



2026 KICKOFF MEETING

welcome our newest
TEAM ERA members!

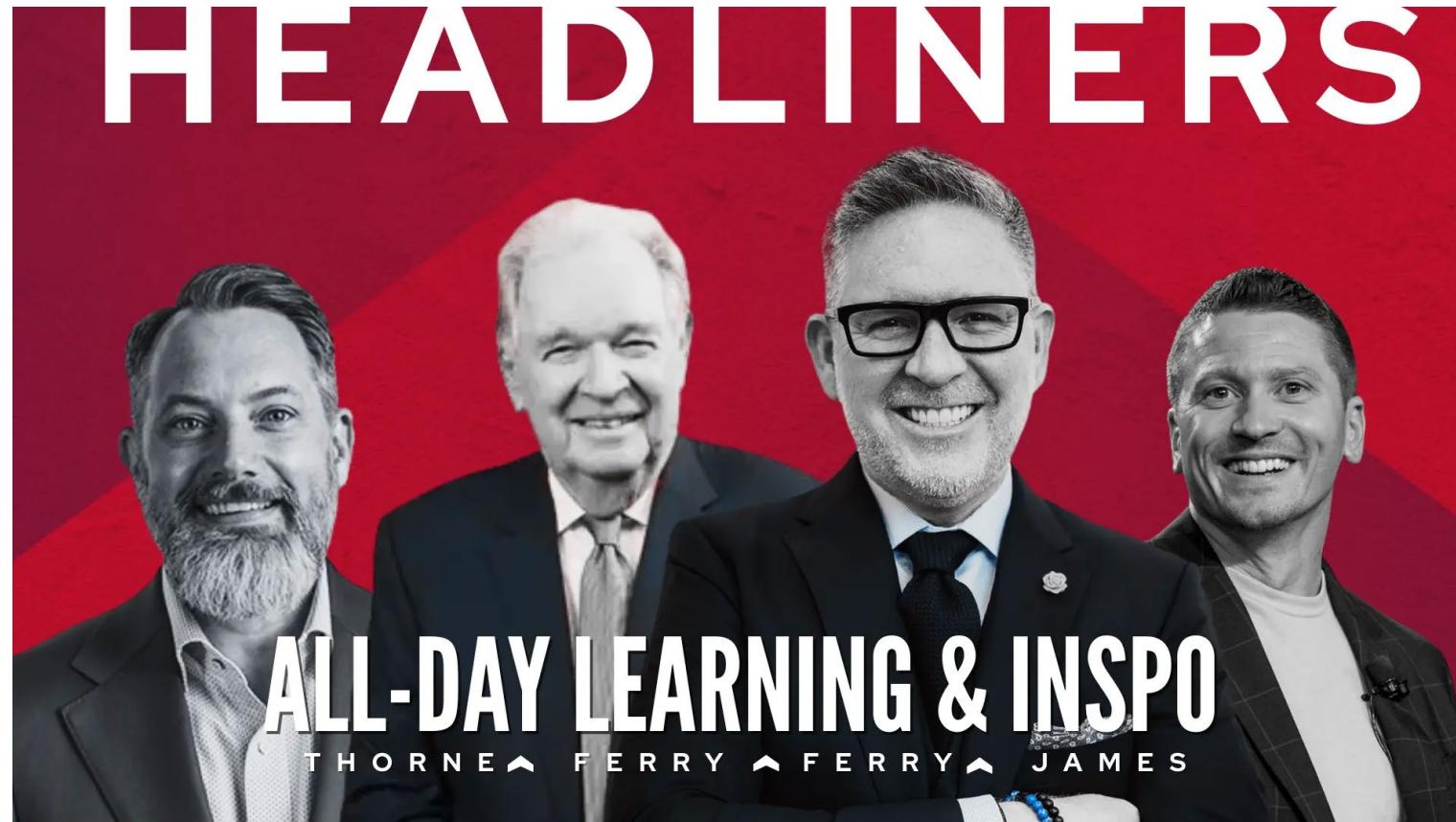


ANNOUNCEMENTS

MARK YOUR CALENDARS FOR JULY 17TH & 18TH



FUEL 2026



MARCH 2-5
AUSTIN, TEXAS

No fluff. No filler.

Just the **playbook**, **people**, and
momentum you need for an
unstoppable year.

