

Schedule
Showings

Stay
Connected

Marketing your home

FSR-ERA.com

FIND OUT MORE

Text FSRERA

To 35620



MLS

Rapid Response
Technology



Listing
Distribution & SEM



Property
Website

Attracting Buyers

Flyers



Email Blast

Brochures

Postcards



Buyer Incentives

Results



Buyer
Feedback

Online
Analytics
Report

Social
Results

Ongoing
Performance
Analysis

Determining your Market position



Factors that influence your home value

Age of home

Economic conditions

Neighborhood comps

Market conditions

Size

Livable space

Location

Condition

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



Property Appeals to:

20% of Buyers



10% Over Market Value



30% of Buyers



5% Over Market Value



50% of Buyers



Current Market Value



95% of Buyers



I'm in your corner

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

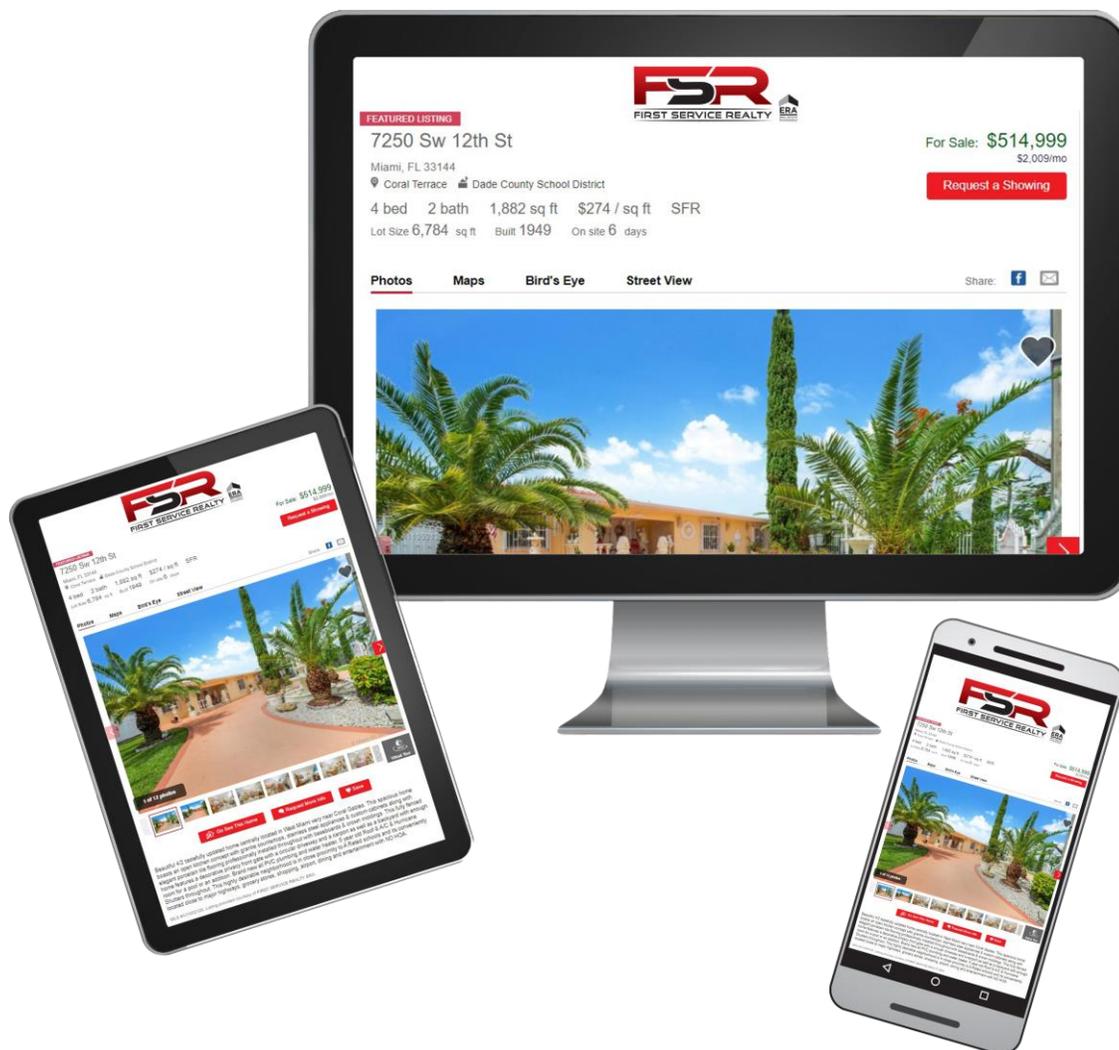
- Install FSR-ERA yard sign
 - Promote your home on the MLS
 - Syndicate your home's listing to up to 200 websites
 - Respond to all buyer inquiries
 - Communicate feedback
 - Market your property via email, direct mail and social media
 - Provide market updates
-

