

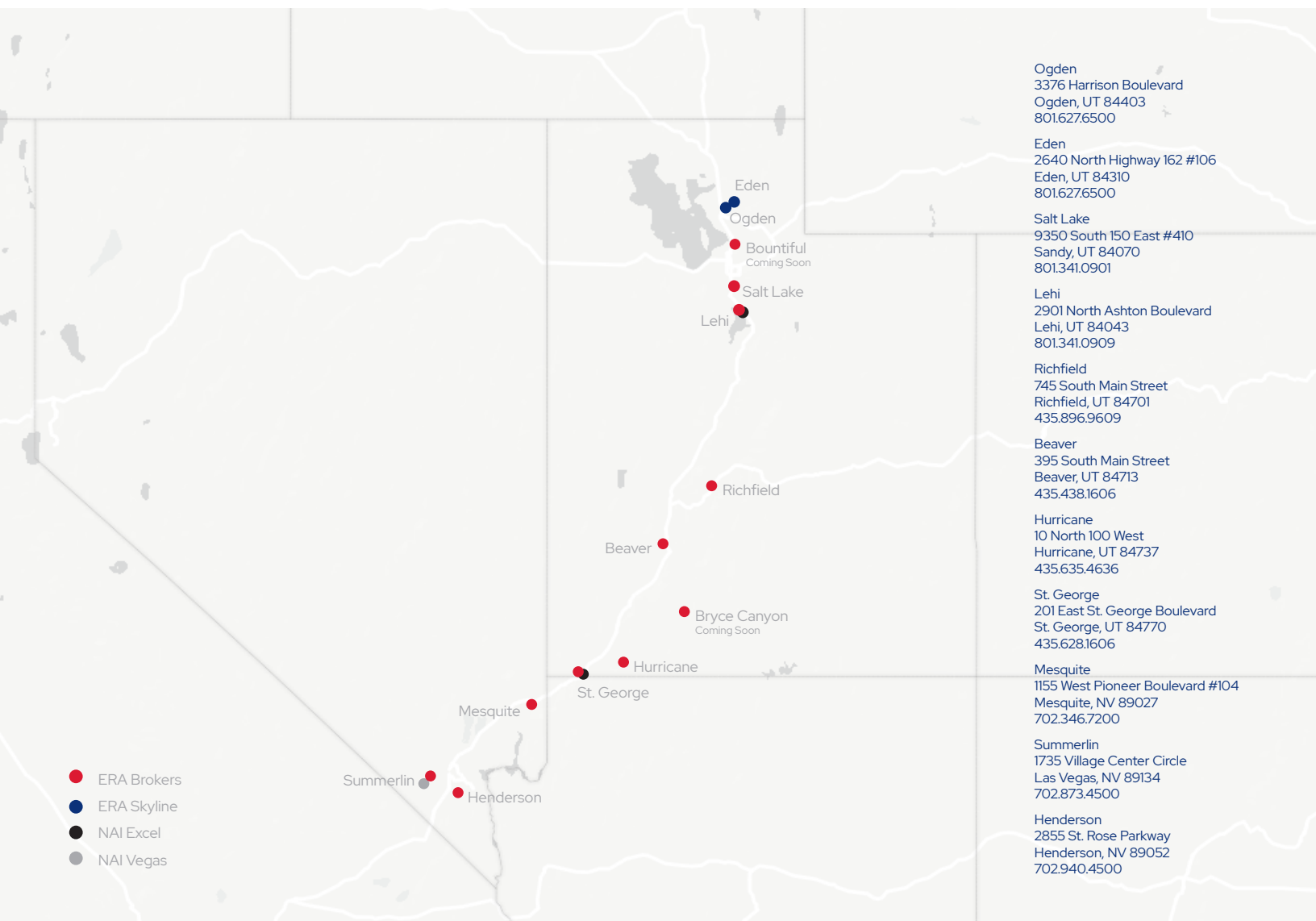


CREATING REAL ESTATE  
CONVERSATIONS

**SOME CONSIDER SELLING  
REAL ESTATE AN INDIVIDUAL EFFORT  
– WE BELIEVE IT IS A TEAM SPORT.**

<b>Who We Are</b>	<b>1</b>
Timeline	
<b>Better Marketing</b>	<b>4</b>
A Proven Marketing System	
<b>Better Technology</b>	<b>10</b>
Our Proprietary Platforms	
<b>Better Research</b>	<b>12</b>
Market Leading Insights	
<b>Better Education</b>	<b>13</b>
Industry Leading Education	
<b>Better Support</b>	<b>14</b>
Distinctive Properties	
Asset Management	
Builder and Developer Services	
Corporate Services	
Farm, Ranch, and Recreation Properties	

**BETTER MARKETING. BETTER TECHNOLOGY. BETTER RESEARCH.  
BETTER EDUCATION. BETTER SUPPORT.**



**5 MIL**

People Along  
the I-15 Corridor

**#1**

Fastest Growing  
Economy

**11**

Universities  
in Our Footprint

**#1**

Best States to  
do Business

**96%**

Customer  
Satisfaction Rating

**WITH APPROXIMATELY 2,350 AFFILIATED OFFICES ACROSS THE GLOBE,  
YOUR ERA AGENT CAN HELP YOU WITH YOUR NEXT MOVE ANYWHERE.**

- 1978** ● Affiliated with ERA Franchise Systems
- 1982** ● 5 Firms Combine to Form ERA Brokers
- 1984** ● Hurricane, UT Office
- 1990** ● Mesquite, NV Office
- 2003** ● Beaver, UT Office
- 2006** ● Richfield, UT Office
- 2010** ● C21 in Mesquite, NV Joins ERA Brokers
- 2016** ● Lehi, UT Office  
Realty Executives of Nevada in Las Vegas Joins ERA Brokers
