



WELCOME
TO A NEW
REAL ESTATE
EXPERIENCE



Brokers
CONSOLIDATED

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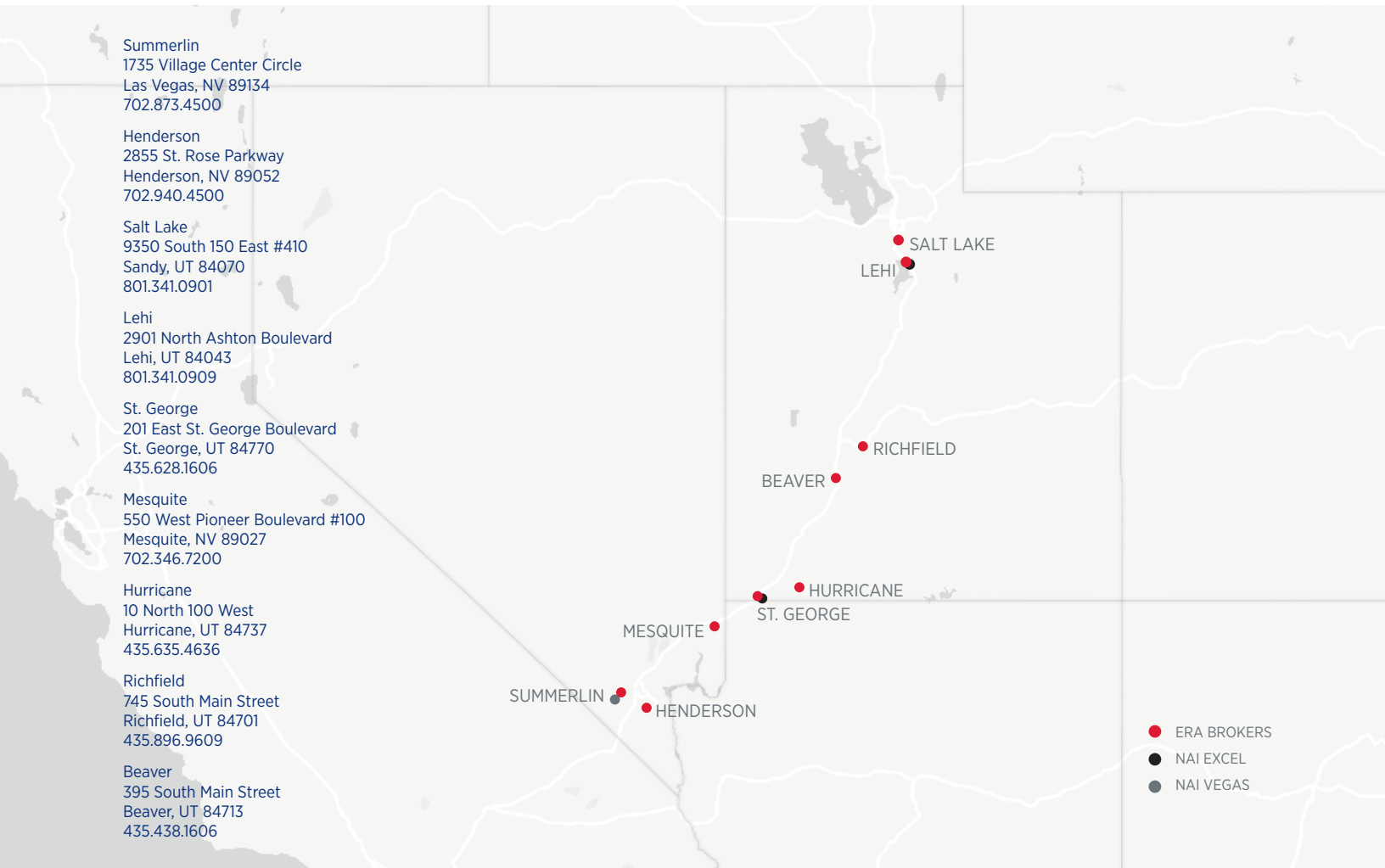
Engaged in & Connected to
Our Community