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

How We Market your Property

- Every FSR-ERA® Listing† is converted to a virtual online tour
- We create an individual website for your listing along with a YouTube video
- YouTube has over a billion registered users and reaches more 18-49 year-olds than any cable network in the U.S.‡
- Mobile friendly



How We Market your Property Globally



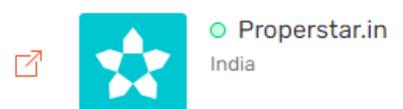
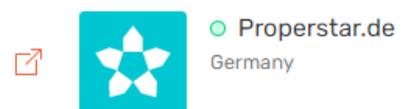
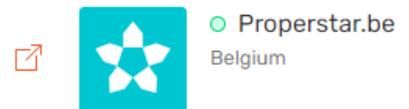
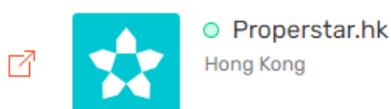
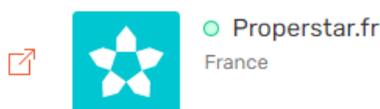
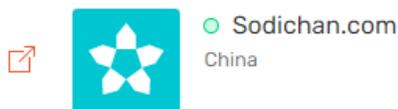
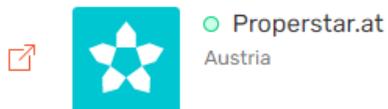
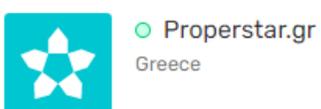
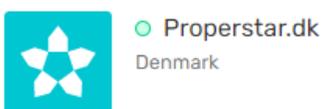
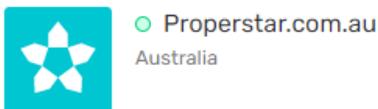
Your property will be published on up to **100 portals** all around the world

International network

Reach the largest property portals network worldwide.