[Link to Register
on the ERA Store!](#)

2026 FUEL RECOGNITION



ERA BROKERS TOP 1% COMPANY



WITHIN THE ERA
FRANCHISE SYSTEMS

2026 FUEL RECOGNITION



TOP 1% INDIVIDUALS & TEAMS

WILL BE ANNOUNCED AT FUEL IN AUSTIN, TEXAS



WITHIN THE ERA
FRANCHISE SYSTEMS



2025 RESULTS

	2025 GOAL	2025 RESULTS
VOLUME	\$2,000 MM	\$2,011 MM
UNITS	4,000	3,624
TEAM MEMBERS	1,000	958
PM UNITS	2,700	2,663





CIRCLE OF HONOR

Individuals: 25+ units or \$3 Million Sales Volume

Teams: 35.5+ units or \$6 Million Sales Volume



2025 CIRCLE OF HONOR WINNERS

OGDEN

Josh Bell
Wendy Bjelland
Jeff Fredrickson
Steve Henriod
Rod Holtry
Julia Huberty
Ame Lawlor
Shaun Mathewson
Britt McCarthy
Whitney Peterson
David Rhees
Justin Scott
Tim Six

SALT LAKE

Shawn Catmull
Maria Fillmore
Leah Hiltbrand
Ernesto Lopez

UTAH COUNTY

Kaylie Caldwell
Kyle Callister
Nicki Christensen
Lisa Cleaveland
Shelby Cooley
K. Wayne Davis
Sandee Fraser
Rachelle Heward
Rosie Hunter
Jen Matua
Timothy A. Schmall
Carissa Vance

RICHFIELD

McCall Carter
Dirk Dopp

ST. GEORGE

Carrie Johnston
Edward Leavitt
Sariah Meredith
Bethany Price

MESQUITE

Brenda Estrada
Karen Fielding
Brenda Groelle
Kerry Johnson
Bret Lower
Lisa Sherman
Sharon Szarzi

SUMMERLIN

Julietta Bauman Schreck
Mimi Dunn
Paola Escalona
Dawnelle Gallo
Lisa Hoover
Rose Huffman
Andrew Levy
Erika Lien
Chris Payne
Donna Schneider
Will Suprien
Melanie VanBurch
Amber Verchick
Kris Williams

HENDERSON

Charles Doty
Mannie Makhathini

TEMECULA

Linda Adkins
Christen Artino
Kim & Isaiah Campbell
Jessica Ellis
Stephani Pelliccione
Jenni Pickard

HARKER HEIGHTS

Heather Cortez
Eva Keagle

GEORGETOWN

MiMi Migliorini

SAN ANTONIO

Danny Ashinhurst



CIRCLE OF ACHIEVEMENT

Individuals: 45+ units or \$6 Million Sales Volume

Teams: 67.5+ units or \$12 Million Sales Volume



2025 CIRCLE OF ACHIEVEMENT WINNERS

OGDEN

Jenifer Davis
Lee Ann Semrow-Jones
Julie Quinn
Tommy Webber Team

SALT LAKE

Lyndzi Elsmore

UTAH COUNTY

Denise Beatty
Nate Davey
Mindy Fung
Emily Pierce
Venna Rice
Lita Riley
Angie Simons
Lindsey Toolson

RICHFIELD

Sold By 2 Girls Team

ST. GEORGE

Ryan Andersen
Craig Barr
John Houston
Susan Jarvis
Emily M. Murphy
Heather Ovard
Johan Ramirez
Jaylin Stuart
David Weller

HURRICANE

Marcia Pierce-Rasmussen

MESQUITE

Christina Silveyra
Justin Teerlink

SUMMERLIN

Colette Diamond
Tanya Murray

HENDERSON

JoAnn Binette
Jonathan Catalano
Hilary Chorak
Richard Lasica
Scott Meservey
Nicole Sanzone

TEMECULA

Grattan and Sarah Donahoe
Caroll Olivares
Wendy Velazquez

GEORGETOWN

Kara Bell
Mary Ann Bevell
Ashley Halleck Swallow

SAN ANTONIO

Arlene Chalkley
Ed Snead

AUSTIN

Elva Tally
Mark Preston



LEADERS' CIRCLE

Individuals: 65+ units or \$10 Million Sales Volume

Teams: 97.5+ units or \$20 Million Sales Volume



2025 LEADERS CIRCLE WINNERS

OGDEN

Julie Summers Christensen
Jeff Good
Ethan Heap
Dustin Peterson
Michelle Rettenberger
Nanci Lifer Team

SALT LAKE

Jennifer Cottam

UTAH COUNTY

Jen Call
Rebecca Swindle

RICHFIELD

Donavan Allen
Brayden Gardner
Tyson Hansen
Shellie Mackay

BEAVER

Jill Neilsen

ST. GEORGE

Lauren Evans
Terri Kane
Shauna Jo Prue
The Cox Group

HURRICANE

April Gates
Porter Team

MESQUITE

Alexander Gutierrez
Angela Herzog
Irene Navarro

SUMMERLIN

Laura E. Bomparola
George Durkin
Doug Sawyer

HENDERSON

Leizel T Jacobsen
Mark Anthony Rua

TEMECULA

Andrea Holmes
Rebecca Reilly

HARKER HEIGHTS

Lilo Carroll

GEORGETOWN

Brenda Burke
Pokey Delwaide
Kelly Katsus
Cindy Kelly
Cheryl Williams
The Doubles Team

MOMENTUM

2025 AWARD WINNERS

Highest Percentage YOY growth.
Must complete 5 units previous year.