- 2017** ● ARTI® Launches  
Quality 1 in Mesquite, NV Joins ERA Brokers
- 2018** ● Salt Lake, UT Office  
Sterling PM Joins ERA Brokers
- 2019** ● ARTI® Academics & ARTI® Studio Launches
- 2021** ● ERA Skyline Joins ERA Brokers

## PROVIDING REAL ESTATE SERVICES IN UTAH, NEVADA, AND ARIZONA

ERA Brokers is a brokerage infused with proprietary real estate technology. As part of Brokers Holdings, the organization operates commercial and residential brokerages in Utah, Nevada, and Arizona.

With over 500 agents and staff, ERA Brokers closes over 4,000 transactions worth more than \$1 billion in value annually. In addition, it manages nearly 2,000 property management units for its clients.



**ERA REAL ESTATE**  
CIRCLE OF SUCCESS  
— 2020 —  
**PLATINUM COMPANY**

  
**INMAN**  
**INNOVATOR AWARDS**  
Acts of Courage & Service

**THE REALTRENDS**  
FIVE HUNDRED

## **BETTER MARKETING** A Proven Marketing System



### 1. Professional Photography Every Listing, Every Time

Some agents make it an option to use professional photography. At ERA Brokers, we use it on every listing, every time.

Professional photography results in 61% more online views than photos taken by an agent.



### 2. Experience Real Estate in 3D Faster, Simpler, Safer Showings

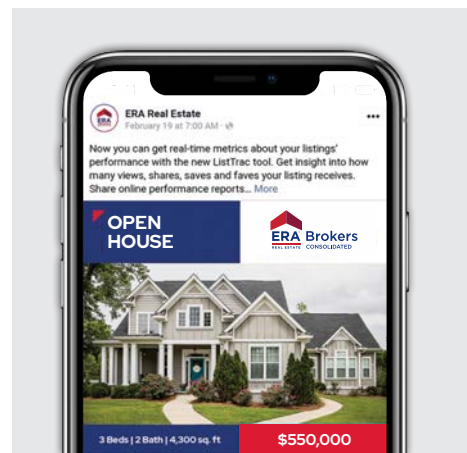
Allow potential buyers to see every angle of a home from the comfort of theirs.

