



Listing Guide

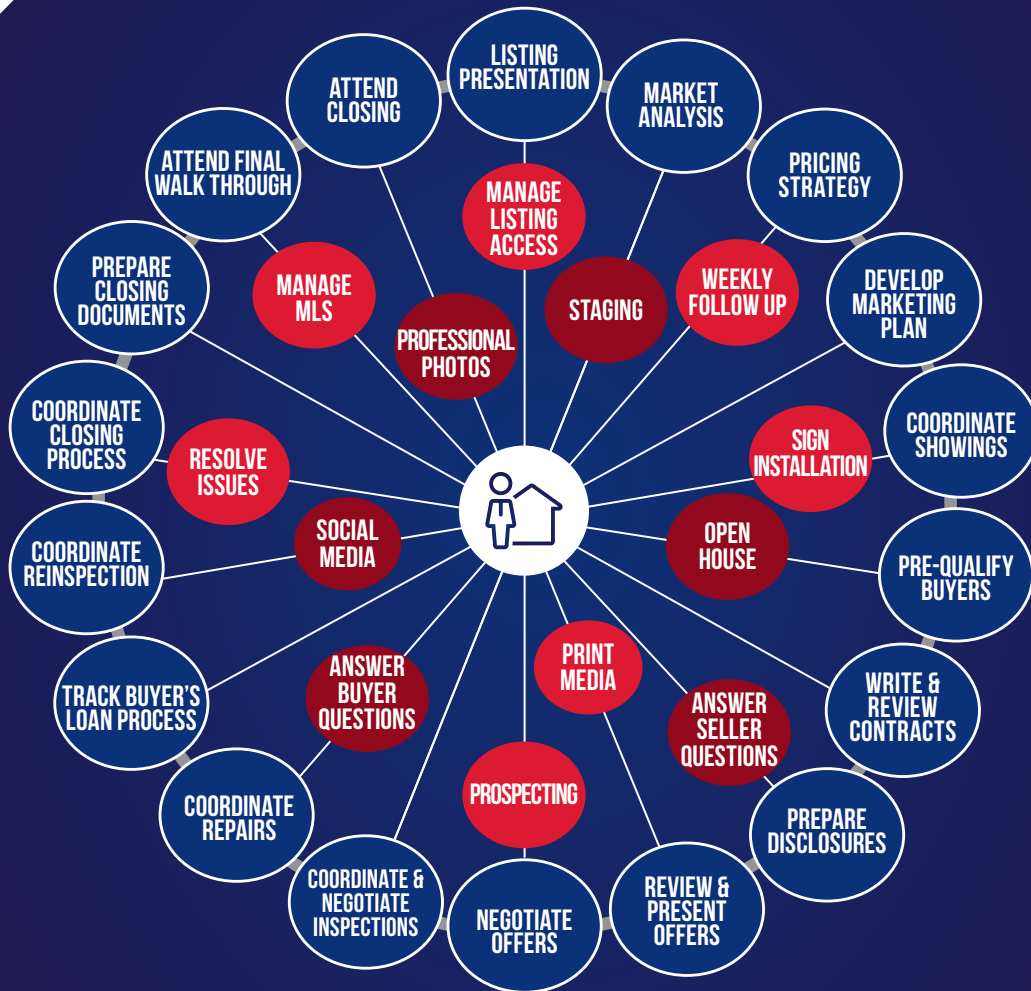


ERA FIRST ADVANTAGE REALTY

EXPERIENCE MATTERS

812.858.2400 | www.erafirst.com





Open communication is the key to a successful home marketing process.
We will keep you informed every step of the way.

AGENT RESPONSIBILITIES

We are here to help and take care of all your transaction details so that you get the best results from your sale. Above are all the items we take care of for you during the selling process.

SELLER INVOLVEMENT

We send you copies of all ads, data sheets, and promotional pieces produced for your home. This not only ensures accuracy, but it also improves the quality of items promoting your home sale.

WE WORK FOR YOU.

WE'RE ALWAYS IN YOUR CORNER

A GLOBAL COMPANY

ERA network has had more success with worldwide expansion than any other real estate group. ERA has been a global leader in the residential real estate industry for more than 40 years and was the first real estate franchise to expand internationally.