2025

OFFICE MOMENTUM AWARD

80% INCREASE IN UNITS
& 71% INCREASE IN VOLUME

GEORGETOWN,
TEXAS



2025

AGENT MOMENTUM AWARD



JENIFER DAVIS

Northern Utah

150% Growth in Units

JAYLIN STUART

Southern Utah

189% Growth in Units

CHRISTINA SILVEYRA

Southern Nevada

292% Growth in Units

WENDY VELAZQUEZ

Southern California

57% Growth in Units

HEATHER CORTEZ

Central Texas

138% Growth in Units

TOP 25 AGENTS & TOP 5 TEAMS

TOP 25 INDIVIDUALS AND TEAMS BY UNITS

INDIVIDUALS BY UNITS

1. Alexander Gutierrez – MES
2. Donavan Allen – RIC
3. Jill Neilson – BEA
4. Jennifer Call – UTC
5. Pokey Delwaide – GEO
6. Lita Riley – UTC
7. Shauna Jo Prue – STG
8. April Gates – HUR
9. Tyson Hansen – RIC
10. Andrea Holmes – TEM
11. Irene Navarro – MES
12. Lilo Carroll – HAR
13. Angela Herzog – MES
14. Cheryl Williams – GEO
15. Mark Anthony Rua – HEN
16. Brayden Gardner – RIC
17. Lisa Cleveland – UTC
18. Dirk Dopp – RIC
19. Doug Dopp – RIC
20. Jeff Good – OGD
21. Brenda Burke – GEO
22. Cindy Kelly – GEO
23. Kelly Katsus – GEO
24. Christina Silveyra – MES
25. Justin Teerlink – MES

TEAMS BY UNITS

1. Porter Team – HUR
2. Cox Group – STG
3. Nanci Lifer Team – OGD
4. The Doubles Team – GEO
5. Sold by 2 Girls – RIC

TOP 25 INDIVIDUALS AND TEAMS BY VOLUME

INDIVIDUALS BY VOLUME

1. Mark Anthony Rua – HEN
2. Jennifer Call – UTC
3. April Gates – HUR
4. Alexander Gutierrez – MES
5. Andrea Holmes – TEM
6. Brayden Gardner – RIC
7. Jeff Good – OGD
8. Donavan Allen – RIC
9. Terri Kane – STG
10. Shauna Jo Prue – STG
11. Lauren Evans – STG
12. Rebecca Swindle – UTC
13. Jill Neilson – BEA

TEAMS BY VOLUME

14. Pokey Delwaide – GTN
15. Dustin Peterson – OGD
16. Cheryl Williams – GTN
17. Doug Sawyer – SUM
18. Brenda Burke – GEO
19. Irene Navarro – MES
20. Tyson Hansen – RIC
21. Angela Herzog – MES
22. Michelle Rettenberger – OGD
23. Laura E. Bomparola – SUM
24. Jennifer Cottam – SLC
25. Ethan Heap – OGD

1. Cox Group – STG
2. Porter Team – HUR
3. Nanci Lifer Team – OGD
4. The Doubles Team – GEO
5. JW West Team – STG



SUPPORT SUPERSTAR AWARD



AUBREY STRADLING

Office Coordinator
St. George, Utah

SPRING

2026 ERA MERCH DROP

Check Out the Newest Must-Have Pieces



ARTI[®]

INTRODUCING ARTI[®] SUITE



TOOLS



ACADEMICS



TRANSACT



MANAGER

ARTI Transact

Users Search

RESIDENTIAL DOCUMENTATION

LAUNCH YOUR LISTING

MARKETING CENTER

View Marketing Center

SUMMARY FILE REVIEW PROPERTY PEOPLE MARKETING TRANSACTION

Virtual Showings 110 ARTIMINDERS >

21

14

7

0

Views Last 4 Weeks

GET MORE VIRTUAL SHOWINGS >

Marketing Center

Welcome! This Marketing Center gives you access to professionally designed templates ready to use for your listings. Any text pulls directly from your ARTI transaction, and images can be updated within each template. Share instantly to social media, or download the PDF and customize further in Canva if you'd like full design control.