+150 M
potential buyers

+60
countries



The power
of the brand





The power of the brand



**THE ERA BRAND IS MOST
RECOGNIZED AS A LEADER IN:**



Reputation



Culture



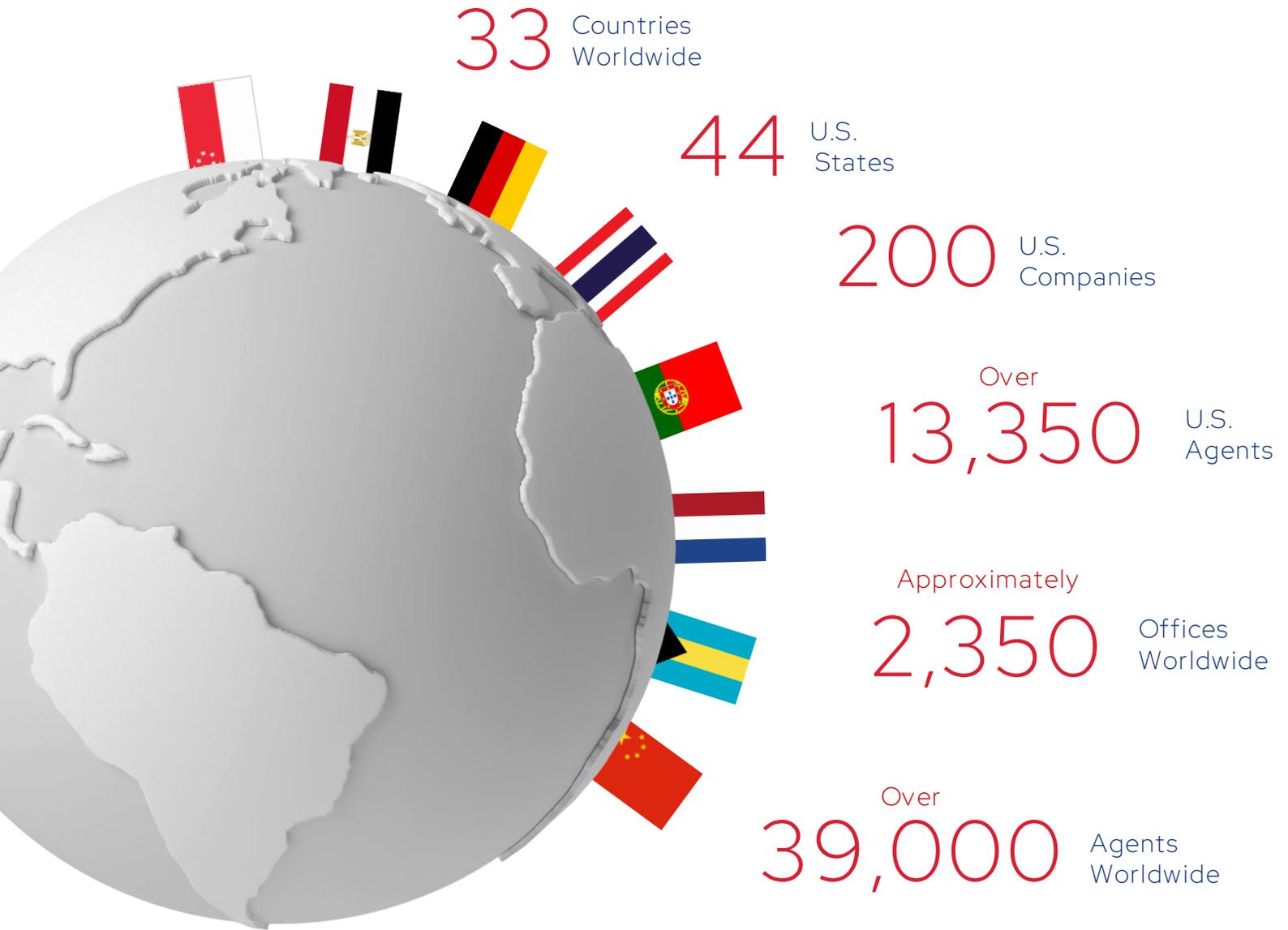
Relationship-building



Technology



Globally known



*Q4 2021 data



Online & In Your Corner

Focused on digital exposure to get homes sold

Listing Distribution

207M
Views

TOTAL

294.4M
Views

12M
Impressions