95% more likely to call on a property.

20% of offers made without a traditional showing.

31% less time on the market.

Learn more at [erabrokers.com/3d](http://erabrokers.com/3d).



### 3. 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.

Six million online showings last year.

Ads on Facebook & Instagram for every property.

1,500 virtual showings on average.





#### 4. Smart Signs

Capture More Buyers

Increase 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 opportunities.



#### 5. Print Still Has A Place

Presentation Still Matters

Custom, professionally designed marketing that provides the best presentation for your property.

ARTI® Studio is a full service creative agency providing graphic design, architectural photography, and social medial marketing to clients and real estate professionals.



#### 6. Stay Informed

Client Facing Data Analytics

ARTI® Transaction Window gives you real time notifications and 24 hour access.

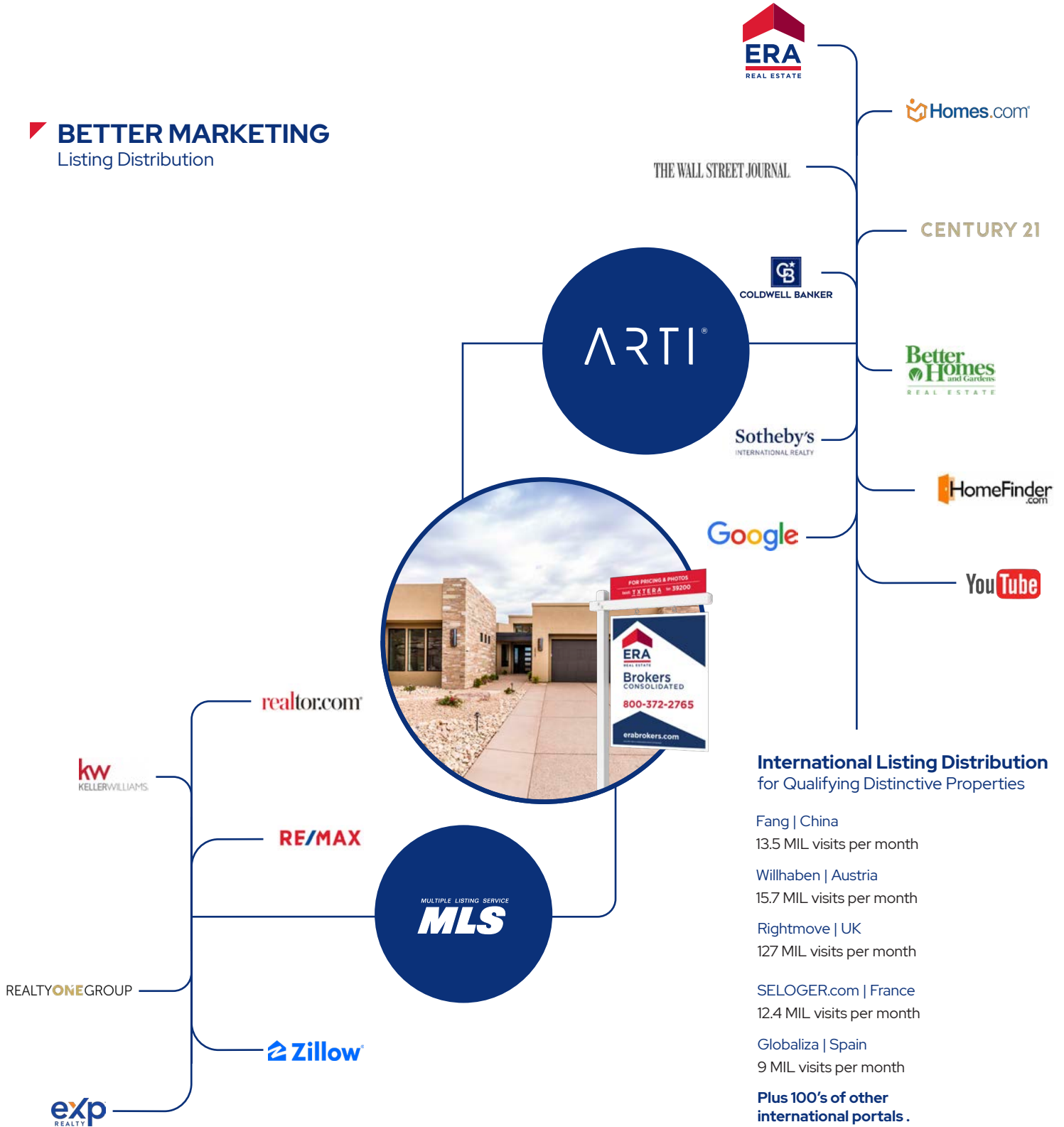
Comprehensive data analytics from Smart Signs, web and mobile.