624 E Pine St Washington, UT 84780

Seller Report

View Property Website

All Brochures Email Campaigns Postcards Social Media Other

Brochures

Distinctive Property - Residential 8 Page Standard - Residential

Email Campaigns

MacBook Pro

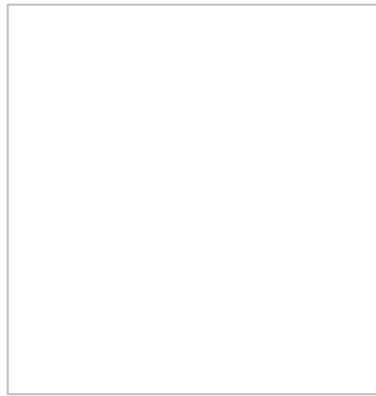
INTRODUCING ARTI® MARKETING CENTER

Ready to use templates
in ARTI® Transact

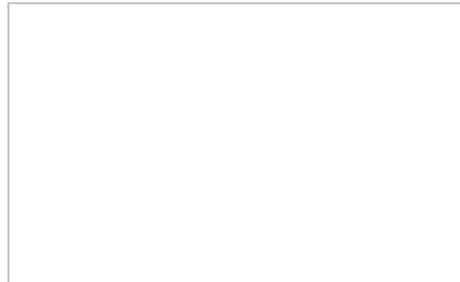
Includes:

- One Page Brochures
- Email Campaigns
- Postcards
- Social Media

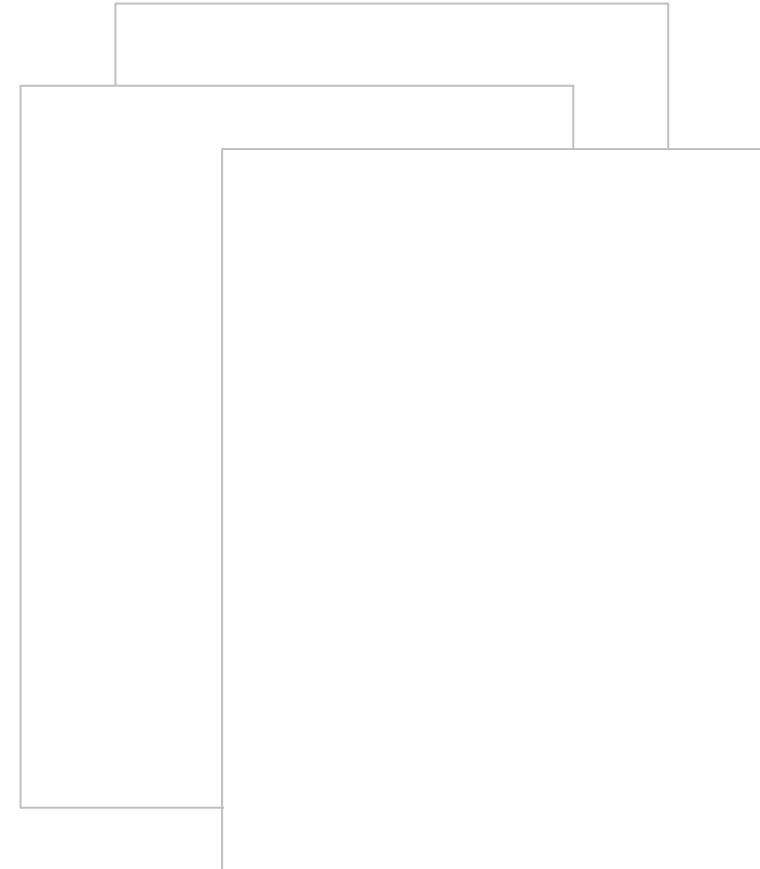
ARTI® MARKETING CENTER



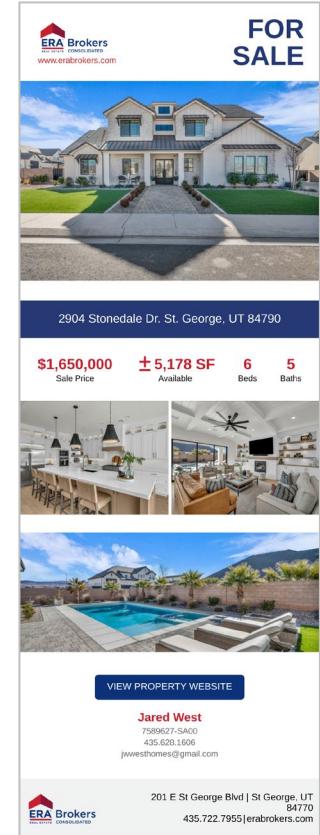
SOCIAL



POSTCARDS



BROCHURES



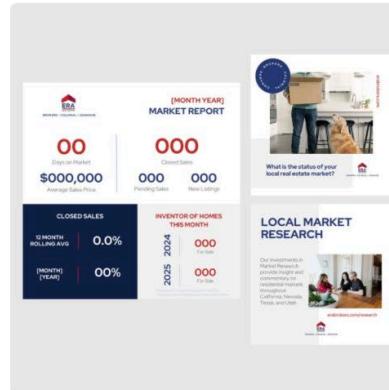
EMAIL

ERA Branded Canva Templates

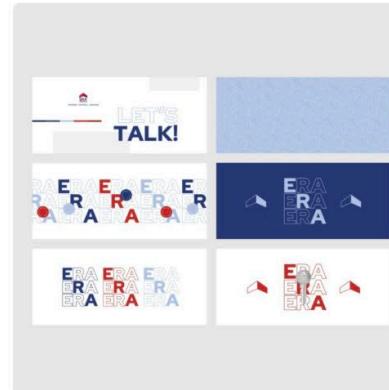
To use a Canva Template, click on “View In Canva” to view template. Make sure you are signed in and “Make a Copy”.

[Show all](#) [Buyers](#) [Email](#) [Listings](#) [Luxury Real Estate](#) [Office Team](#) [Social Media](#)

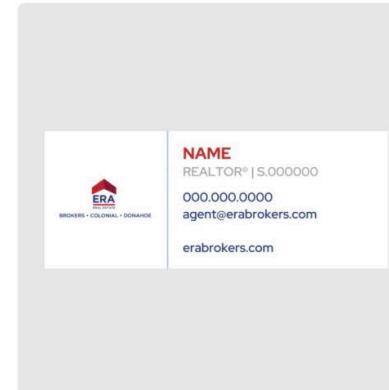
Social Media Posts
[View In Canva](#)



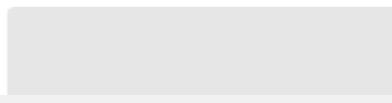
Market Research Social Media Posts
[View In Canva](#)



Facebook Cover Images
[View In Canva](#)



Email Signature - No Photo
[View In Canva](#)



MARKETING OVERVIEW

Available in the File Share and soon in Print!

This marketing overview brings together ERA's marketing, technology, education, and support into one cohesive system. It shows how these tools work together to increase exposure, strengthen your business, and deliver better results for clients.



LISTING CONCIERGE SERVICES

DIGITAL

SILVER

DIGITAL & PRINT

GOLD

DIGITAL, PRINT, & SHOWCASE

PLATINUM

Elevate Your Listing with
the ERA Concierge
Services Program

Introducing the ERA Concierge
Services Program – a tiered
marketing system designed to
elevate every listing and
maximize exposure.

Available February 1st.

- ✓ Weekly New Listing Email
- ✓ Digital Property Brochure
- ✓ Single Property Website
- ✓ Extensive Online Exposure
- ✓ Professional Photography (Utah & Nevada)
- ✓ Social Media Banner
- ✓ Smart Sign Technology
- ✓ Canva Listing Templates
- ✓ Matterport OR Zillow 3D
- ✓ Seller Report
- ✓ Just Listed /Sold Social Templates

INCLUDED

\$349

- ✓ **EVERYTHING INCLUDED IN SILVER**
- ✓ Stand Alone Email Blast to Real Estate Agents in Your MLS
- ✓ Facebook & Instagram Ad Campaign (~2,000 views per ad)
- ✓ Listing Thank You Gift – with High Quality Printed Marketing Overview
- ✓ Platinum Envelope Just Listed Announcement to 100 nearest neighbors
- ✓ 25 High Quality Printed Brochure

- ✓ **EVERYTHING INCLUDED IN SILVER + GOLD**

- ✓ Zillow Showcase

75% more page views, saves, and shares.
Get more eyes on your listings and keep
buyers engaged from the start.

30% more listings won. Win over more
sellers with a proven advantage that
helps you earn trust and more business.

2% higher sale price. Help your clients
maximize their return by marketing homes
with premium presentation and exposure.



+

Zillow[®]

\$599
(\$899 value)

Buy Rent Sell Get Help Sign in

Charleston SC

3D Home Floor plan Virtual Photos Map

Matthew Poole The Matt and Randall Team

• Active \$1,690,000 740 Lawton Pl, Charleston, SC 29412

4 beds 4 baths 2,560 sqft

Est. payment: \$9,344/mo ⓘ Get pre-qualified

Single family residence Built in 1985 0.48 Acres

1 Attached garage space \$660 price/sqft

What's special

COZY FIREPLACE WELCOMING FULL FRONT PORCH BUILT-IN SHELVING
GENEROUS DINING ROOM SPACIOUS FOYER MAJESTIC OAK TREES
BEAUTIFULLY LANDSCAPED BACKYARD

This two-story home offers a thoughtfully designed floor plan with multiple living spaces and scenic views from nearly every room. Positioned at the end of Lawton Place on James Island, 740 Lawton Place is a prominent residence overlooking the main expanse of the 24-acre Lake Frances, just off Harborview Road. ... [read more](#)

68 days on Zillow | 4,777 views | 303 saves

Source: CTMLS, MLS#: 25029085 Broker Reciprocity

Map showing location on Lawton Pl, Harbor View Rd, Frances Dr, White Key Ct.