SEM

8.9M
National Impressions

3.1M
Local Impressions

ERA YouTube Channels

2.9M
Views

Social Automation & Video Microsites

15M
Views

ERA.com

2.6M
Visits from
Organic Search

29.9M
Branded
Property Views

38M
Page Views

Seller incentives

ERA Home
Protection Plan

ERA Moves

Home Concierge
by HomeAdvisor

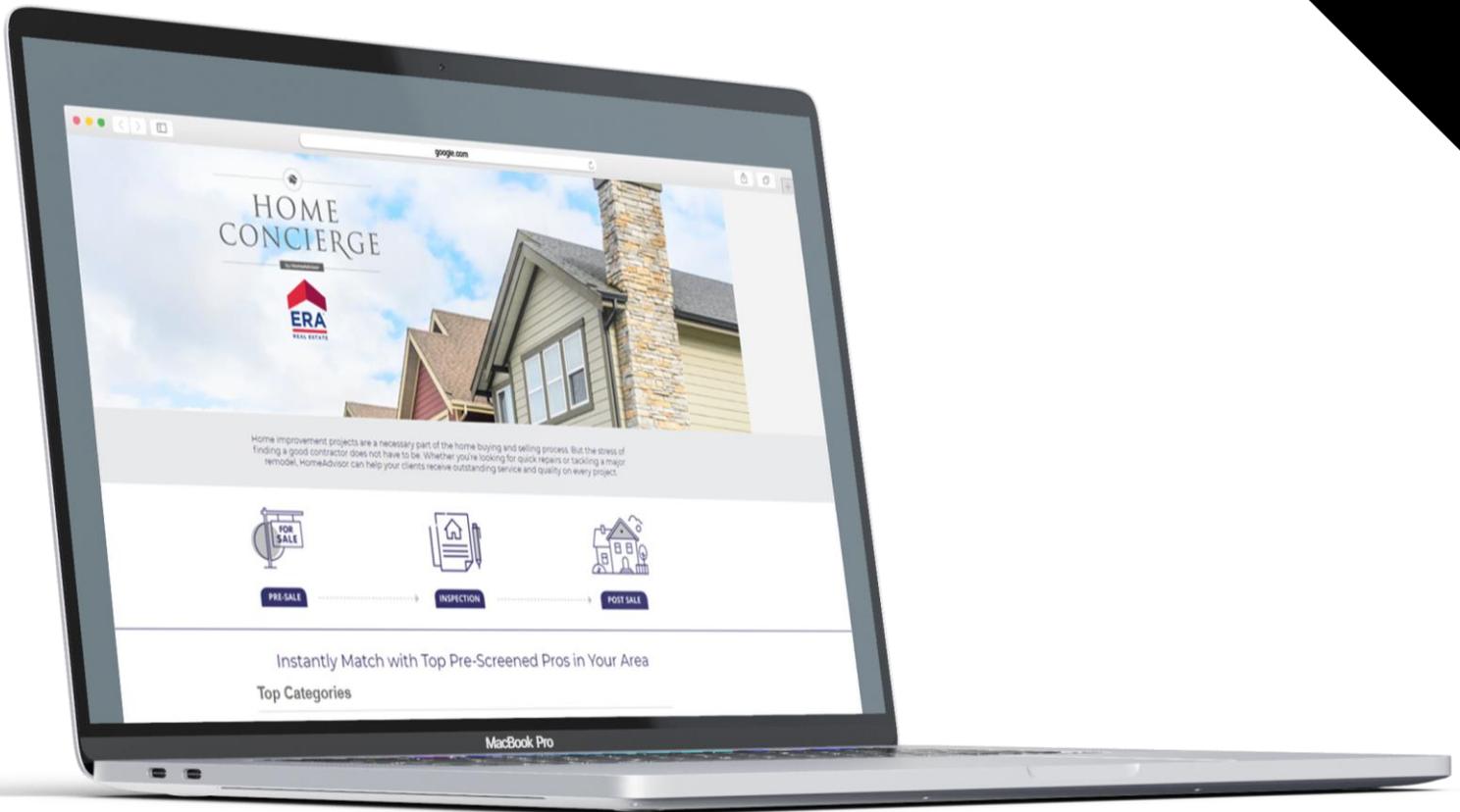
You have options

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.