You can feel confident that your agent is providing the highest level of service.

**FASTER SALES PROCESS. HIGHER SALES PRICE. PEACE OF MIND.**

## BETTER MARKETING

Listing Distribution



**MARKETING IS MORE THAN MLS**



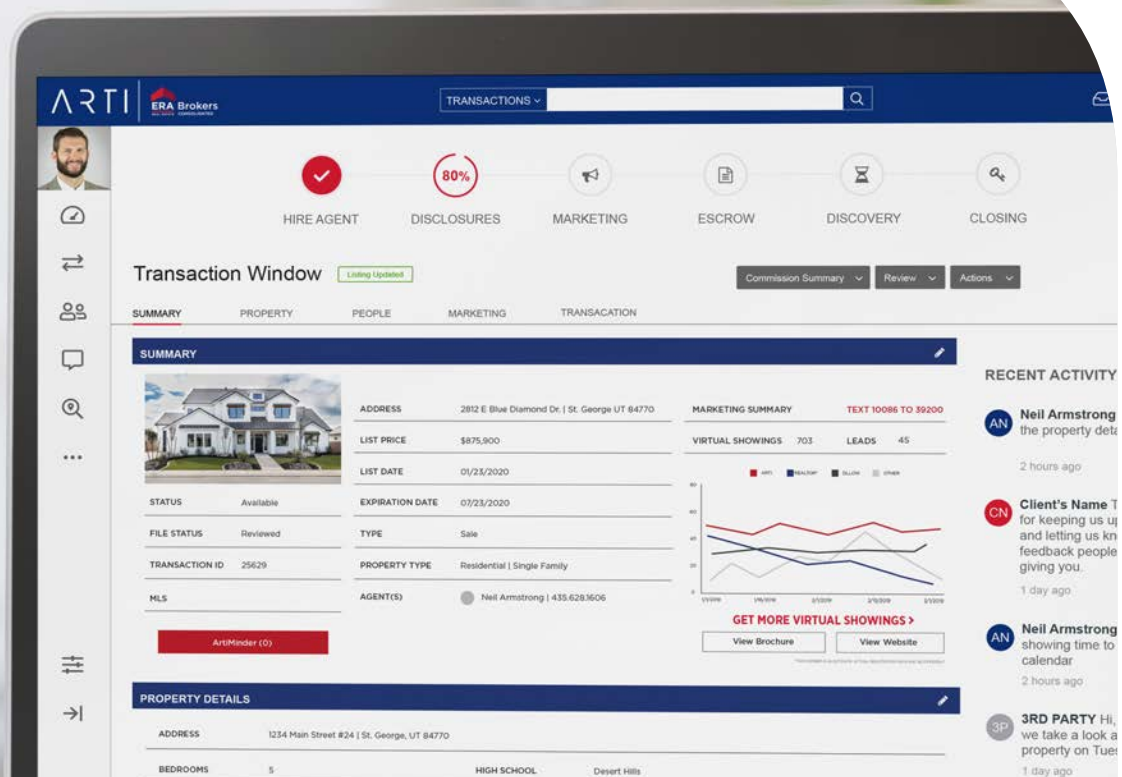
**YOUR HOME SYNDICATES TO OVER  
100,000 WEBSITES REACHING OVER  
90 MILLION VIEWERS MONTHLY**

## BETTER TECHNOLOGY

Our Proprietary Platforms

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.