75%
more saves, views, shares

30%
more listings

2%
higher sales

CORPORATE SERVICES

Leveraging regional, national, and international resources to create customized real estate solutions for organizations.

From local moves to international ones, we've got you covered. We connect your clients with the right real estate experts wherever they're headed.



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.



Real Estate Benefits
by Anywhere™

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.

Anywhere™ Leads Network

The Anywhere Leads Network is a nationwide high-performance network of 500+ brokers and ~100,000 agents.



Cartus is the trusted industry leader, guiding clients through thousands of corporate relocation programs, large and small, unique and complex.



Worldwide
Relocation & Moving

SIRVA Worldwide Relocation & Moving is the global leader in moving and relocation services, offering solutions for mobility programs to companies of every size.

Better Real Estate matches you with a trusted real estate agent in your area. If you work with one of our partner agents, you'll get \$2,000 off your Better Mortgage loan closing costs.



Mr.CooperGroup



estately



plus many more...

OUTBOUNDER

2025 AWARD WINNERS



OUTBOUNDER AWARD



2025

JEFF
FREDRICKSON-4

INDIRA
RAVI-4

Northern Utah

SUSAN
JARVIS-4

EMILY
MURPHY-4

JENNY
REAM-4

Southern Utah

DARCY
PRICE-6

TERESA
SWEITZER-6

Southern Nevada

STEPHANI
PELICCIONE-7

Southern California

KELLY
GRAHAM-4

Central Texas

1ST IN SERVICE

2025 AWARD WINNERS

100% Score from Customer
Satisfaction Surveys – minimum of 5

2025

1ST IN SERVICE

Southern Utah

LAUREN EVANS
APRIL GATES
JILL NEILSEN

EDPA

2025

1ST IN SERVICE

Southern Nevada

ANGELA HERZOG - 12

KERRY JOHNSON

LISA SHERMAN

EPRA

2025

1ST IN SERVICE

Central Texas



KARA BELL
MARY ANN BEVELL
BRENDA BURKE
CINDY CURTIS
POKEY DELWAIDE
KELLY KATSUS
EVA KEAGLE
CINDY KELLY
SUE SAMMONS
ASHLEY SWALLOW
CHERYL WILLIAMS

2025

1ST IN SERVICE

Southern California

ANDREA HOLMES
LINDA ADKINS

EPRA

2025

1ST IN SERVICE

Northern Utah

SPRING 2025

DONAVAN ALLEN

JEN CALL

JULIE SUMMERS CHRISTENSEN

JEFF GOOD

NANCI LIFER

REBECCA SWINDLE

EDUCATION



AMANDA WICKRA

Director of Education

The image features a large, bold, dark blue letter 'N' in the top left corner. Below it is a thick horizontal red bar. To the right, the word 'ERA' is repeated in a large, light blue, rotated font, creating a diagonal pattern across the right side of the image.

50,383 Students Enrolled
90,000 CE Credits Banked

29 Approved Texas CE Courses

87 Approved Utah CE Courses

19 Approved Nevada CE Courses

35 ERA Exclusive Courses (non-CE)



UTAH CE UPDATE

- Mindset Matters
- Client Communications
- Real Estate Case Studies
- Building Competencies
- Creative Problem Solving & Applying Critical Thinking
- Code of Ethics
- Usage of AI tools
- Social Media
- Risk Management
- New Construction



NEVADA CE UPDATE

- Information Security
- Staging
- Code of Ethics
- Nevada State Law
- Contracts
- Agency
- Risk Management
- Real Estate Best Practices
- Skill Development in Real Estate
- Lead Generation Strategies for Real Estate Professionals

** All CE classes are three hours and core credit (ethics, law, agency, contracts)

TEXAS CE UPDATE

- How to Show a Home
- Staging 101
- Code of Ethics
- Ethics: Professional Conduct
- First Time Home Buyers
- Investment Analysis: Residential Real Estate
- Real Estate Market Cycles
- Residential Real Estate Marketing
- Blockchain for Real Estate
- Real Estate Case Studies
- Lead Generation with AI tools
- Mindset Matters
- Qualifying your clients
- Legal Updates (coming soon –Spring 2026)

CALIFORNIA CE UPDATE

Approved courses for CA:

- Real Estate Transaction Structures
- Market Research (Residential)
- Real Estate Negotiations and Practices