We continue to dominate across the globe.

45
STATES

MORE THAN 30
COUNTRIES

OVER 2,300
FRANCHISED
OFFICES

NEARLY 40,000
ASSOCIATES
WORLDWIDE

PLATINUM AWARD WINNING RELOCATION DEPARTMENT

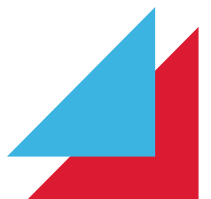
ERA First Advantage has a team of dedicated relocation specialists that help relocating families buy and sell homes. No matter where you are moving, we can provide a full range of relocation services - from arranging household goods transportation to referring you to a first-rate real estate provider in virtually any community around the world.

We're a Single Solution Company[®]

Pick and choose
the ERA products
and services you need.



FIRST ADVANTAGE TITLE
SERVICES



MAXIMIZING EXPOSURE

MARKETING YOUR HOME TO GET THE MOST VALUE IN THE CURRENT MARKET

PROFESSIONAL PHOTOGRAPHY

First impressions are everything, especially online when you're house hunting. We make sure we put our best foot forward with stunning photography. We use professional photos, drone footage, and 3D tours to showcase the best qualities of your home to potential buyers.

WEBSITES WE USE

Approximately 90% of all consumers are using the Internet to find a home. We know the importance of digital marketing and provide our agents with training and tools to effectively market your home online. Our listings show on many popular sites such as zillow.com, realtor.com, trulia.com and more.

ERAFIRST.COM

Our website offers a user-friendly experience when shopping for a home online. It is designed to capture potential buyers looking at your home.

SOCIAL MEDIA

Social media is a key component to real estate. With a presence on all major sites, we promote your home on both company and personal agent pages.

PRINT MATERIALS

We will create professionally designed flyers, home booklets and postcards to advertise your home. Our flyers provide detailed listing information for all potential buyers to take with them as a reminder of what your home offers. A home book can be placed at the listing to highlight critical information for potential buyers and other agents while touring your home. These booklets include data sheets, utility summaries, school information, seller's disclosure, and lead-based paint disclosures. Postcards are just one more way of notifying your neighbors of a new listing in the area, increasing the awareness of your home.

YARD SIGNS

Our yard sign is a recognized fixture in the real estate industry and the ERA logo provides additional impact wherever it is used. Because consumers see it so often, the ERA yard sign draws attention to available properties.

OPEN HOUSES

The success of open houses has been demonstrated over and over again. Hundreds of ERA homes have been sold as a result of open houses.



UTILIZING OUR TOOLS

THE PERKS OF OUR PARTNERTSHIP WITH A GLOBAL COMPANY

COMPETITIVE MARKET PRICING

Before listing your home, we provide a current, comparative market analysis of your area. This can be used to price your home competitively, while maximizing your home's value. Pricing your home at the right price from the start is the best way to bring the greatest return on your investment, while ensuring a fast sale.

TEXT ERA

TextERA allows buyers to view property details and reach your agent 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.

HOME WARRANTY

ERA First Advantage makes available an optional one-year home warranty program for our customers and clients. The warranty may be purchased by either the seller or the buyer and gives the buyer one-year limited coverage on most major components of the home. Studies show that homes with warranties sell up to 15% faster and at a 2.2% higher sales price; this is a tremendous benefit for successfully marketing a home.

MLS - STATISTICAL REPORTING

ERA First Advantage Realty is a member of the Indiana Regional Multiple Listing Service, or MLS. This service provides a means for agents from competing firms to show and sell our listings, which allows for more potential buyers to see your home. Though MLS, we can now easily track our online marketing effectiveness. MLS gives us statistics on page views and specific visitors to your listing on sites like Realtor.com. It also offers reverse prospecting which allows us to see agents of interested homebuyers; this can be helpful in determining potential demand for a property as well as target marketing specific agents.