**HELLO TRANSPARENCY. HELLO STRUCTURE. HELLO SPEED.**



**ARTI** ERA Brokers

TRANSACTIONS


HIRE AGENT DISCLOSURES 80% MARKETING ESCROW DISCOVERY CLOSING

Transaction Window Listing Updated

Commission Summary Review Actions

SUMMARY PROPERTY PEOPLE MARKETING TRANSACTION

**SUMMARY**

 ADDRESS 2812 E Blue Diamond Dr. | St. George UT 84770

LIST PRICE \$875,900

LIST DATE 01/23/2020

EXPIRATION DATE 03/23/2020

TYPE Sale

PROPERTY TYPE Residential | Single Family

AGENT(S) Neil Armstrong | 435.629.3606

STATUS Available

FILE STATUS Reviewed

TRANSACTION ID 25629

MLS

ArxiMender (D)

**MARKETING SUMMARY** TEXT 10086 TO 39200

VIRTUAL SHOWINGS 703 LEADS 45

GET MORE VIRTUAL SHOWINGS >

View Brochure View Website

**RECENT ACTIVITY**

AN Neil Armstrong the property details 2 hours ago

CN Client's Name T for keeping us up and letting us kn feedback people giving you. 1 day ago

AN Neil Armstrong showing time to calendar 2 hours ago

3P 3RD PARTY Hi, we take a look a property on Tue 1 day ago

**PROPERTY DETAILS**

ADDRESS 1234 Main Street #24 | St. George, UT 84770

BEDROOMS 5 HIGH SCHOOL Deer Valley Hills



### Transaction Window

Transaction Details  
Marketing Resources  
Transaction Documents  
Team Collaboration



### Transaction Guide

Transaction Process  
Next Steps  
Process Checklists  
Visual Timeline



### Activity Feed

Transaction History  
Updates, Leads, Status Changes  
Who Did What When  
Easy Access, Simple to Use



### Real Time Notifications

Text or Email Enabled  
Critical Date Reminders  
Leads and Activity Notices  
Document and Status Changes



### Activity Reports

Weekly Activity Reports  
Online Views, Leads, Status Updates  
Transparency Enhances Client Control  
Delivered to Your Inbox



### Listing Websites

Maximum Listing Exposure  
Unrivalled Presentation  
Supports 3D, Video, and Photos  
Tracks Views and Leads Generated

Our Investments in Market Research provide insight and commentary on a dozen residential markets throughout Utah and Nevada.

Searching for residential real estate market research? How about market stats and rental rates for both single family homes and multifamily properties? Our proprietary research covers twelve markets on the I-15 corridor from Las Vegas to the Wasatch Front.