25 FARM & RANCH

Farm, Ranch & Recreation
Specialty Practice

27 AFFILIATES

Industry Partners
& Special Offers



1982

We Opened Our Doors
for Business

\$1 BIL

Amount of Real Estate Sold
by Our Agents Last Year

21%

ERA Ranked as One of the
Fastest Growing Brands

2K

Leads Delivered to Our
Agents Each Month

#1

Tech Platform
for Real Estate — Arti

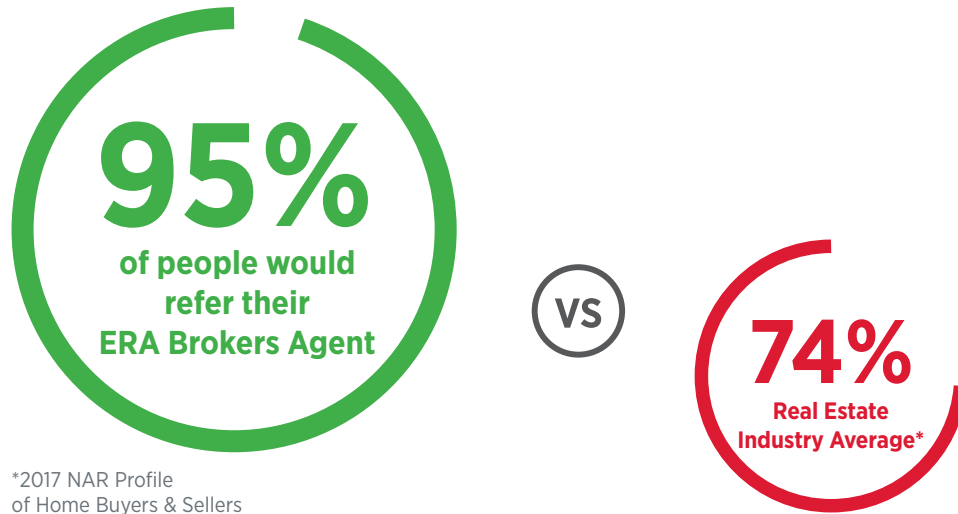
\$250 MIL

Assets We Manage
for Our Clients

ERA Brokers is a brokerage infused with proprietary real estate technology. It is a subsidiary of Brokers Holdings, LLC, which operates residential and commercial brokerages in Utah, Nevada, Arizona, and Idaho. With over 300 agents and staff, Brokers Holdings combined entities closed over 3,400 transactions worth nearly \$1 billion in value annually. In addition it manages more than 1,700 property management units for its clients.

DELIVERING RESULTS TO 3,000 CLIENTS EACH YEAR

2



MARKETING METHODS AS REPORTED BY SELLERS IN 2017 REPORT BY NAR

	ERA BROKERS	AVG AGENT*
Multiple Listing Service	100%	87%
Yard Sign*	100%	68%
Realtor.com	100%	51%
Agent's Website	100%	50%
Company's Website	100%	45%
Zillow, Trulia, etc.	100%	44%
Social Media	100%	17%

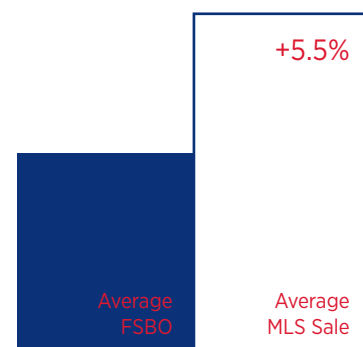
*Except where prohibited, or upon request of Seller.

GETTING MORE FOR YOUR MONEY AVERAGE SALE PRICE ACCORDING TO NAR



*2017 NAR Profile of Home Buyers & Sellers

CONSIDERING FOR SALE BY OWNER? IT'S LESS MONEY, MORE WORK.



According to a 2017 study performed on 1.35 million homes by collateral analytics

SELL YOUR HOME WITH CONFIDENCE

Faster Sales Process
Higher Sales Price
Peace of Mind

01 — Professional Photography Every Home, Every Time

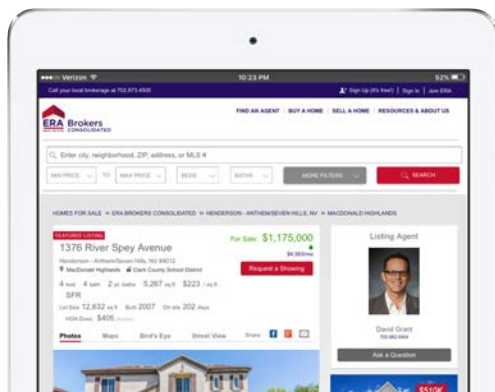
- Some agents make it an option to use professional photography. At ERA Brokers, we use it on every home, every time.
- Professional photography results in 61% more online views than photos taken by an agent.