American
Home Shield  SM



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

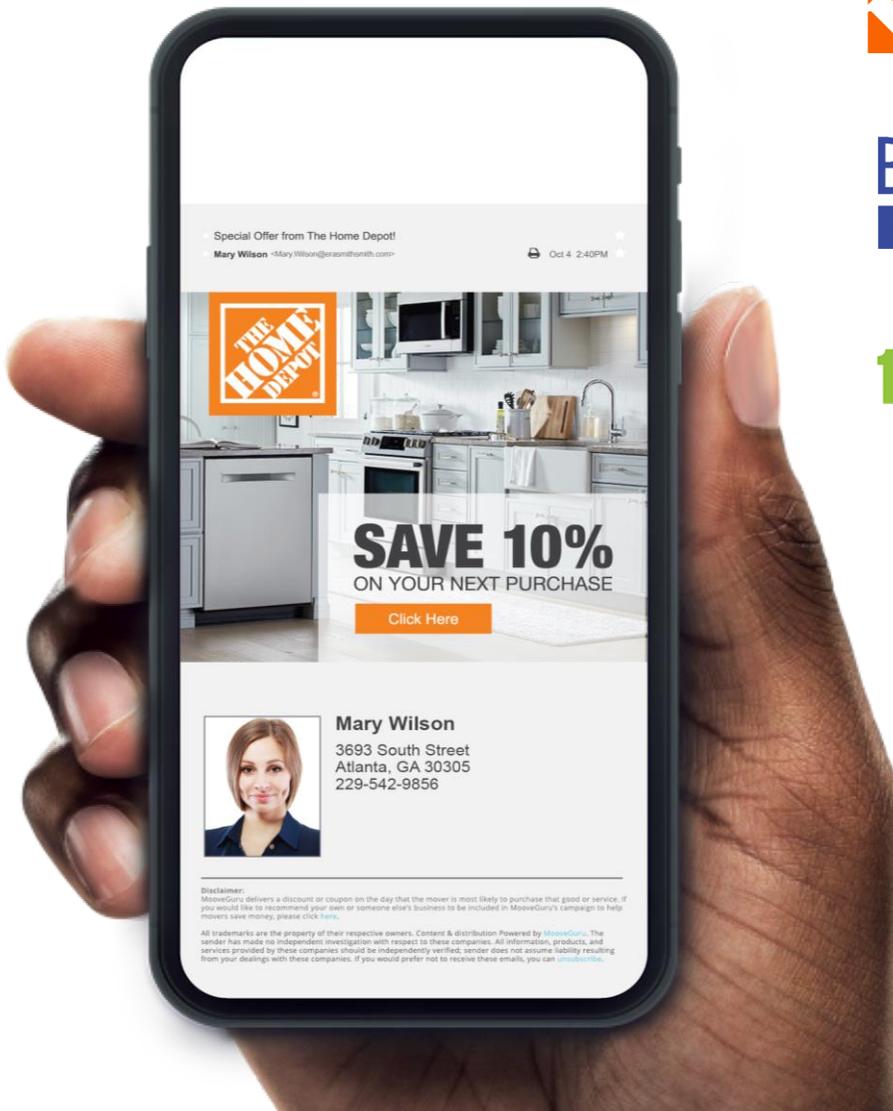
Take the hassle out of moving.

- 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?



Special Offer from The Home Depot

Mary Wilson <Mary.Wilson@erasmith.com>

Oct 4 2:40PM



SAVE 10%
ON YOUR NEXT PURCHASE

[Click Here](#)