ERA MOVES

We take the hassle out of moving with our ERA Moves program. Receive emails containing national money-saving offers from companies like Bed, Bath & Beyond, Home Depot, and 1-800-Got-Junk as well as local offers. This program is free and includes white-glove service that helps you connect all of your utilities with just one simple phone call.



IMPROVING WORTH

WHAT SETS US AND OUR LISTINGS APART FROM OTHER COMPANIES



HOME STAGING STATISTICS

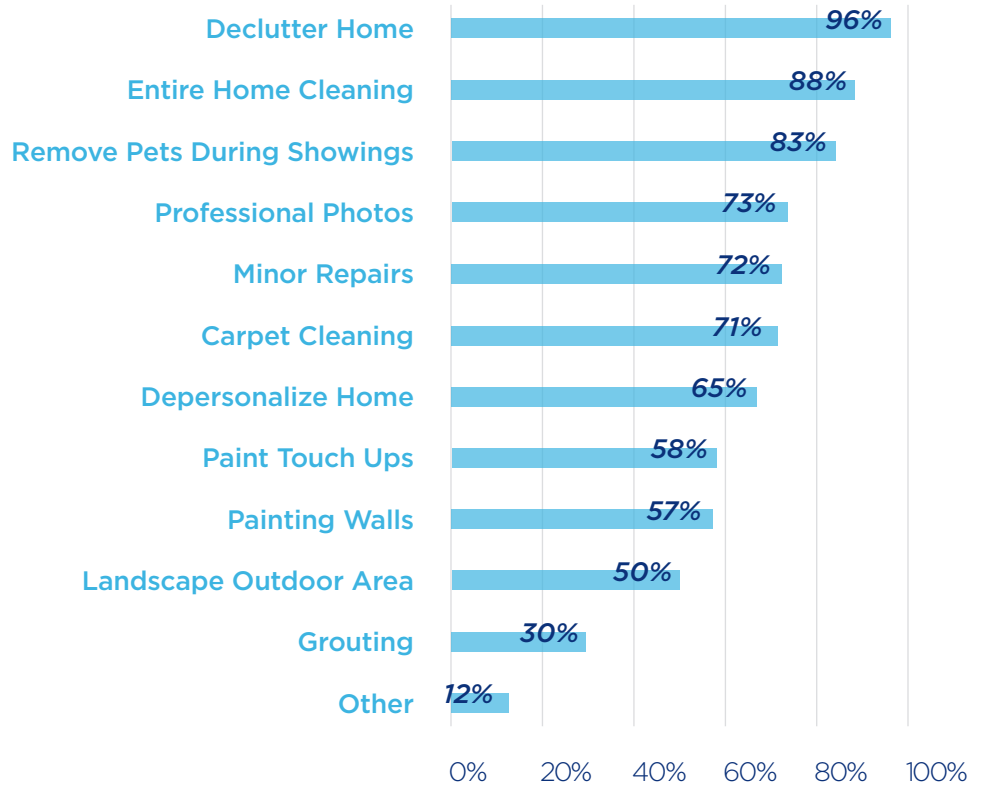
81% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

58% percent of buyers' agents cited that home staging had an effect on buyers most of the time, while 31% said that home staging has an effect, but not always.

When staging a home, 20% of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.