Pending approvals for CA:

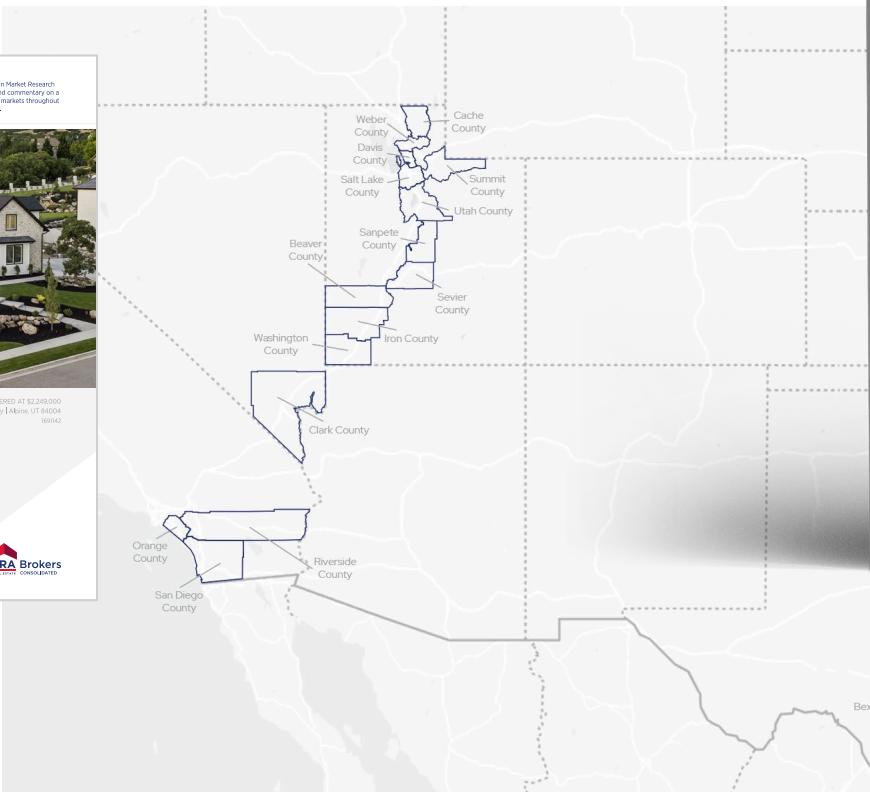
- Real estate market cycles
- Residential Real Estate Investment Analysis
- Personal Finance for Real Estate Professionals
- Residential Real Estate Marketing
- Social Media Strategies
- Farm and Ranch Transactions



ERA EXCLUSIVE CONTENT

- ERA Exclusive: Moxiworks
- ERA Exclusive: A Value Proposition that Lasts
- ERA Exclusive: Your Value in Real Estate
- ERA Exclusive: ARTI Transact Training
- ERA Exclusive: ARTI Transact Mobile App
- ERA Exclusive: Technology Overview

MARKET RESEARCH



Monthly Reports at erabrokers.com
2026 Residential Review COMING SOON!

Distributed to over 100,000 emails and available in print

PROPERTY MANAGEMENT

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

- New Management Account Referrals – \$500
- 5% Management fee for ERA Agent Owned Properties

managing approximately 2,600 property management units, worth nearly \$1 billion on behalf of our clients