**IMPORTANT DECISIONS REQUIRE THE BEST DATA**

## Residential Markets

Resale homes

## Single Family Investment

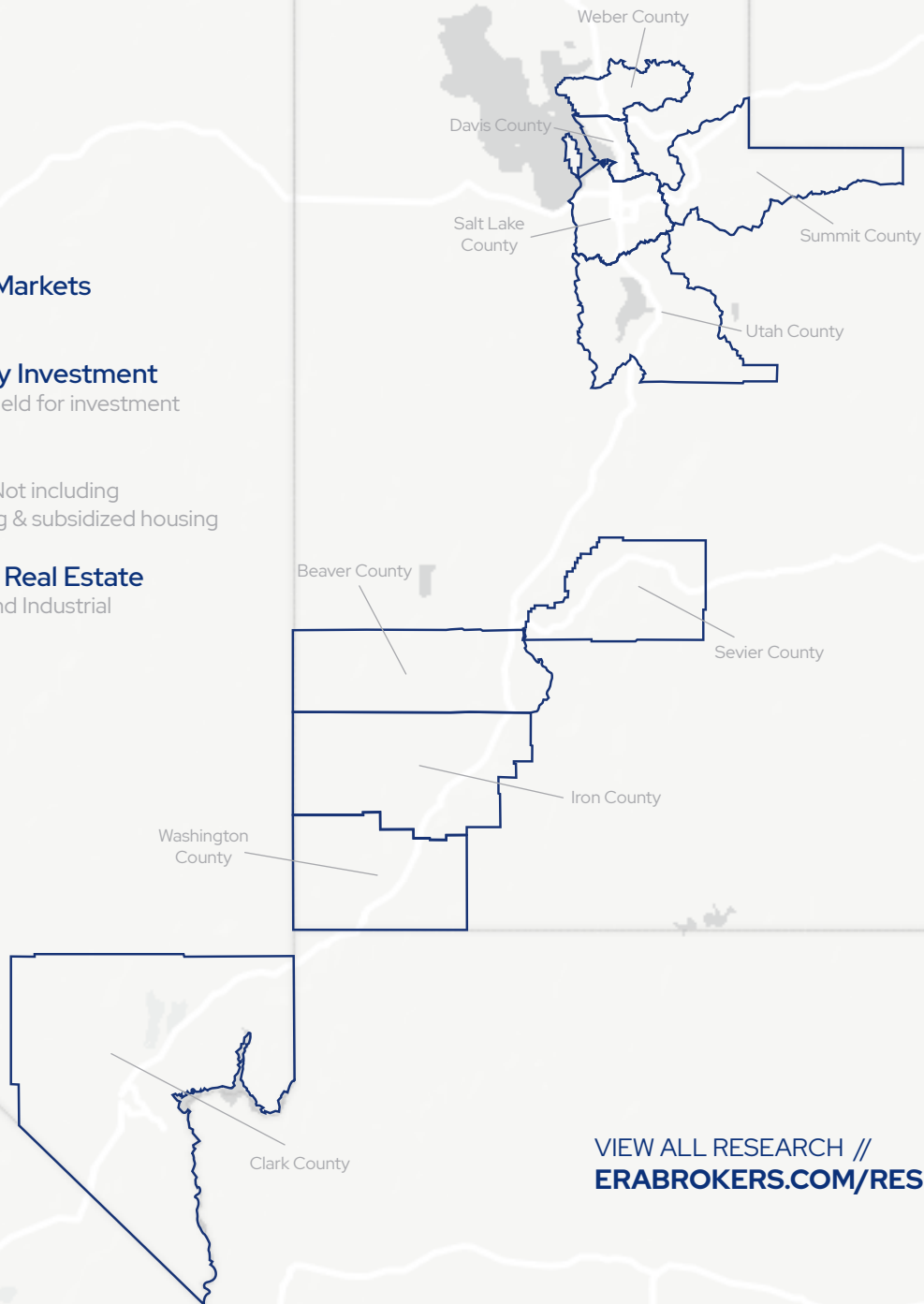
Rental homes held for investment

## Multifamily

Apartments – Not including student housing & subsidized housing

## Commercial Real Estate

Office, Retail and Industrial



VIEW ALL RESEARCH // [ERABROKERS.COM/RESEARCH](https://ERABROKERS.COM/RESEARCH)

**OUR GOAL IS TO TRANSFORM REAL ESTATE  
EDUCATION INTO SOMETHING THAT  
AGENTS WANT TO ENGAGE WITH.**



### ARTI® Academics

Strategic relationship with the highest ranked online school with specific courses and exclusive content reserved for ERA agents.

### Tech Circle

Monthly tech round-table covering a wide variety of technology topics and platforms.

### Regional Meetings & Office Trainings

Learn from brokers and agents with decades of experience as they share best practices and help you stay ahead of changing industry trends.



### Continuing Education

We banked over 2,000 hours of real estate continuing education from our catalog of over 30 unique courses.

Delivering exceptional service  
that exceeds expectations.

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▀ **BETTER SUPPORT**  
Distinctive Properties

ERA Distinctive Properties is defined by a simple elegance — refined yet unpretentious. We understand that luxury is local. Market dynamics and personality attributes, not solely price, dictate the high-end market. We know the importance of understanding your goals and delivering exceptional service that exceeds expectations.