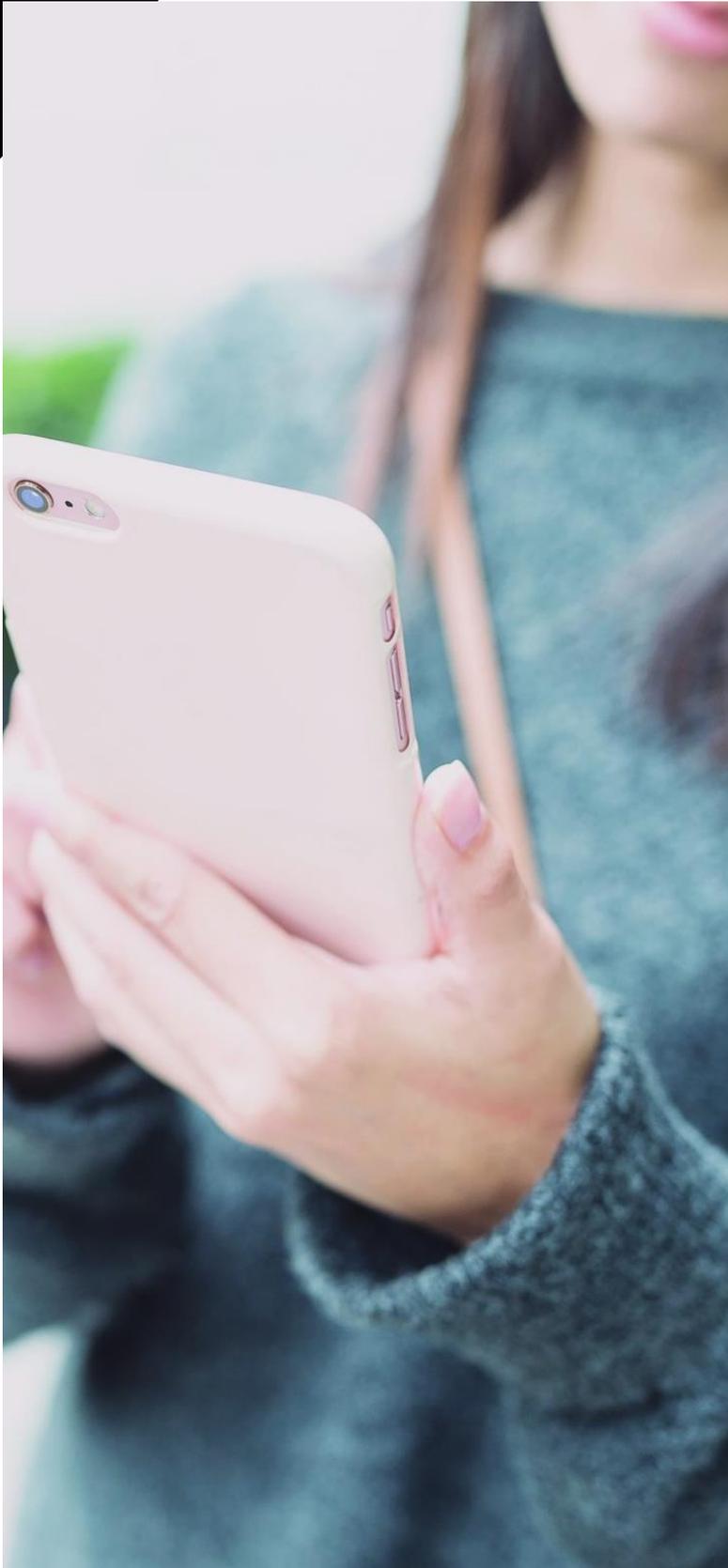
Mary Wilson
3693 South Street
Atlanta, GA 30305
229-542-9856

Disclaimer: MoveGuru delivers a discount or coupon on the day that the mover is most likely to purchase that good or service, if you would like to recommend your own or someone else's business to be included in MoveGuru's campaign to help movers save money, please click [here](#).

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Attracting buyers through marketing





Our best lead generator

TextERA allows buyers to view property details and reach me via a text code.

By texting a simple code, potential buyers can express interest in your property in English or Spanish, and they will receive information about your home, and I can respond in a flash.