02 — Matterport, 3D Virtual Tour Feels So Real, It's Like Being There

- Allowing potential buyers to see every angle of a home from the comfort of theirs.
- Available in most markets.
 Check Matterport out at 3d.erabrokers.com.

03 — Stand Out Online Market Leading Online Presence

- Over 90% of buyers start their search online.
- Arti ensures inquiries on your home go to your agent.
- Arti maximizes virtual showings.





04 — Smart Signs

Capturing More Buyers

- Increased exposure with traffic grade reflective aluminum signs and our cutting edge texting platform.
- 31% of text and phone leads come in after dark.
- If you're not tracking calls and gathering deep data, you're missing sales.

05 — Print Still Has A Place

Providing an Experience

- Custom, professionally designed marketing that provides the best experience for buyers.
- In-house graphic design and marketing resources.

06 — Stay Informed

Industry Leading Data Analytics

- Comprehensive data analytics from Smart Signs, web and mobile.
- You can feel confident that your agent is providing the highest level of service.

MAXIMUM EXPOSURE FOR YOUR LISTING



Your home syndicates to over 100,000 websites reaching
over **90 MILLION** viewers monthly.



TOP INTERNATIONAL DISTRIBUTION

FANG | CHINA

13.5 MIL visits per month

RIGHTMOVE | UK

127 MIL visits per month



WILLHABEN | AUSTRIA

15.7 MIL visits per month

SELOGER.COM | FRANCE

12.4 MIL visits per month

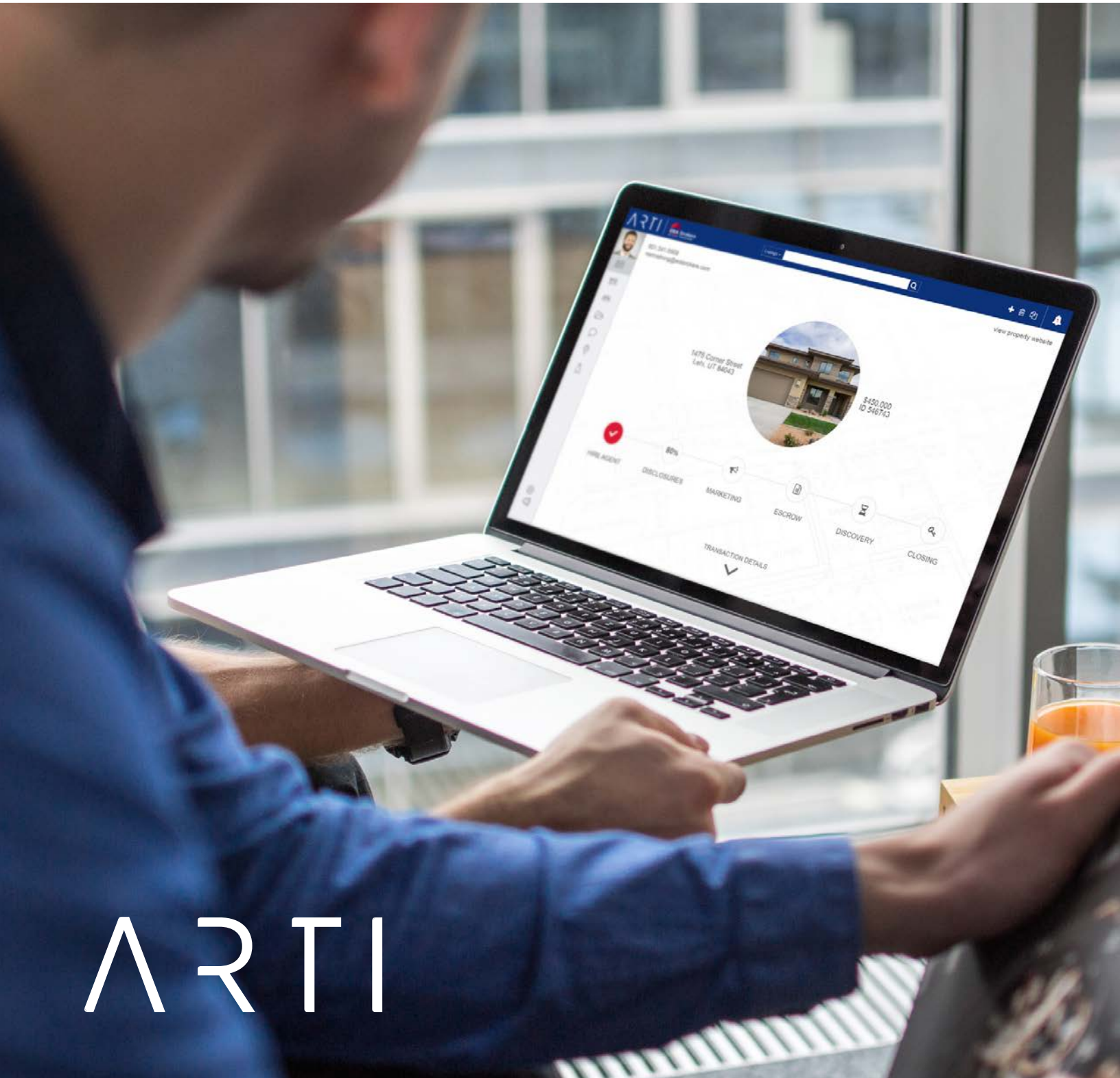


GLOBALIZA | SPAIN

9 MIL visits per month

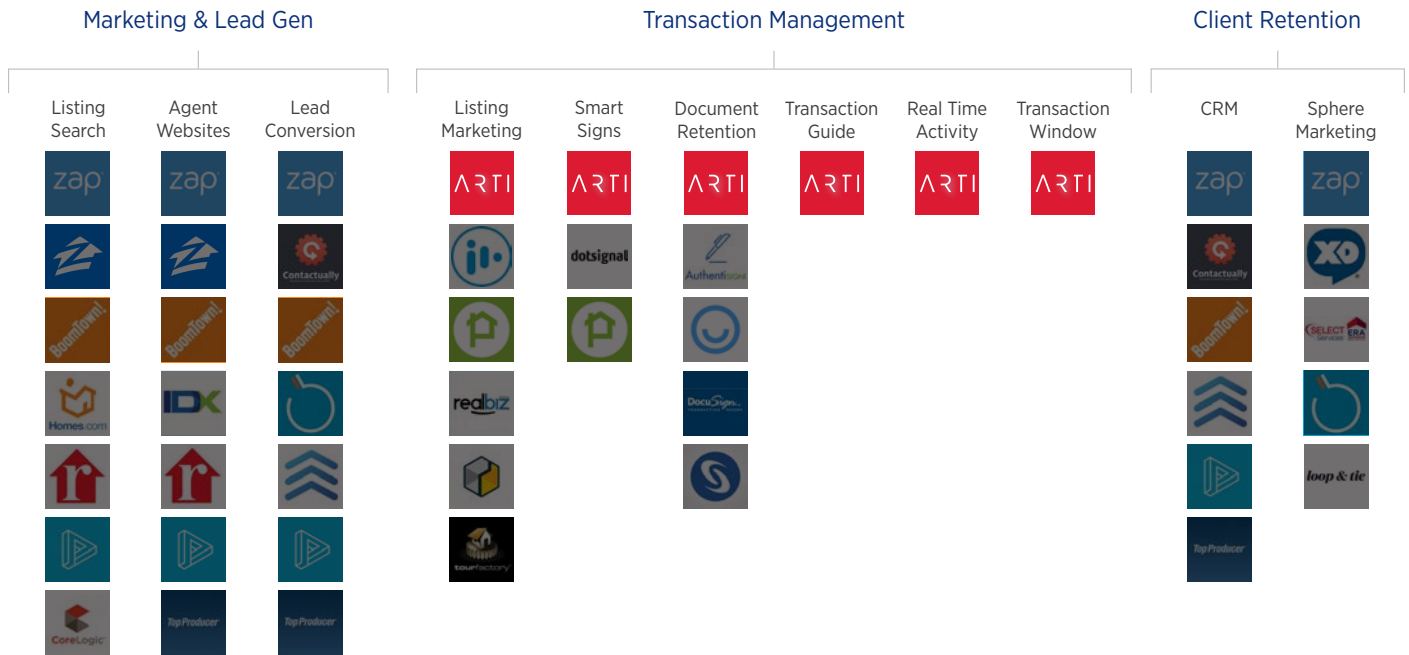
Including 100's of other international portals .