**DISTINCTIVE**  
PROPERTIES

view all distinctive properties // [erabrokers.com](https://erabrokers.com)



SOLD \$2,249,000 // Alpine, Utah





\*where available



**DISTINCTIVE**  
PROPERTIES

Unmatched  
Marketing

1. Custom built Facebook and Instagram advertising campaign.
2. Featured in leading real estate publications with print and electronic distribution of over 100,000 people.\*
3. Distinctive branding on signs, websites, and marketing collateral that helps your property stand out.
4. Enhanced photography package with aerial photography, 3D tour, and floor plan for properties priced over \$1 million.
5. Visible on over 100 international luxury real estate websites.

**International  
Listing Distribution**  
for Qualifying Distinctive  
Properties

Fang | China  
13.5 MIL visits per month

SELOGER.com | France  
12.4 MIL visits per month

Willhaben | Austria  
15.7 MIL visits per month

Globaliza | Spain  
9 MIL visits per month

Rightmove | UK  
127 MIL visits per month

**Plus 100's of other  
international portals .**

▀ **BETTER SUPPORT**  
Asset Management

**2,000 TENANTS + 400 MILLION ASSETS UNDER MANAGEMENT**



We combine the best people, technology, marketing, and research to deliver you the best management experience.

LEARN MORE ABOUT  
OUR SERVICE AND PROPERTY  
MANAGEMENT OFFERINGS //

**[ERABROKERS.COM/RENTALS](https://erabrokers.com/rentals)**

“

The ERA Property Management team has kept my investment property humming along for years now. They are very professional and are always looking out for my best interest, while doing their best to rent to quality tenants and maintaining my property with top notch vendors who can perform repairs at a fair price.

– Joel M.





## **BETTER SUPPORT** Builder and Developer Services

At ERA Brokers we work with 15+ builders throughout Utah, Nevada, and Arizona. Builders choose ERA because of our agents, culture, marketing and technology. Our lead tracking and ability to stay in communications is the best in the industry.



VIEW ALL NEW CONSTRUCTION // [ERABROKERS.COM](https://ERABROKERS.COM)



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



Offers \$300 to \$5,500 in benefits after closing when you work with us to buy or sell your home!

Cash back program not available in all states.



Select Broker  
SINCE 1933

Most preferred and trusted financial institution serving the military and their families. Receive \$400 to \$8,000 in cash back when working with us.

Cash back program not available in all states.



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



Working with the top 10% of brokers in the United States to give our client's the attention they deserve.



Provides key resources to guide active military, veterans and their families through their next move.

Work with us and you may receive \$350 to \$7,500 in cash back.

Cash back program not available in all states.

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



## ■ BETTER SUPPORT

### Farm & Ranch

The Farm and Ranch Group is a joint venture among qualified agents at ERA Brokers, NAI Excel and NAI Vegas with experience in Farm, Ranch, Recreation, and other large land properties. Instead of using a single channel for property marketing, the 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 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. Using our mobile app, we can identify and walk property boundaries with clients using GPS technology. Our in-house studio with designers and photographers help build custom marketing packages for the property, and our electronic listing distribution provides access both nationally and internationally.

[VIEW ALL FARMS & RANCHES //](#)  
[INTERMOUNTAINRANCHES.COM](http://INTERMOUNTAINRANCHES.COM)



**COMMITTED TO  
OUR COMMUNITY**



Builders Without  
Borders



BOY SCOUTS  
OF AMERICA



BYU



BOYS & GIRLS CLUBS  
OF LAS VEGAS



ART AROUND  
THE CORNER  
FOUNDATION



UNLV



Goodie Two Shoes®  
FOUNDATION

DSU



Shriners Hospitals  
for Children®



Girl Scouts®

MENTORS  
INTERNATIONAL



Greenlight  
A Vet.

**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.**

***#ERACARES***

[erabrokers.com](https://erabrokers.com)