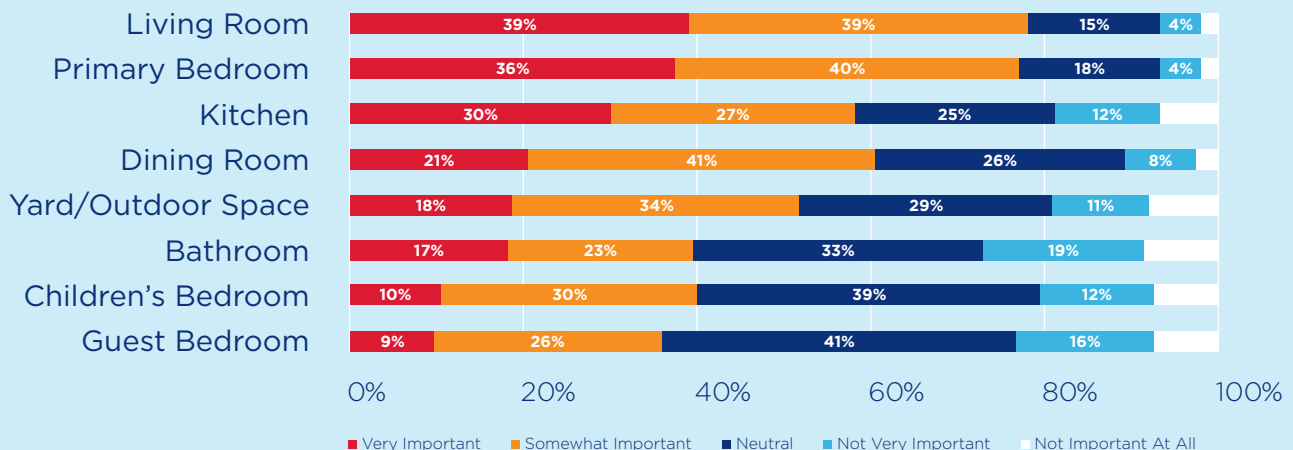
27% of sellers' agents stated that there were slight decreases in the time on the market when the home was staged.

HOME IMPROVEMENT ITEMS RECOMMENDED



2023 Profile of Home Staging | National Association of REALTORS® Research Group

Importance of Rooms Staged for Buyers



OUR STATISTICS

LEADING THE TRI-STATE IN RESIDENTIAL SALES

24% TOTAL MARKET SHARE



OUT OF 84 COMPANIES

WE SELL 1 OUT OF EVERY 4 HOMES!

In 2022, the company gave back over \$49.7k in charitable donations to local organizations


2,686
FAMILIES MOVED


214
FAMILIES RELOCATED


\$242,696
AVERAGE SALE PRICE


\$614.1
MILLION DOLLARS SOLD


14.7
AVERAGE DAYS ON MARKET


281
HOMES SOLD OVER ASKING

Awards

ERA Franchise Systems 2022
Circle of Light Award Winner
for Community Leadership

ERA Franchise Systems 2021, 2017
Jim Jackson Memorial Award Winner
for 1st in Customer Service Nationally

2022 Winner for Henderson's
Family Favorite Real Estate Company -
Henderson Office

2022 Warrick Standard Winner
for Best Real Estate Company
in Warrick County

2022 Reader's Choice Award Finalist
for Best Real Estate Company

AHS Home Warranty
1st in Customer Service
for protecting the most buyers

How Our Competitors Rank

- In 2022, ERA First Advantage Realty, Inc. led our local counties in residential sales! We moved 109 additional families and sold almost \$14 Million more in Warrick, Vanderburgh, and Henderson counties combined compared to our #2 competitor.

Our Average Sale Price in 2022

- In Indiana, the average sale price for homes listed with ERA First Advantage Realty, Inc. was \$242,696. The overall average sale price in the market was \$228,548. That's an average increase in sale price of about \$14,150.
- In Henderson, the average sale price for homes listed with ERA First Advantage Realty, Inc. was \$203,907. The overall average sale price in the market was \$199,534. That's an average increase in sale price of about \$4,370.



See what clients say about...
ERA FIRST ADVANTAGE REALTY

I've sold and bought homes through ERA! Easy and smooth process and very professional agents. I feel like they had my best interest in mind and were not just trying to get a house sold!
- Brooke M.

ERA First Advantage was easy to work with, friendly, nice and explained everything so I understood it. I had a wonderful experience. Thank you.
- Ann B.

I send all my friends to ERA! We bought our dream home from ERA and would not use another company! By the looks of all the ERA signs in my neighborhood everyone else loves ERA too!
- Kathy L.

TRUST AN AGENCY THAT KNOWS EXPERIENCE MATTERS.

ERA First Advantage Realty is one of the top real estate agencies in the region, selling a quarter of all homes in Warrick and Vanderburgh counties. As recent winners of awards for customer service and community involvement, ERA First Advantage prides itself on building client relationships and giving back to the community whenever possible. In today's market, if you're thinking of buying or selling your home, trust ERA's highly trained agents and global resources.