ARTI

HELLO STRUCTURE. HELLO SPEED.
HELLO TRANSPARENCY.



61%
more virtual showings

21%
more conversations
started with smart signs

3X
more leads with Arti

Arti®

Arti is not artificial intelligence or a robot, he has no interest in taking over the world, but he is here make real estate easier for everyone. He brings all the parties together in the transaction, helps moves the process along, and keeps you informed of your progress. He may not be a person, but once you get to know him, you won't be able to imagine real estate without him. Arti is a better way to transact real estate.

Zap

Zap CRM is an important component to long term agent and client success. Arti teams up with Zap to create a powerful platform that drives business. In order for Zap to succeed, agents and clients must both be using the platform. Arti helps increase Zap's effectiveness by providing more leads and driving agent adoption.

DISTINCTIVE PROPERTIES

Access the most visited international real estate websites.

Featured on ERA's luxury real estate portal.

Distinctive branding for your distinctive property.



ERA Distinctive properties agents are specially trained to recognize and appreciate the unique characteristics of your home. The Distinctive Properties program is committed to an unsurpassed level of attention and performance. We know the importance of understanding your goals and delivering exceptional service that exceeds expectations.

Distinctive Properties consists of five components:

01 — Distinctive Branding

Sets Properties and Agents Apart

02 — Displayed On

Distinctive Properties Website

03 — Listed On

Over 100 International Real Estate Websites

04 — Show Off Tools

Allow You to Virtually Stage the Listing

05 — Optional Participation

Semi-Annual Digital or Print Luxury Collection Publication



Assurance, Flexibility & Control

Take the uncertainty out of selling your home.
Find out if you qualify.*

- Get the assurance that your home will sell within a finite sale period.
- If all requirements are met and your home doesn't sell by a set time, ERA Franchise Systems LLC will buy it from you.
- A program backed by ERA Franchise Systems LLC, a national real estate company.



* Important Legal Information: Conditions and limitations apply; including but not limited to: seller and house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based upon a discount of the home's appraised value. Additionally, a second home must be purchased through a broker designated by ERA Franchise Systems LLC.





If you're on the move and don't have a lot of time to sell, the ERA Express Sell is right for you.

It is an innovative program that gives qualified consumers whose homes are accepted into the program the assurance that your home will be purchased by ERA Real Estate or its affiliate as soon as 30 days from your acceptance of offered made on your property.

Close Your Home In 30 Days.

ERA Express Sell is in a pilot phase and may not be available in all markets or for all homes.

ERA, A NAME YOU CAN TRUST



LEARN MORE AT: [EXPLOREERA.COM](https://www.exploreera.com)