97%
text messages
open and read

60%
convert to
showing

TextERA

Social Media

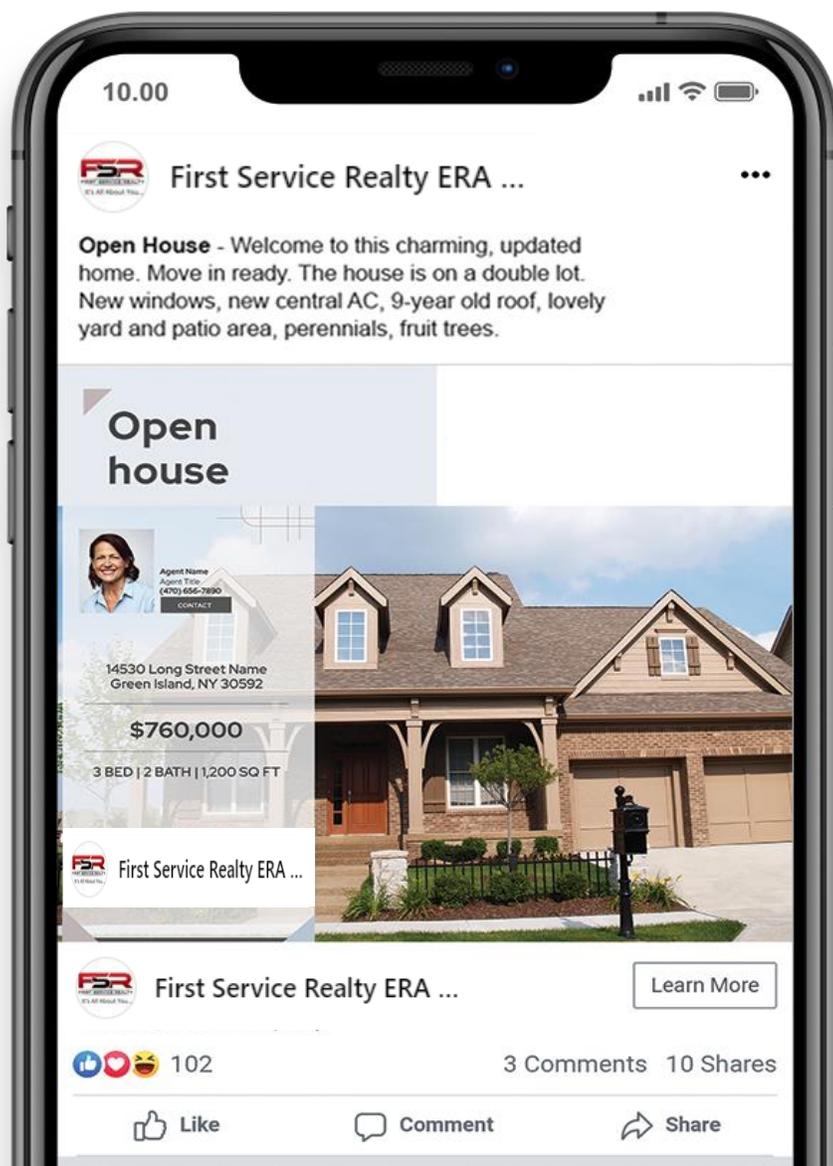
Beyond connection

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.

Social Boost

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 Social Boost.



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, In Your Corner

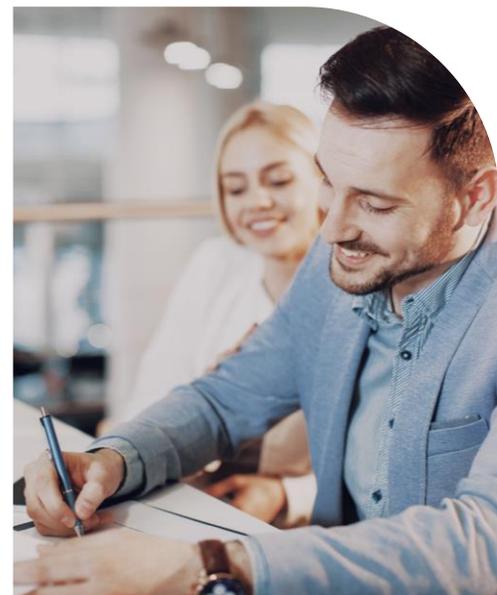
Established in 1984

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.

Commitment
to service





Shall We Get Started?