PROPERTY MANAGEMENT

2025 AWARD WINNERS



2025

TOTAL NEW
ACCCOUNTS

LAS
VEGAS

PERCENTAGE
ACCOUNT INCREASE

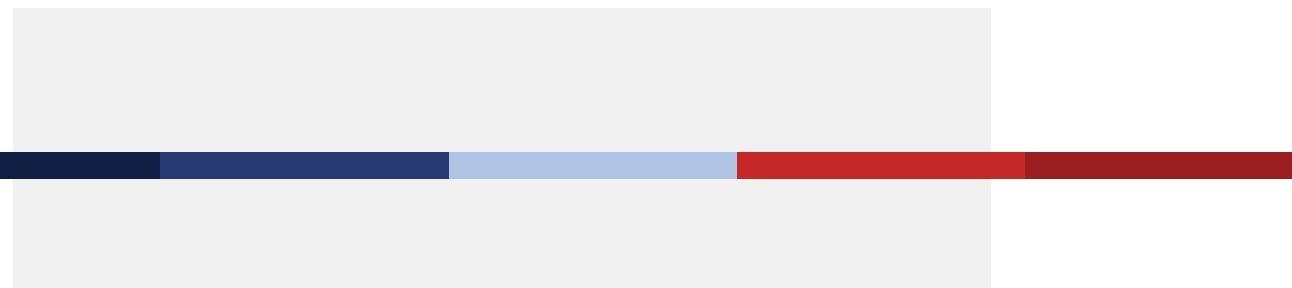
LAS
VEGAS

TOTAL
REVENUE INCREASE

ST. GEORGE
ASSOCIATION
MANGEMENT

PERCENTAGE
REVENUE INCREASE

NORTHERN
UTAH



2025

MANAGER OF THE YEAR



DEB
COWLEY

Property Manager
Richfield, UT

SPAA

NEIL WALTER

CEO

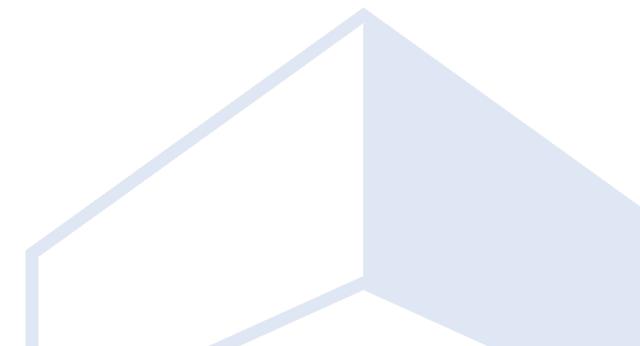


A graphic design featuring a solid red horizontal bar on the left side of a white background. The word "ERA" is repeated in a large, blue-outlined font, rotated diagonally from the bottom-left to the top-right across the page. The text is arranged in a staggered, overlapping pattern.

Know why you are
in real estate.

THIS IS PURPOSE.

Our purpose is to help individuals and families
build generational wealth and enjoy safe spaces
to live and work.



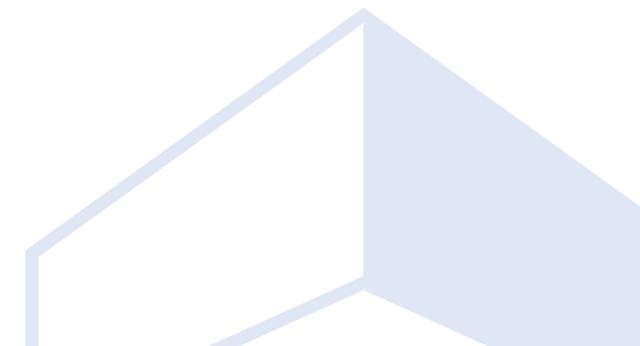
Know how you are going to go about the business

THESE ARE VALUES.

BE GOOD—Be professional, be honest, act with integrity.

BE KIND—Be respectful, considerate, and understanding.

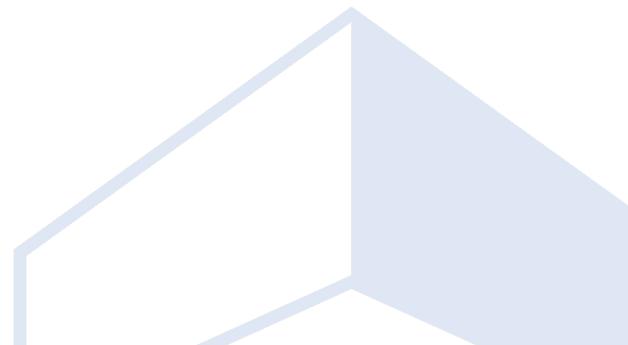
DO GOOD—Do your best, share your talents, help people.



Know what you are
going to focus on.

THESE ARE PRIORITIES.

1. Provide exceptional client service
2. Get in front of the business
3. It's going to be a great year
4. Offer Better Marketing, Technology,
Research, Education, and Support



SUCCESS comes from the combination of human capital (what you know), financial capital (money), and effort (time).

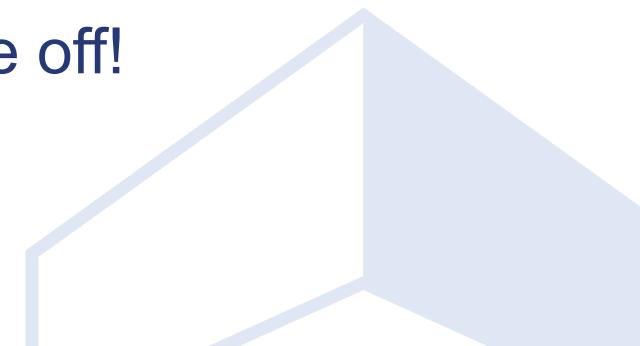
RESILIENT—Bounce back from setbacks

GRIT—Consistently work with persistence

ALIGN—Values, goals, activities

MOMENTUM—Accelerate by constantly applying pressure

LIFT—Enough momentum and you will take off!





BROKERS • COLONIAL • DONAHUE

TEAM

ERA