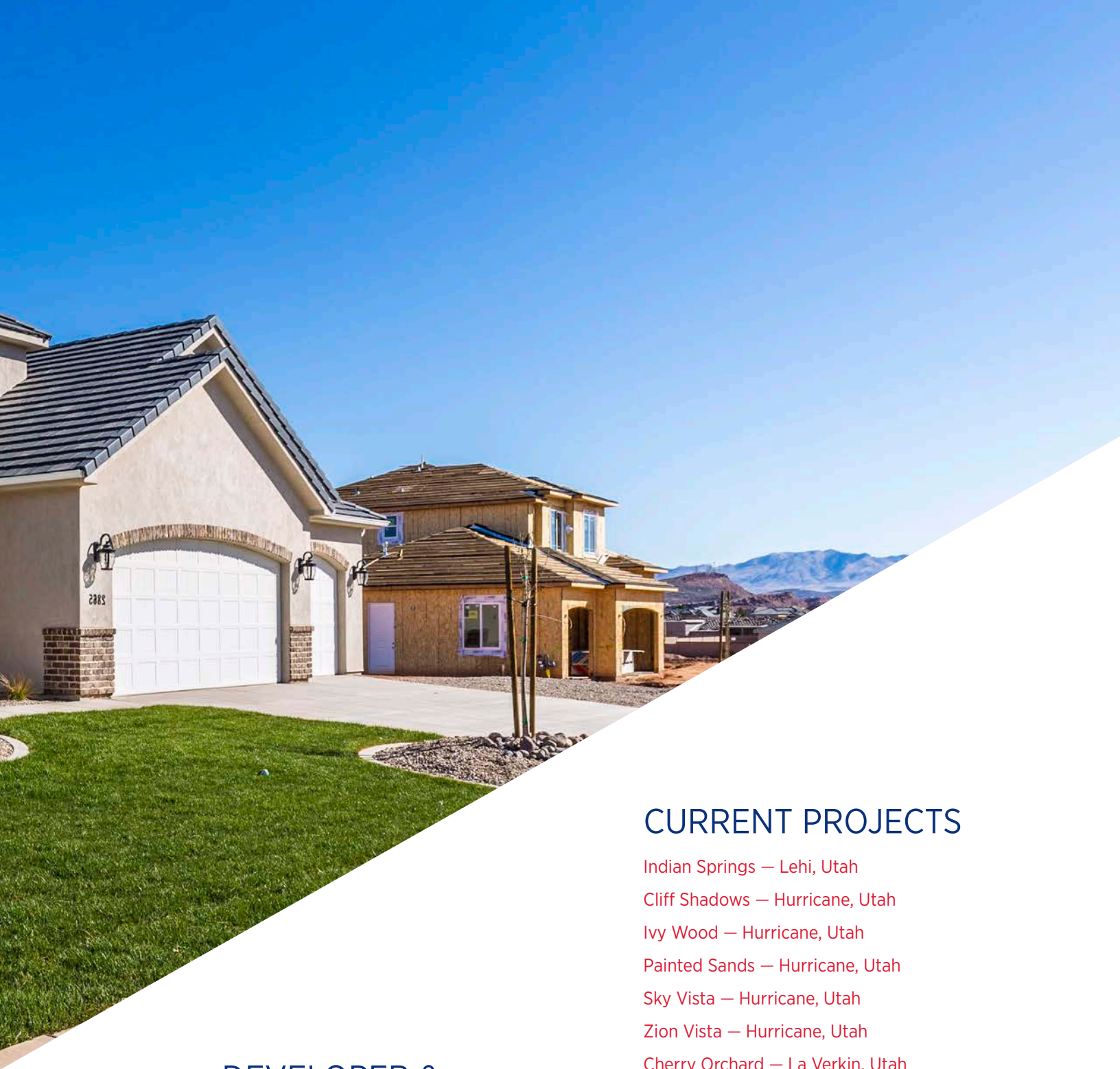
ERA BROKERS AWARDS



ERA FRANCHISE SYSTEMS

96%	40	2,350	40,000
customer satisfaction rating	years of developing products & services	approximate offices throughout the US	affiliated brokers & sales associates





DEVELOPER & BUILDER SERVICES

- Land Acquisition and Disposition
- Market Research
- Custom Builder Representation
- Finished Lot, Custom Homes,
and Model Home Sales Solutions

CURRENT PROJECTS

Indian Springs — Lehi, Utah
Cliff Shadows — Hurricane, Utah
Ivy Wood — Hurricane, Utah
Painted Sands — Hurricane, Utah
Sky Vista — Hurricane, Utah
Zion Vista — Hurricane, Utah
Cherry Orchard — La Verkin, Utah
Almond Heights — Toquerville, Utah
Arbors — St. George, Utah
Cottam Cove — St. George, Utah
Hydeberry Park — St. George, Utah
Moorland Park — St. George, Utah
Northgate Peaks — St. George, Utah
Steeplechase — Washington, Utah

CORPORATE SERVICES



CORPORATE SERVICES

Designed for employers who want to offer a benefit to their employees.



Proudly serving as the #1 relocation provider for military members & their families.



A leading global moving & relocation service provider.



The trusted leader among relocation companies, providing mobility services to organizations of all sizes.



The trusted resource for home buyers & sellers, offering the most comprehensive search among competing national sites.



With approximately
2,350 offices across the
world, your ERA Agent can
help you with your next
move anywhere.



LEVERAGING REGIONAL, NATIONAL, AND INTERNATIONAL RESOURCES TO
CREATE CUSTOMIZED REAL ESTATE SOLUTIONS FOR ORGANIZATIONS.



OVER 1,700 UNITS & \$250 MILLION
IN ASSETS MANAGED

ASSET MANAGERS

LEADERSHIP

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Residential, Utah & Nevada

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Commercial Assets

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ERA Brokers
St. George, Utah

Adam Corley

NAI Excel
Accountant

Ed Bechdol

ERA Brokers
Inspections

Brokers Holdings, LLC delivers asset management services from Salt Lake City, Utah to Las Vegas, Nevada. Through its 10 office locations ERA Brokers Property Management and NAI Excel Asset Management are leading providers of residential, commercial, and institutional management services in the region.

As your representative and a liaison between you and your tenants, we take on the tasks of collecting your rents, receiving maintenance calls, coordinating repairs,

providing accurate book keeping and providing friendly service while you enjoy the benefits of residual income from property ownership.

With over 140 years of cumulative property management experience, you can be assured your property is in capable hands. Our team of dedicated property management experts gives you regional coverage across asset classes for individual property owners to institutional portfolios.

RESIDENTIAL & COMMERCIAL MARKET RESEARCH

Residential Markets Covered

Resale Homes

Las Vegas, NV Area
Mesquite, NV Area
Salt Lake County, UT
Utah County, UT
Washington County, UT
Hurricane, UT
Sevier County, UT
Beaver County, UT

Single Family Investment Markets Covered

Rental homes held for investment

Las Vegas, NV
Mesquite, NV
Salt Lake County, UT
Utah County, UT
St. George, UT
Hurricane, UT
Sevier County, UT
Beaver County, UT



Multifamily

Apartments – Not including student housing and subsidized housing

Las Vegas, NV

Salt Lake County, UT

Utah County, UT

Washington County, UT

Commercial & Industrial

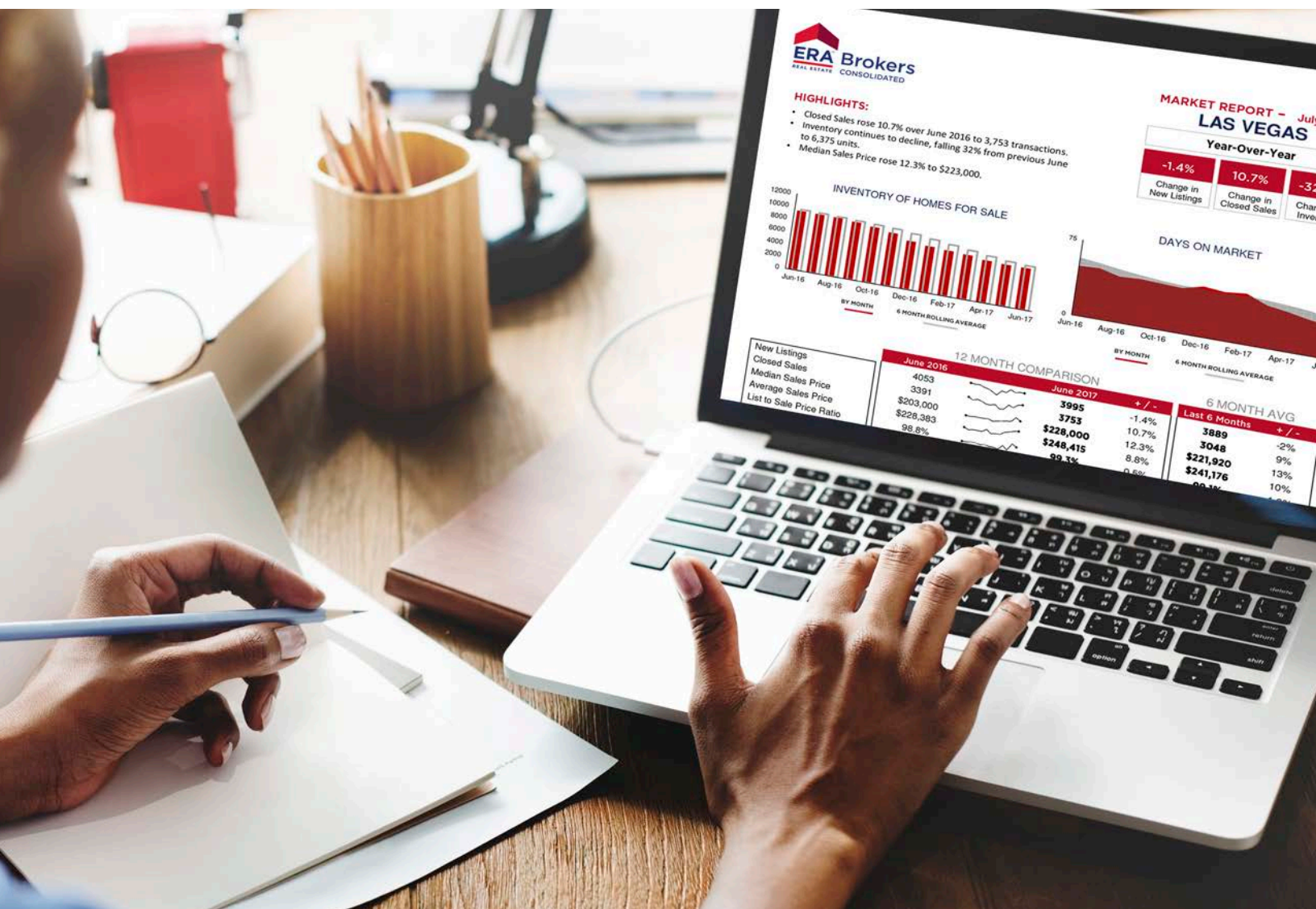
Las Vegas, NV

Salt Lake County, UT

Utah County, UT

St. George, UT

Cedar City, UT



DOWNLOAD OUR MARKET RESEARCH AT:
RESEARCH.ERABROKERS.COM



We strive to serve our community. Each year we volunteer our time, donate money, and help where we can to show our commitment to give back.

CONNECTED TO COMMUNITY

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Builders Without Borders





**VIEW ALL FARMS & RANCHES AT:
[INTERMOUNTAINRANCHES.COM](https://intermountainranches.com)**



FARM & RANCH GROUP

The Farm and Ranch Group is a joint venture among qualified agents at ERA Brokers and NAI Excel with experience in Farm, Ranch, Recreation, and other large land properties. Instead of using a single channel for property marketing, the Farm and Ranch Group utilizes commercial real estate, residential real estate, and land and farm marketing distribution

channels to achieve maximum exposure for clients. This joint marketing effort is unique among brokers of large land tracts.

Because of the unique arrangement, the Farm and Ranch Specialty group has tools that add value for our clients. We have full service Geographic Information Systems department that builds custom maps with layers like topography, property boundaries, federal and state land ownership and water features. Projects can then be printed on our advanced 42" plotter. Analysis can also be performed to calculate irrigated acreage, crop production, reservoir, grazing analysis, and best land use practices. Using our mobile app, we can identify and walk property boundaries with clients using GPS technology. Our four in-house graphic designers help build custom marketing packages for the property, and our electronic listing distribution provides access both nationally and internationally.

AFFILIATED PARTNERS

 <p>FIRST COLONY MORTGAGE</p> <p>firstcolonymortgage.com</p>	 <p>AXIA HOME LOANS</p> <p>axiahomeloans.com</p>	 <p>SUN AMERICAN MORTGAGE</p> <p>staplesgroupmortgage.com</p>
 <p>American Home Shield</p>	 <p>Brokers Technology</p>	 <p>NAI Excel</p>  <p>NAI Vegas</p>

receive special offers and discounts
at: erabrokers.com/store

VALUED AT:

\$450⁰⁰

Travis Van Noy,
Jeff Brenchley &
Reagan Walker
801.768.0968

Travis Van Noy NMLS # 1065251 | Jeff Brenchley NMLS # 274887 | Reagan Walker NMLS # 1455186
First Colony NMLS # 3112 | UT LIC # 5492455

APPRAISAL COUPON

LOOKING TO BUY, BUILD OR REFINANCE?

Talk with your ERA Brokers
Realtor to find out how you can save!
erabrokers.com/store

NORTHERN UTAH



VALUED AT:

\$395⁰⁰

Matt Hennessy
702.425.8031

Matt Hennessy NMLS # 209346 | Axia Home Loans NMLS # 27830 | NV LIC # 1083174

CREDIT OPTIMIZER

NAVIGATE THE ROAD TO BETTER CREDIT

Talk with your ERA Brokers
Realtor to find out how you can save!
erabrokers.com/store

SOUTHERN NEVADA



VALUED AT:

\$450⁰⁰

Becky & Brandon Staples
435.216.3081

Becky Staples NMLS # 912705 | Brandon Staples NMLS # 1024575
Sun American NMLS # 160265 | UT LIC # 9211514

APPRAISAL COUPON

LOOKING TO BUY, BUILD OR REFINANCE?

Talk with your ERA Brokers
Realtor to find out how you can save!
erabrokers.com/store

SOUTHERN UTAH



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